

EMERGING MARKETS

The Western European market is undergoing spectacular developments in television broadcasting, cable, satellite services, home video, sound recording and publishing. Several converging trends are occurring that are impacting on the cultural industries market. These trends include the development of new technologies, the internationalization of production, the migration of advertizing revenues from publishing to the electronic media, the emergence of multi-media conglomerates, the deregulation of broadcasting and the trend toward the unification of Europe. All these converging tendencies are having a profound effect on the way Canadian cultural industries conduct their business operations in Europe in their quest for new market opportunities. It is therefore crucial for Canadian industries to be provided with the appropriate level of increased government assistance in order to sustain the international marketing effort required to capitalize on these trends.

We have seen in the previous sections how Canadian cultural industries are already successfully penetrating the Western European market. This is particularly evident in the case of Québec based companies who have established a market presence in sound recording, publishing, television broadcasting and production, satellite and cable systems in Western Europe. To a lesser degree, it is also evident with the English language parts of Canada whose industries are making some in-roads into the European sound recording industry and in TV production, but have been noticeably unsuccessful in publishing and conspicuously absent from