



**FOR IMMEDIATE RELEASE**

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## **Documentary Organization of Canada releases 6<sup>th</sup> edition of Getting Real report series**

### *Getting Real 6: An Economic Snapshot of the Canadian Documentary Industry*

The Documentary Organization of Canada / l'Association des documentaristes du Canada (DOC) is pleased to release the 6th edition of *Getting Real: An Economic Snapshot of the Canadian Documentary Industry*. This study, conducted by Maria De Rosa and Marilyn Burgess of Communications MDR, provides a profile of Canadian documentary production from 2012-2013 to 2016-2017.

The documentary industry continues to be a vital contributor to the Canadian economy. Through a total of 6000 direct and spin-off jobs, the independent documentary production sector in Canada contributed \$324 million to Gross Domestic Product in 2016-2017 based on direct production spending of \$220M.

A number of trends, challenges and opportunities observed by this study are significant for the independent documentary production sector.

Between the years 2012-2013 and 2016-2017 the volume of independent documentary production in the audiovisual market fell by 30%, driven by declining documentary television production. The number of hours of production also declined, as did the share of all hours of documentary content produced.

Foreign investment in Canadian independent documentaries in the form of foreign pre-sales and distribution advances continues to provide evidence of international demand for Canadian documentaries.

This report provides evidence of a vibrant sector reflected in the how filmmakers are embracing global digital transformation with content for expanding platforms, evidence of their ingenuity and resilience.

There has never been a greater public appetite for documentaries. Canadian documentaries continue to be popular with Canadian television and theatrical audiences, as well as online.

The report finds that in light of declining levels of documentary production it may be timely to examine the policy framework that supports the independent documentary sector and whether CRTC regulations are having the intended impact on the independent documentary production sector.

The report recommends the development of an international strategy aimed at the promotion and branding of this sector to support its growth.

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“Getting Real provides us with one of the first opportunities to quantify the changes that independent documentary filmmakers in Canada have been feeling for years, since the rapid growth of online streaming services. Although the demand for Canadian documentaries remains high, we don’t have the regulations or framework in place for independent filmmakers to take full advantage of these online platforms. This report allows us to put concrete numbers behind trends we’ve been talking about for years.” - **Mathieu Dagonas, Executive Director of DOC**

“The independent documentary production sector remains a significant contributor to Ontario’s economy and cultural landscape. Ontario Creates was pleased to partner in this important study that updates DOC’s earlier research and provides new evidence and strategic guidance to help support and sustain future growth in this vital industry.”- **Karen Thorne-Stone, President and CEO, Ontario Creates**

DOC wishes to thank its partners and sponsors for their financial support in making the report a reality. The research and writing of this report was supported by Ontario Creates, the Bell Fund, the National Film Board (NFB) and the Canadian Media Producers Association (CMPA).



The Documentary Organization of Canada / l'Association des documentaristes du Canada is the collective voice of independent documentary filmmakers across Canada. DOC is a national nonprofit association representing over 800 directors, producers and craftspeople in the Canadian documentary community. DOC advocates on behalf of its members to foster an environment conducive to documentary production and strives to strengthen the sector within the broader film production industry.

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