



The Canadian arts and cultural industries have succeeded on the international stage by sharing our rich cultural heritage through film, music, visual arts and literature. Canadian authors, film producers and visual artists have won international acclaim, receiving some of the world's most prestigious prizes.

Rapid growth in exports has taken place in virtually all sectors of Canadian cultural industries. The recording industry witnessed a growth in exports of 324 percent between 1990 and 1995. Export sales of books, in both English and French, almost doubled between 1996 and 1999. Exports of Canadian films tripled over the same period. Supported by first-rate technology in areas such as telecommunications, broadcasting and multimedia, the industry is well poised to continue this growth.



PUBLISHING

The high quality of Canadian books is recognized internationally. Canada's 490 publishers and agents sold over \$1.9 billion worth of product between 1996 and 1997, ranging from books by Margaret Atwood, winner of France's Order of Arts and Letters, and Michael Ondaatje, winner of the Booker Prize, to Harlequin Romances.

Canada's exports of books have increased in recent years from \$271 million in 1996 to \$407 million in 1999. To enhance our publishers' success around the world, the Association for the Export of Canadian Books co-ordinates the publishing industry's presence at major international book fairs such as Guadalajara, Frankfurt, Bologna and BookExpo America (Chicago), and produces a series of publications aimed at promoting Canadian publishers' works worldwide.

MUSIC

Canadian music and sound recording exports reached over \$433 million in 1999. Six major multinational firms, as well as 200 independent recording companies, operate in Canada. The Canadian music industry also benefits from producing for both English- and French-speaking markets. Canada is the world's second-largest producer of French-language recordings, after France, and the third-largest producer of English recordings, after the United States and the United Kingdom. In addition, more than 200 titles of Canadian Aboriginal music are available. While home to many recording artists of international acclaim, Canada is also known in the international recording industry for its expertise in recording studio technology.

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FILM AND TELEVISION

Canada's film and television industries have been remarkably successful, given a small population that is culturally and linguistically diverse and the strong influence of foreign content. Total production activity increased in 1998-99 to reach \$3.7 billion.

Film

International partners are attracted to Canada's expertise in the filmmaking industry, and Canadian companies are active in sharing this expertise. Canada has over 46 official audio-visual co-production agreements in effect in 54 countries, which have led to wider distribution and success in international media. In fact, treaty co-productions enjoyed a major increase in 1998-99, nearly doubling to \$823 million. Recent successful co-productions include *The Red Violin* and *Stardom*. Moreover, Canada's highly skilled technical services and excellent infrastructure have made Canada a major centre for film location shooting.

