



Government of Canada

Gouvernement du Canada

DIGITAL

CANADA 150

2.0



Canada

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INDUSTRY MINISTER'S MESSAGE



In today's world, there is no question that digital technologies and tools have vastly improved our quality of life. In every field of human achievement—from medicine to education and from space exploration to telecommunications—digital innovations and inventions are helping Canadians live better, more productive, healthier lives.

That's why our government created Digital Canada 150 (DC150)—a comprehensive plan to provide all Canadians with the digital skills and the tools required for the future.

Since we launched DC150, our government has brought in measures to promote a vibrant and competitive telecommunications industry. We have taken steps to connect and protect Canadians online. We are providing Canadian businesses with opportunities in the global digital economy. We are leading on digital government. And we have been preserving and sharing Canadian content online.

As we approach Canada's 150th birthday in 2017, our government remains committed to creating jobs and economic growth by providing Canadian businesses and communities with the skills and opportunities they need to succeed. In today's digital world, we know that Canada's long-term success and prosperity depends on it.

With this in mind, I am pleased to present Digital Canada 150, version 2.0, which builds on the successes of DC150.

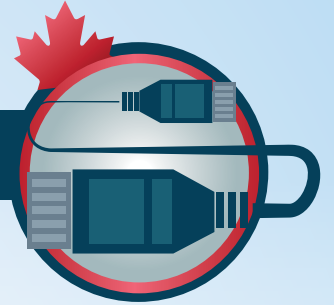
James Moore
Minister of Industry



FIVE PILLARS OF DIGITAL CANADA 150

1

CONNECTING CANADIANS



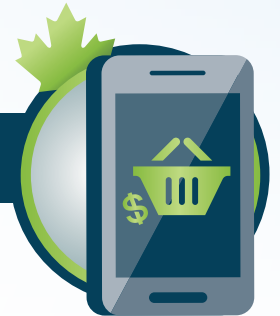
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PROTECTING CANADIANS



3

ECONOMIC OPPORTUNITIES



4

DIGITAL GOVERNMENT



5

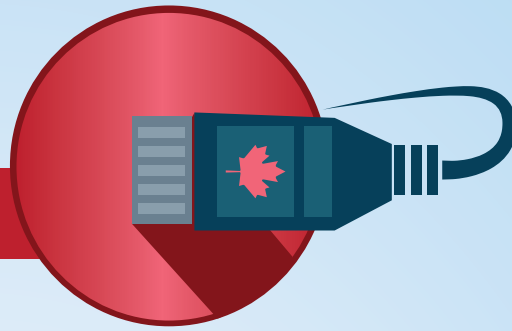
CANADIAN CONTENT



1

CONNECTING

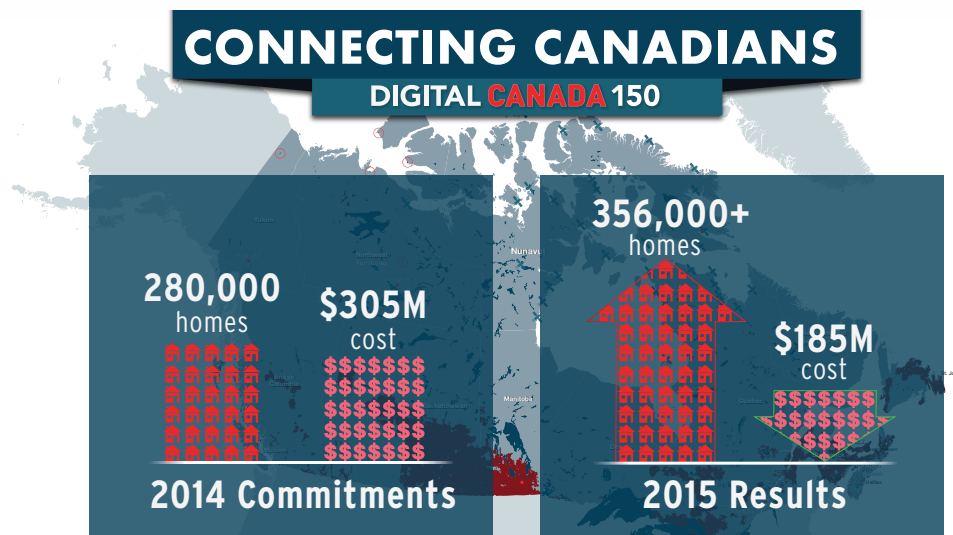
CANADIANS



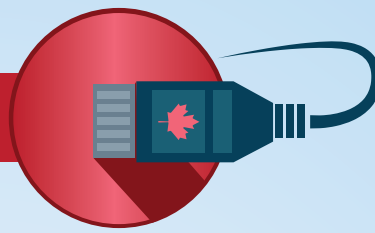
Connecting Canadians is about ensuring all Canadians, no matter where they live, have access to high-speed Internet services at the most affordable prices. It is also about offering Canadians more choice in their cellphone provider and the option to pick and choose the combination of television channels they want.

ACCOMPLISHMENTS

- ✓ **Launched the new Connecting Canadians rural broadband program.** By the time Canada celebrates its 150th anniversary in 2017, over 356,000 more Canadian households will have access to high-speed Internet services. This exceeds the program's target by 75,000 homes—and at nearly 40 percent under budget.
- ✓ **Completed the 2500 MHz spectrum auction.** The results will improve wireless service in urban centres and high-speed Internet services in rural regions.
- ✓ **Completed the AWS-3 spectrum auction.** The results support new wireless competitors.
- ✓ **Passed legislation to cap domestic wholesale roaming rates** to help new wireless service providers compete. Since then, the Canadian Radio-television and Telecommunications Commission (CRTC) regulated the wholesale wireless roaming rates that national wireless carriers can charge smaller carriers, which supports competition and consumer choice.
- ✓ **Implemented a “use-it-or-lose-it” policy** to ensure that telecommunications companies that hold licences for valuable wireless airwaves put this spectrum to use to serve Canadians.
- ✓ **Introduced strong enforcement measures** to protect consumers from telecommunications companies that don't play by the rules, including administrative monetary penalties of up to \$10 million.
- ✓ **Implemented a new cellphone tower policy** to ensure citizens and municipalities are at the forefront of the decision-making process when it comes to where a new tower is installed.
- ✓ **Introduced a plan to unbundle cable and satellite TV packages** to give Canadian consumers more choice and customizable on-demand options that will allow them to pick and pay for the specific channels they want. The CRTC decision will come into effect by December 2016, giving Canadian consumers more control over the TV they want to watch.



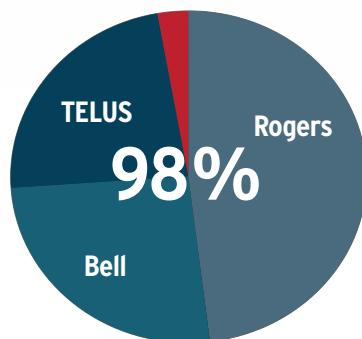
Source: Industry Canada



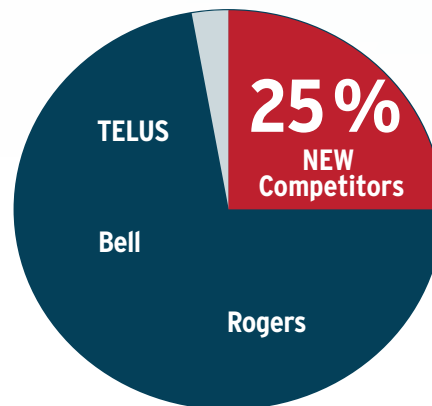
WHATS **NEW**

- **Computers for Schools program expanded** to not-for-profit organizations that support low-income Canadians, seniors and new Canadians with refurbished computer equipment and skills training, in addition to the thousands of schools, libraries and Aboriginal communities already benefiting from the program.
- **Residual spectrum auction** to be held in August, for unallocated spectrum licences from the recent 700 MHz and AWS-3 auctions. This auction will be the third spectrum auction of 2015.
- **Satellite service fees lowered** to reduce red tape and costs for companies providing those services and to improve satellite services for all Canadians, including those living in rural communities.
- **Canada's satellite communications sector enhanced.** Economic Action Plan 2015 announced a \$30-million investment in Canada's partnership with the European Space Agency's Advanced Research in Telecommunications System program to support Canadian satellite companies in developing and marketing new technologies.
- **Canadians to be consulted on connectivity.** The CRTC will hold a public hearing and conduct a comprehensive review to determine what services are essential for all Canadians to fully participate in the digital economy.
- **Internet access for rural regions improved.** Regulatory changes allow TV white space spectrum to be used to deliver improved, Wi-Fi-like services in rural regions without interfering with existing TV broadcasts.
- **Spectrum management will be enabled** through the collection, analysis and visualization of spectrum usage data by the new Spectrum Analytics Centre, which will be completed in 2017, at the Communications Research Centre in Ottawa. The research conducted will support more effective spectrum management, which is vital to fuelling Canada's digital economy.

Spectrum Distribution



2006



2015

In 2006, incumbents held 98% of wireless spectrum.

In 2015, new competitors hold 25%.

www.canada.gc.ca/morechoices

Source: Industry Canada

SUCCESS STORY: SKILLS/COMPÉTENCES CANADA AND COMPUTERS FOR SCHOOLS

Skills/Compétences Canada (SCC) is a national, not-for-profit organization that works with employers, educators, labour groups and governments to promote skilled trades and technology careers among Canadian youth. A member of WorldSkills International, SCC is helping to ensure Canada's youth have the workplace skills needed for the future.

Each year, SCC engages more than 350,000 youth through various interactive experiences that profile trades and technology careers. Its flagship event is the annual Skills Canada National Competition (SCNC)—Canada's only national multi-trade and multi-technology competition for students and apprentices. The event brings together the country's best and sharpest to compete in over 40 competitions across six industry sectors ranging from carpentry and mobile robotics to welding, aircraft maintenance and fashion design. The SCNC provides competitors from across the country with an opportunity to not only compete for the title of nation's best in their chosen field but also showcase—and further develop—their skills in hands-on competition with their peers. In addition, this year's SCNC featured a live webcast from the competition floor, making it accessible to viewers around the globe.



A competition of this calibre requires a great deal of coordination and a lot of technology, with over 200 computers used during the two-day competition. The Computers for Schools (CFS) program has provided vital support for this prestigious event, annually donating more than 100 pieces of equipment including computers and other related items. The equipment provided by CFS for the competition helps ensure participants have access to technology tools that meet industry standards. CFS computers are also used during the SCNC for computer information systems, marking systems and other IT software solutions. The SCNC has also benefited from CFS staff who donate their time to help set up and break down equipment and perform other technical tasks, such as computer imaging.

“We are grateful to have the support of our SCNC partners such as the Computers for Schools program that contributes technical expertise and technology tools to help make this important event a success. Due to their contributions and efforts, we are able to provide participants with a competition experience that assists them in their pursuit of a highly lucrative career in the skilled trades and technologies.”

—Shaun Thorson, Chief Executive Officer, Skills/Compétences Canada

www.skillscanada.com

2

PROTECTING

CANADIANS



In keeping with Canada's place in the world as a leading cybernation, the Government has put in place a privacy and protection framework to ensure that Canadians can confidentially participate in the digital economy. Going forward, the Government will build on its successes in tackling *cyberbullying*, combatting malicious online activity and enhancing privacy to ensure Canadians and their personal information are protected.

ACCOMPLISHMENTS

- ✓ **Strengthened Canada's private sector privacy law** to better protect Canadians' online privacy.
- ✓ **Passed legislation to crack down on cyberbullying** and prevent online harassment and the distribution of intimate images without consent. Raised awareness of the harmful consequences of cyberbullying through an educational campaign called Stop Hating Online.
- ✓ **Implemented Canada's anti-spam legislation (CASL)**, a world-leading anti-spam law, giving Canadians a forum to submit concerns about suspected incidents of spam or malware to the Spam Reporting Centre at fightspam.gc.ca.
- ✓ **Strengthened Canada's financial system**, introducing new anti-money laundering and anti-terrorist financing regulations for virtual currencies.
- ✓ **Furthered the development of a digital identity policy framework for Canada** by continuing to work with the Digital ID & Authentication Council of Canada—a not-for-profit coalition of public and private sector leaders committed to developing a Canadian digital identity framework—to enable Canada's full and secure participation in the global digital economy.

LAST YEAR, CANADA IMPLEMENTED ONE OF THE STRONGEST ANTI-SPAM LAWS IN THE WORLD, CASL.

RESULTS:

A **37% REDUCTION**
IN SPAM **ORIGINATING FROM CANADA**

SPAM REPORTING CENTRE STATS:

BETWEEN **JULY 1, 2014**, AND
JULY 1, 2015:

- WEB SUBMISSIONS TO FIGHTSPAM.GC.CA: 8,245
- EMAIL SUBMISSIONS TO SPAM@FIGHTSPAM.GC.CA: 332,546

Source: Government of Canada Spam Reporting Centre, fightspam.gc.ca



WHAT'S NEW

- A national public safety broadband network.** The Government will invest \$3 million to support the critical planning phase for a high-speed mobile network dedicated to emergency management. Industry Canada will also designate an additional 10 MHz of the 700 MHz spectrum for use in public safety broadband communications.
- Enhanced security and resiliency of Canada's vital cyber systems and critical infrastructure.** Building on progress made through Canada's Cyber Security Strategy, the Government will invest \$94.4 million to help protect against potential cyberattacks and cybersecurity threats to our families, companies and country.
- The Digital Public Square project.** This up to \$9 million project to increase free expression and open dialogue where civil society and citizen participation are under threat builds on the pioneering work of the Munk School of Global Affairs.
- A safer Internet.** The Government will improve Internet safety by establishing new anti-terror laws to remove online terrorist propaganda and recruiting tools.

THE **DIGITAL PRIVACY ACT** BECAME LAW ON JUNE 18, 2015

IT:

- REQUIRES COMPANIES TO INFORM CANADIANS IF THEIR PERSONAL INFORMATION HAS BEEN LOST OR STOLEN
- CREATES STRONGER PRIVACY PROTECTIONS FOR VULNERABLE CANADIANS, PARTICULARLY CHILDREN
- STREAMLINES RULES FOR BUSINESS
- GIVES THE PRIVACY COMMISSIONER OF CANADA NEW TOOLS TO ENFORCE THE LAW

Source: Industry Canada

SUCCESS STORY: GOVERNMENT OF CANADA SUPPORTS

THE MUNK SCHOOL OF GLOBAL AFFAIRS

The Government of Canada and the University of Toronto's Munk School of Global Affairs launched the Digital Public Square project. This initiative will increase digital space for free expression and open political dialogue in places where civil society and citizen participation are under threat. The Munk School of Global Affairs will receive up to \$9 million from the federal government to support the Digital Public Square project

Canada's past support for the Munk School's Global Dialogue on the Future of Iran, through the Global Peace and Security Fund, is an example of our strong stand on human rights and free expression, and it represents our ongoing commitment to free and open discourse. Millions of Internet users within Iran have accessed the Global Dialogue's digital platforms, which create a space for Iranians to share information that their government has sought to filter and block.

In addition to its ongoing engagement with the people of Iran via its online platforms, the Digital Public Square project will facilitate safer and accessible open space online so that people



MUNK
SCHOOL
OF
GLOBAL
AFFAIRS

living in repressive or restrictive environments can exchange their views on the decisions and institutions that affect their lives.

The Digital Public Square project activities will help increase political accountability and transparency; increase the access that citizens, civil society organizations and activists have to global information and communications networks; increase connectivity between citizens and civil society within their own countries; and amplify diverse voices, narratives and expression in oppressive societies.

“Canada believes that by harnessing new digital technologies to support freedom and democracy, we can help give a voice to the voiceless. Through the Digital Public Square project, the Munk School of Global Affairs will create open digital spaces to enable citizens to hold their governments to account in defending freedom, democracy, human rights and the rule of law.”

—Former Foreign Affairs Minister John Baird

“We will learn what citizens want most and share that knowledge. We will learn what tools are most effective and continually improve what we do in digital public space.”

—Janice Stein, Founding Director and Professor, Munk School of Global Affairs

SUCCESS STORY: STOP HATING ONLINE

PUBLIC AWARENESS CAMPAIGN

In Digital Canada 150, our government committed to protecting Canadians from the effects of cyberbullying, which is a serious concern for families and communities. To meet this commitment, Public Safety Canada launched an anti-cyberbullying public awareness campaign, Stop Hating Online, to raise awareness among Canadians of the impact of cyberbullying and how this behaviour can amount to criminal activity.

Cyberbullying is when a child or teen becomes the target of actions by others—using computers, cellphones or other devices online—that are intended to embarrass, humiliate, torment, threaten or harass. It can start as early as age 8 or 9, but the majority of cyberbullying takes place in the teenage years, up to age 17.

The national campaign was very successful, informing both parents and youth about cyberbullying and inviting them to join or follow the conversation on Twitter and Facebook. The feedback on Facebook was overwhelmingly positive and had the highest groupings of followers in our two target audiences: youth aged 13 to 18 years, approximately 28 percent of total followers; adults aged 35 to 55 years, nearly 44 percent of total followers.

The campaign also included the YouTube interactive experience #WordsHurt, the first interactive video of its kind created by the Government of Canada. It showed that words hurt, whether they are said or sent. Additionally, the campaign included the television ads “Consequences” and “Pass It On” as well as Canada.ca/StopHatingOnline, a comprehensive resource for parents and youth that provides information, advice and tools to identify, prevent and stop cyberbullying.

In March 2015, a new law came into force that prohibits the non-consensual distribution of intimate images. This new law applies to everyone, not just people under 18. With digital technology rapidly changing, there has been an increase in cyberbullying in the form of distributing intimate or sexual images without the consent of the person in the photo or video. More information on this new law is available on the Get Cyber Safe website.



“Our government is taking the necessary steps to protect Canadian families from the devastating effects of cyberbullying and continuing to work with partners to tackle these problems. By keeping parents and youth informed about cyberbullying and how it can, in some instances, amount to criminal activity will help bring awareness and prevent cyberbullying.”

—Steven Blaney, Minister of Public Safety and Emergency Preparedness

canada.ca/stophatingonline

3

ECONOMIC

OPPORTUNITIES



To harness the limitless potential of an interconnected global economy, Canadian companies and consumers need to be able to access advice and support to make the best use of digital technology when doing business. We will help make that possible by supporting businesses through new investments and streamlined regulatory requirements, promoting cutting-edge research into new technologies, and providing Canadians with opportunities to acquire in-demand digital knowledge and skills, thereby helping to stimulate Canada's economy.

ACCOMPLISHMENTS

✓ Provided support for the technology adoption needs of small and medium-sized businesses.

Through an additional \$200-million investment, the Business Development Bank of Canada (BDC) is helping entrepreneurs learn about information and communications technologies and how they apply to their business, providing specialized advice, resources and tools on a dedicated website, www.bdc.ca/EN/smart-tech.

✓ Supported the creation of four high-performing private sector-led venture capital funds.

Under the Venture Capital Action Plan, a comprehensive strategy to increase private sector investment in innovative businesses, a total of \$50 million has been invested in four high-performing venture funds and \$350 million in four funds of funds, which are active investors in venture capital funds and in innovative, high-growth companies. As of May 2015, the funds of funds have raised \$900 million in total from the Government of Canada, the provinces and the private sector.

✓ Supporting up to 3,000 internships

in high-demand fields such as science, technology, engineering and mathematics and in the skilled trades with a \$40-million investment over two years, and reallocating \$15 million annually to support up to 1,000 internships at small and medium-sized businesses.

✓ Helped digital entrepreneurs develop their businesses

through the Canada Accelerator and Incubator Program, which received \$100 million in funding.

✓ Amended our intellectual property laws

to harmonize with key international treaties.

✓ Supported the commercialization of leading-edge research

by providing funding to the Institute for Quantum Computing to carry out and commercialize research in quantum technologies.

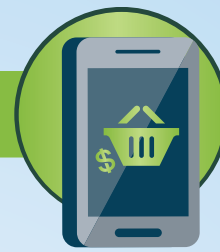
✓ Reinforced Canada's support for the multi-stakeholder approach to Internet governance

to ensure that the Internet remains free, open and secure for all users.



Canada's digital media sector employs **52,000** professionals

Source: The Canadian Digital Media Network, *Canadian Digital Media Trends by the Numbers - April 2015*

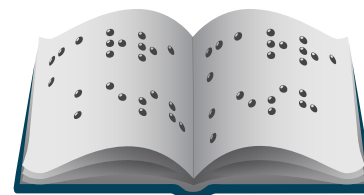


WHAT'S NEW

- **Support for small businesses** by providing \$14 million to Futurpreneur Canada to help young entrepreneurs access financing and mentoring.
- **Support for entrepreneurship** through the Action Plan for Women Entrepreneurs to help women business owners succeed.
- **Support for Canadians with print disabilities.** We introduced the *Support for Canadians with Print Disabilities Act* to enable Canada to accede to the Marrakesh Treaty, making it easier for Canadians with print disabilities to access more print material in the format of their choice, such as Braille or audio books, including digital formats.
- **Canadian markets opened to new wearable technology** by allowing manufacturers of high-tech devices, like wearable technology, to use electronic labels for their safety warnings, giving Canadian consumers access to more information. Manufacturers and consumers also benefit from products like smart watches being delivered to Canadians more quickly at no additional cost to manufacturers.
- **Lead international efforts to support open and free Internet governance.** We will co-chair the Organisation for Economic Co-operation and Development's Ministerial Meeting on the Digital Economy: Innovation, Growth and Social Prosperity, which will be held in Cancun, Mexico, in June 2016. The focus will be on open Internet, mobile platforms, trust and digital skills.
- **Enhanced Canada's research capacity through digital research infrastructure** by developing a strategy to optimize the various elements of the digital research ecosystem, including high-performance computing, high-speed networks, research data management, software, tools and human capital.
- **Investments in innovation and research and development (R&D):**
 - \$105 million to support Canada's advanced research network CANARIE, an integral element of the country's digital research ecosystem;
 - \$100 million to support digital research infrastructure through the Canada Foundation for Innovation;
 - \$119.2 million to the National Research Council of Canada's industry-partnered R&D activities; and
 - \$56.4 million to Mitacs to support more than 6,000 new graduate-level R&D internships that will focus on business-related challenges while helping develop the next generation of R&D leaders.
- **Post-secondary programs to be aligned with labour market needs** through a one-time investment of \$65 million to facilitate partnerships between employers and post-secondary institutions.

MAKERS OF
75,000
DEVICE MODELS IN CANADA
CAN USE E-LABELLING TO:

- CUT REGULATORY RED TAPE
- GET DEVICES TO MARKET QUICKER



THE **MARRAKESH TREATY** WILL GIVE CANADIANS WITH PRINT DISABILITIES INCREASED ACCESS TO **285,000 ADAPTED BOOKS.**



Source: Industry Canada

SUCCESS STORY: CANADIAN TIRE

AND COMMUNITECH PARTNERSHIP

Canadian Tire Corporation (CTC)—one of Canada’s most trusted and iconic brands—is getting a digital push thanks to a visionary partnership. For 93 years, CTC has been providing customers with everything they need for the jobs and joys of life in Canada. It is a family of companies that includes Canadian Tire, FGL Sports (Sport Chek, Hockey Experts, Sports Experts and Atmosphere), Mark’s, Canadian Tire Financial Services, CT REIT, PartSource, Gas+ and Canadian Tire Jumpstart Charities.

Canada’s much-loved seller of hockey sticks, gardening supplies, apparel and sports merchandise was already a major player in digital retail through its websites, its popular app and its award-winning digital flyer for Sport Chek stores. But the company was looking to deepen its digital investment in order to deliver a more consistent customer experience across all of its banners. The company knows that its customers are shopping differently than they were five years ago and sees that the future of retail is digital. Brick-and-mortar stores are here to stay, but digital technology will continue to play an increasingly important role in consumers’ shopping behaviours.

To support its digital journey, Canadian Tire developed a game-changing relationship with Communittech, a start-up incubator and government-funded digital lab. It was the last place one would expect to find a traditional brick-and-mortar retailer, but this innovative partnership paid off. With the 2013 launch of Canadian Tire Innovations (CTi) in the Communittech Hub, the way non-tech companies look at innovation and organizations like Communittech was forever changed. CTC’s presence there also gives employees a chance to work alongside some of Canada’s brightest young minds to improve the online and in-store shopping experiences using “next-in-class” technology.

“In an increasingly digital world, customers expect companies to provide innovative experiences in-store, and Communittech has been instrumental in maintaining Canadian Tire’s leading edge, without sacrificing its community-facing approach to customer service.”

—Eugene Roman, Chief Technology Officer, Canadian Tire Corporation

www.canadiantire.ca



The Communittech partnership has enabled the team to focus on experimentation, especially with digital products that could enhance Canadian Tire’s brick-and-mortar experience, and has yielded several firsts for the company as well as several customer apps, such as the Lake Leaderboard app, which allows customers to track local catches by lake, gear and fish type; the Outdoor Living app, which allows customers to virtually design their outdoor space to help them visualize their space; and the Wiper Blade app, which replaces a paper-based solution to help customers find the right wiper blades. These types of apps help reinforce Canadian Tire’s brand identity as “Canada’s Store.”

Canadian Tire’s journey continues to refine how to be a world leader in the digitization of retail. Its latest venture, the Digital Garage innovation lab, opened in May 2015 in Kitchener-Waterloo, Ontario, close to the Communittech Hub. The Garage will allow the company to develop and test new in-store and online technologies, products and applications at an even faster pace. Canadian Tire has embraced the digital age to gain a competitive advantage by digitally transforming its processes and getting products to market faster.



For Canada to lead in the digital economy, the Canadian government itself must demonstrate leadership on digital adoption. We will build on our progress and introduce new initiatives to give Canadians greater and easier access to government information and resources on the devices and platforms of their choosing.

ACCOMPLISHMENTS

- ✓ **Strengthened support for open data** through the Canadian Open Data Experience (CODE) hackathon. The CODE 2015 Grand Champion was Niew Labs, whose Career Path app helps Canadian youth discover, research and choose future career paths based on data available through Employment and Social Development Canada. Also, we published the new 2.0 version of Canada's Action Plan on Open Government, which includes ambitious commitments to open information, open dialogue and open data.
- ✓ **Instituted industry standards for open data.** Established the Canadian Open Data Exchange (ODX) to build a national marketplace for commercializing open data and to support a Canada-wide open data innovation community that will incubate the next generation of data-driven companies.
- ✓ **Enhanced secure online authentication.** Introduced a new log-in approach for government services that respects privacy and provides clients with choice and convenience when accessing secure online services.
- ✓ **Made access to information easier.** Expanded a pilot project that allows more access to information requests to be filed online.
- ✓ **Supported veterans and their families** through improved online tools that provide quicker access to information and benefits.
- ✓ **Launched Canada.ca**, which consolidates 1,500 individual Government of Canada department and agency websites, making it easier for Canadians to find and access information and services online.
- ✓ **Increased government responsiveness and accountability to Canadians** through the Directive on Open Government, which requires federal departments and agencies to adopt a common set of practices to increase efficiency; reduce costs; improve services; safeguard personal, classified and confidential information; and make high-quality information available.
- ✓ **Attracted innovators** to file for intellectual protection of their ideas by simplifying the Canadian Intellectual Property Office (CIPO) patent filing system, offering new international filing options for Canadian applicants and harmonizing Canada's intellectual property legislation with international norms.

MOBILE APPS ARE BECOMING THE PREFERRED MEANS OF ACCESSING AND CONSUMING DIGITAL PRODUCTS AND SERVICES



CANADA'S APP ECONOMY: APPROXIMATELY **51,700 CANADIANS** ARE EMPLOYED DIRECTLY AND INDIRECTLY IN THE DEVELOPMENT OF MOBILE APPS.

TOTAL DIRECT EMPLOYMENT: **41,300**; TOTAL INDIRECT EMPLOYMENT: **10,400**

Source: Information and Communications Technology Council (October 2012), *Employment, Investment, and Revenue in the Canadian App Economy*



WHAT'S NEW

- **Support for open data initiatives**, such as the International Open Data Conference and CODE 2015.
- **More accessible government:**
 - Measures are being taken to optimize federal web content and services for a wide variety of mobile devices to deliver better service to Canadians.
 - Industry Canada is piloting the use of web and video chat as communications tools to better serve Canadians through direct, interactive experiences.
- **Digital diplomacy.** The @Canada Twitter handle is used to promote Canada as a nation that not only has strong values, a rich culture, beautiful landscapes and a dynamic economy but is also active on the international stage.
- **Red tape reduction.** Industry Canada and the Canada Revenue Agency are leading the initiative for the federal adoption of the Business Number as a common business identifier, which will make it easier for businesses to interact with the Government of Canada.
- **Operational efficiency, flexibility and cost-effectiveness increased** through the development of a cloud computing strategy for the Government of Canada.
- **Further efforts in Internet governance.** We are continuing our work on preserving an open and globally interoperable Internet as a platform for innovation and economic growth.

The Canadian Open Data Experience (CODE) is an intense 48-hour coding sprint.

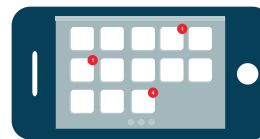


There are more than **200,000** federal datasets accessible in Canada's Open Government portal (data.gc.ca).

During the 2015 CODE Hackathon:

1,300 PARTICIPANTS
FROM COAST TO COAST TO COAST

125 APPS SUBMITTED



300 TEAMS ACROSS THE COUNTRY, MAKING CODE 2015 THE LARGEST HACKATHON IN CANADIAN HISTORY



Source: www.canadianopendataexperience.ca

SUCCESS STORY:

CANADIAN OPEN DATA EXPERIENCE 2015

The Government of Canada is inspiring Canadians to embrace the digital economy in new and innovative ways and to use open data to build a better world. It has partnered with XMG Studio Inc. to host a national hackathon—an application creation marathon—called the Canadian Open Data Experience (CODE).

CODE is a 48-hour hackathon that uses open data to accelerate innovation and connect people to information and services. Using government datasets, event participants build user-friendly apps that aim to solve everyday issues or improve current processes for Canadians and Canadian businesses. Developers, graphic designers and students—or anyone interested in trying their hand at coding—are challenged creatively to leverage and repurpose federal government datasets, as well as provincial, territorial and municipal data, in innovative ways.

Data has been declared Canada's new natural resource, that is, something tangible that can spur innovation, fuel growth and improve the lives of Canadians. Open Data, Open Information and Open Dialogue form the three major pillars of Canada's Action Plan on Open Government. Governments increasingly seek to broaden access



to data and information, ensure transparency and accountability, and strengthen citizen engagement in the activities of government and in the democratic process.

The second annual CODE event was held from February 20 to 22, 2015, and was the largest hackathon in Canadian history. Approximately 1,300 technology enthusiasts from across the country participated and created 125 open data apps under this year's themes: Healthy Living, Business Opportunities and Youth Employment.

A total of \$40,000 in prizes from private sector sponsors was presented to winners in five categories. This year's \$15,000 grand prize, as well as the Youth Employment theme prize, was awarded to Niew Labs for its Career Path app, which was designed to help young Canadians discover, research and choose future career paths.

“Events like CODE 2015 provide a unique opportunity for Canadians who are eager to showcase innovative ideas and potentially change their lives. Winning CODE 2014 for the newRoots app was a great springboard. Our team, Electric Sheep, went on to expand, rebrand and relaunch, and I am now the CEO of Imminy, an online platform that connects immigrants to personalized pathway information and to service providers who can offer one-on-one assistance online. This vital experience is why I was pleased to be a judge this year and continue participating in a national appathon of this calibre.”

—Carlos Saavedra, CODE 2015 judge and co-winner of CODE 2014 Grand Prize

data.gc.ca

canadianopendataexperience.ca

5

CANADIAN

CONTENT



Recognizing that arts, culture and heritage are more important than ever in a multilingual, multinational era of instant online communication, the Government has bolstered support for Canadian history and voices on digital distribution networks. As Canada readies to celebrate the 150th anniversary of Confederation in 2017, we will make even greater use of new technology and platforms to tell our story to the world.

ACCOMPLISHMENTS

✓ **Supported remembering our veterans.** Government funding enabled Historica Canada to expand The Memory Project, a digital archive of Canada's participation in the First and Second World Wars, the Korean War and peacekeeping operations as seen through the eyes of veterans. Through this project, veterans and Canadian Forces members have shared their military experience with more than 1.5 million Canadians.

✓ **Created digital content:**

- through our partnership with the National Film Board, including innovative and interactive new apps and new NFB.ca channels with international partners;
- with the Canada Book Fund and the Canada Music Fund, which produce new digital content and raise the profile of Canadian content on digital platforms; and
- through the digitization and online publication of millions of images by partners Library and Archives Canada and Canadiana.org.

✓ **Shared Canada's history.** Our continued support has helped the Virtual Museum of Canada and the Online Works of Reference in the Canadian Museum of History to share Canada's stories and treasures online.

THE TELEVISION INDUSTRY AS A WHOLE SPENT

\$2.7 BILLION
ON CANADIAN PROGRAMMING,
16%
OF WHICH WAS SPENT ON

PROGRAMS OF NATIONAL INTEREST SUCH AS
DRAMAS, COMEDIES, AWARD SHOWS AND DOCUMENTARIES.

Source: Canadian Radio-television and Telecommunications Commission, *Communications Monitoring Report 2014*



WHAT'S NEW

- Digital access to cultural content.** The Canada Science and Technology Museum became the first national museum in Canada to join the open data movement and continues to increase its online offerings and engage the public through mobile apps and various forms of digital media.
- Canadian content support.** The Canadian Radio-television and Telecommunications Commission (CRTC) announced measures to support the creation of content made by Canadians for Canadian and global audiences. The CRTC will also host a Discoverability Summit in fall 2015 to explore new ideas, innovative uses of technology and new business models that can help viewers find content made by Canadians, especially online.



THE MEMORY PROJECT

Through the Historical Canada Memory Project, veterans and Canadian Forces personnel have shared their stories of service with more than **1.5 million Canadians.**

Source: www.historicacanada.ca



Having fun during a break from the course on the use of gas masks, Chilliwack, British Columbia, January 1945



VE Day 1945



Arthur Webster and group with tanks

PROFILE: CANADA SCIENCE

AND TECHNOLOGY MUSEUMS CORPORATION

As Canadians expect cultural content, including museum content, to be available on digital platforms, the Canada Science and Technology Museums Corporation (CSTMC)—which operates the Canada Aviation and Space Museum, Canada Science and Technology Museum, and Canada Agriculture and Food Museum—will continue to increase its online offerings and engage the public through social media and various forms of digital media.

The use of mobile apps in museums is an emerging trend that takes advantage of location awareness and GPS to provide supplemental information to the visitor about an exhibition, an artifact or the museum itself.

One specific successful effort relates to the introduction of a mobile app by the Canada Aviation and Space Museum. Its Ace Academy mobile app gives the visitor a fun and interactive medium to engage from anywhere in the world with the collection, artifacts and the museum. The Ace Academy app has been downloaded more than 13,000 times in 113 countries. This success will allow the CSTMC to continue exploring the best uses of content-rich mobile apps for both on-site applications and outreach opportunities.

The Canada Science and Technology Museum (CSTM) became the first national museum in Canada to join the open data movement. Canadians from coast to coast to coast can now access 43,220 objects using a new app developed with the museum's open data. The Museum Catalogues Explorer app was created at no cost by a third party only a few months after the CSTM made its objects and photos accessible via open data. Participants in the next Government of Canada open data hackathon are encouraged to mash up federal datasets like the CSTM's to build new apps. The Museum Catalogues Explorer app represents a new way of engaging with Canadians outside the four walls of a museum.



**CANADA SCIENCE AND TECHNOLOGY
MUSEUMS CORPORATION**

**SOCIÉTÉ DES MUSÉES DE SCIENCES
ET TECHNOLOGIES DU CANADA**

AGRICULTURE - FOOD - ALIMENTATION

AVIATION - SPACE - ESPACE

SCIENCE - TECHNOLOGY - TECHNOLOGIE

techno-science.ca

SUCCESS STORY:

TELEFILM CANADA

Telefilm Canada is dedicated to the cultural, commercial and industrial success of Canada's audiovisual industry. Through its various funding and promotion programs, Telefilm supports dynamic companies and creative talent here at home and around the world.

Telefilm Canada's new strategic plan for 2015-2018, entitled *Inspired by Talent. Viewed Everywhere.*, updates its commitment to support the industry so it can connect with target viewers on all screens, in Canada and elsewhere.

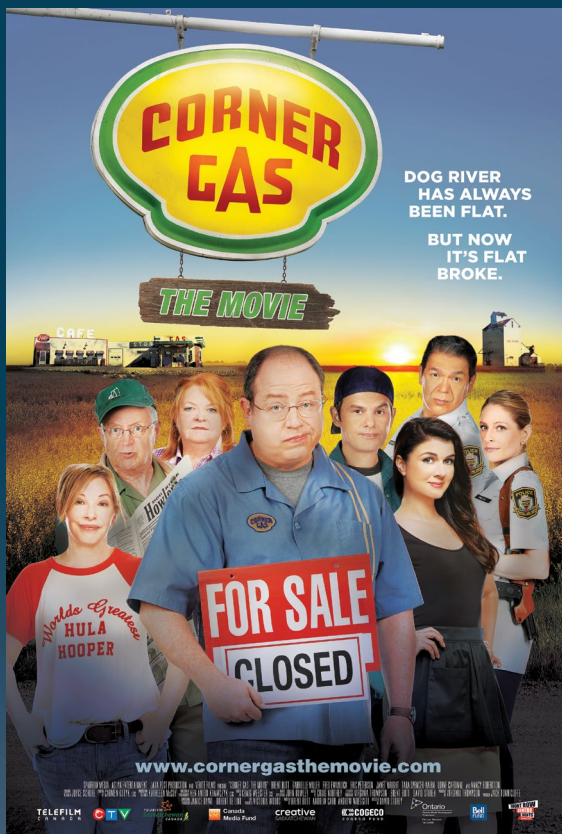
The plan also defines how Telefilm aims to help the industry take on the challenges of the digital age at a time when fundamental changes are transforming the way audiovisual content is produced, distributed and consumed.

To connect with a larger number of viewers, Telefilm encourages all those involved in the industry to find new ways of getting viewers to

TELEFILM C A N A D A

be more engaged with homegrown stories by, for example, trying out new marketing strategies adapted to viewers' new expectations. The producer of *Corner Gas: The Movie*, Vérité Films, partnered with Cineplex and Bell Media to create one of these news strategies. The film, which was launched on several platforms during a three-week period last December, drew nearly 60,000 moviegoers in theatres and more than 7 million viewers on TV and generated more than 130,000 video starts—all driven by a large and loyal fan base. It reached 20 percent of Canada's population.

The film established a groundbreaking event distribution model that gave fans the opportunity to experience the film on multiple platforms.



“ *Corner Gas: The Movie* provided a unique out-of-home experience which generated some of the biggest weekend box-office numbers of the year for a Canadian movie. Audiences truly loved sharing the experience of this movie in our theatres! ”

—Michael Kennedy, Executive Vice President,
Filmed Entertainment, Film Buying for
Cineplex Entertainment

www.telefilm.ca

To learn more, visit:

Canada.ca/DigitalCanada | [#DigitalCanada](https://twitter.com/DigitalCanada)

