

Digital Disruption: How Canadian Music Creators can make the transition?

February 3rd, 2020

Toronto, Canada – February 3rd, 2020 - The Screen Composers Guild of Canada today announced the launch of *Digital Disruption: How Canadian Music Creators can make the transition*. This exciting joint research initiative between the **Screen Composers Guild of Canada (SCGC)**, **Songwriters Association of Canada (S.A.C.)** and **Société Professionnelle des Auteurs et des Compositeurs du Québec (SPACQ)**, is funded by the Canada Council for the Arts under its Digital Strategy Fund, and conducted by strategic and consulting firm Nordicity. This multi-stage research project will take place over the next six months, and will investigate the ways in which music creation in Canada has been disrupted by the introduction of streaming platforms such as Netflix and Spotify, and explore how music creators can successfully meet the challenges presented by this rapidly evolving digital landscape.

John Welsman, President SCGC: "This research is necessary to understand the fundamental structural changes that have made it increasingly difficult for songwriters and composers to make a living, and to pursue sustainable solutions, be they technological or policy-based. It is imperative for us to uncover strategies that might help reverse the trends that have so negatively impacted music creators."

Greg Johnston, President S.A.C.: "As digital disruption continues to impede creator's access to fair and transparent remuneration streams, there is increasing urgency to alleviate the downward pressure on creators that the "value gap" has exerted. This research is essential to determine strategies, policies, and "best practices" to avoid further erosion of creator's rights, revenues, and to restore an economic environment that fosters their creative cultural output."

Edgar Bori, President SPACQ: "This research is essential for the music creators to better understand exactly why and how they have lost so much revenue from the exploitation of their works in the digital world. Additionally, we hope to propose viable solutions for creators to receive fair and decent revenues."

The research will benefit thousands of music creators in Canada belonging to the SCGC, S.A.C. and SPACQ as well as hundreds of thousands more music creators around the world. The research will examine ways to protect and sustain a vital creative sector, as well as assist the work of rights collectives (e.g. SOCAN) in their efforts to collect and distribute royalty income that is crucial to every music creator's livelihood.

About S.A.C.:

[The Songwriters Association of Canada \(S.A.C.\)](#) represents 1000 Canadian music creators including songwriters, composers, beat makers, producers, and top-liners from across the country, in all genres of music. S.A.C. is a not-for-profit arts service organization that has been serving Canada's music creators for over 36 years. The S.A.C. exists to nurture, develop and protect the creative, business, and legal interests of music creators in Canada and around the world. We do this by advocating for creators rights, providing educational programs and services to members (professional), and by creating community amongst members and industry through networking and live music performances.

About SPACQ:

Founded in 1981, the [Société professionnelle des auteurs et des compositeurs du Québec \(SPACQ\)](#) is an association that represents the moral, economic and professional interests of French-speaking songwriters across Canada and of all music composers in Quebec. SPACQ has been working to ensure that the working conditions of songwriters and composers are respected. Today, it has over 600 members who benefit daily from the many services offered by our society. Our mission is to study, promote, protect and develop the economic, social and professional interests of its members.

About the SCGC:

[The Screen Composers Guild of Canada \(SCGC\)](#) is a trade association certified under the Canadian Federal Status of the Artist Act, and represents all professional Anglophone composers and music producers for film, television, video games, mobile and all other screen media. The SCGC promotes the status and rights of screen composers through professional development, sharing information, advocacy on issues such as creator's rights and the value of screen music.

