

Bloc Québécois Platform - [2021](#)

A truly public CBC

1. *End the need to rely on advertising dollars, starting with digital platforms (PARTIALLY)*
2. *Increasing funding so that Radio-Canada can fulfill its public purpose. (YES)*
3. *End political appointments for the President and the Board of Directors. (NO)*

The Bloc's platform does not explicitly mention funding for CBC/Radio-Canada. During his participation in The Leaders' Series, a non-partisan interview series produced by FRIENDS, Bloc Québécois Leader Yves-François Blanchet said that he was open to improving funding for the public broadcaster while ensuring that it maintains its independence.

The Bloc's platform does not address the issue of advertising for Radio-Canada. During his interview for The Leaders' Series, Blanchet indicated that he would be open to reflecting on the role of advertising for the public broadcaster. When asked directly about removing ads from Radio-Canada, Blanchet would not go that far. He claimed information content, like news, should be ad free, but that expensive entertainment content could be supported by advertisements.

The Bloc platform document does not address the issue of political appointments to CBC's Board. Blanchet expressed concerns about the current system for appointments in his Leaders' Series interview, but he did not commit to an alternative selection process for CBC/Radio-Canada's President and Directors.

Telling our own stories

1. *Compel companies like Netflix to invest an equal share of their revenues in the production of original Canadian content, just as Canadian broadcasters do. (YES)*

In their platform, the Bloc commits to reintroducing Bill C-10, an Act to update the Broadcasting Act, with some changes. In particular, they would improve sections of the Bill pertaining to discoverability, protecting Canadian and Quebec content, and promoting Quebec and francophone productions.

The Bloc also commits to collecting a 3% tax on web giants. Furthermore, the party would require that web giants negotiate with Canadian and Québécois content creators to ensure a fair distribution of revenue.

Strong and credible journalism

1. *End the nearly \$2 billion in tax subsidies that reward Canadian businesses for buying ads from Google and Facebook at the expense of credible, legitimate, Canadian media. (NO)*
2. *Follow Australia and France to force Google and Facebook to compensate Canadian news organizations for their content, including the CBC. (YES)*

The Bloc's platform does not address the issue of Section 19 of the Income Tax Act, a loophole that is responsible for nearly \$2 billion in tax subsidies that privilege companies like Google and Facebook over Canadian media outlets. The Bloc would ensure that traditional media are part of wider reforms to the cultural sector. In particular, the party proposes to redirect some of the revenues collected from sales tax and taxes on web giants' Canadian revenues into a fund designed to support arts, culture and media in Quebec.

During his interview with FRIENDS, Blanchet said that his party would generally agree with applying the Australian model to ensure that Canadian news outlets are compensated for content that appears on social media sites.

Canadian values in Canadian media

1. *Enforce existing laws. Governments already have a lot of power to crack down on platforms that facilitate illegal activity, but they refuse to use it. That has to change. If it's illegal offline, it's illegal online. (UNCLEAR)*
2. *Make platforms' Canadian executives personally liable for their company's conduct, with penalties including possible jail time. (NO)*
3. *Change the law so that Canadian courts can block the flow of funds to repeat offenders. If you break the law, we should break your business. (NO)*

The Bloc's platform document does not address the issue of liability for social media companies like Facebook and Google for hosting and disseminating illegal content on their sites. During his interview with FRIENDS as part of the Leaders' Series, Blanchet stated that the government must give the correct authorities the tools to intervene when there is illegal activity on online platforms, such as online hate or child sexual abuse material. The precise details around whether or not the Bloc would actually impose liability on social media companies for this illegal content remains unclear.

The Bloc's platform does not address the issue of personal liability for Canadian executives of social media companies. It also does not address the possibility of imposing barriers that would prevent platforms that consistently break the law from accessing the Canadian financial system