

How Canadians Feel About Global Studios & Canadian Content

Canadian public opinion in 2025

On behalf of the Motion Picture Association - Canada, Bruce Anderson of Spark Insights completed the latest tracking study looking at how consumers feel about Canadian content and the role of global studios and streaming services in Canada. A nationwide online survey was conducted in the month of June 2025 among a representative sample of 2500 adults nationwide.

The objective of this wave of research was to re-test some earlier findings to see if any material change in public opinion had taken place, and to probe a number of new items.

HOW CANADIANS VIEW THE CONTRIBUTIONS OF GLOBAL STUDIOS

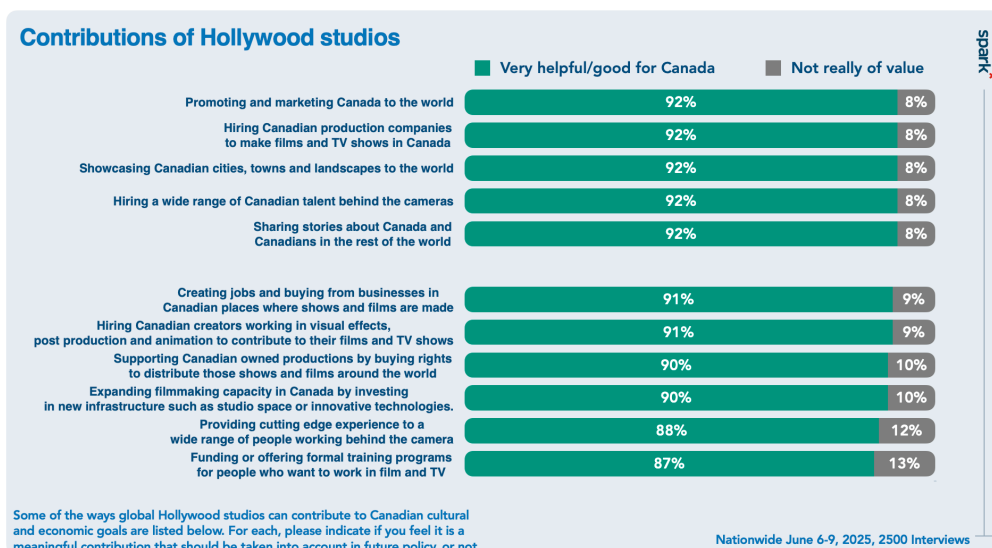
Canadians love to see their country represented on screen, and they continue to see value in a lot of different ways that this can happen.

As in 2024, our latest findings see two thirds (64%) preferring that the definition that the CRTC use to consider what is Canadian be broadened beyond ownership by a Canadian production company. There are a lot of different criteria a large majority of Canadians feel should be assigned value when it comes to defining Canadian content, beyond ownership. This is a consistent point of view from our 2024 survey.



CONTRIBUTIONS OF STREAMING COMPANIES

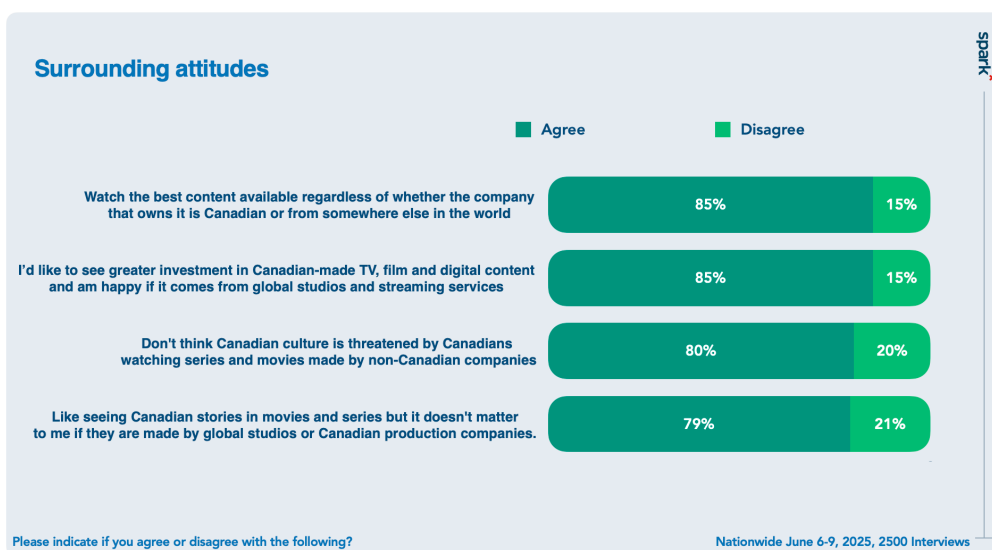
Canadians continue to broadly believe that global Hollywood studios make meaningful contributions to Canadian cultural and economic goals. Among the list of things people see as being helpful or good for Canada are promoting and marketing Canada to the world, collaborating with Canadian production companies and supporting Canadian jobs and businesses.



SURROUNDING ATTITUDES

Canadians like seeing Canadian stories in movies and series, but it doesn't matter to them whether the content is made by global studios or Canadian production companies (79%). Most (80%) do not believe Canadian culture is threatened if Canadians watch series and movies made by non-Canadian companies.

A total of 85% would like to see greater investment in Canadian made TV film and digital content and are happy if that investment comes from global studios and streaming services. Finally, people say they watch the best content they can find, regardless of whether a Canadian or non-Canadian company owns it.



CONCLUSIONS

In survey after survey, Canadians express significant appreciation for the production work that streaming services and global Hollywood studios do in Canada. People see both economic and cultural benefits and want policies that encourage more of these projects as a result.

Canadians believe the definition of what is Canadian should not hinge on whether a film or show is owned by a Canadian production company – they prefer to see a broader set of benefits for Canadians used to frame policy in this area, including recognizing productions that hire locally, feature Canadian locations and use Canadian studios.