



The Path Forward – Defining “Canadian program” and supporting the creation and distribution of Canadian programming in the audio-visual sector

Broadcasting Notice of Consultation CRTC 2024-288

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Defining “Canadian Program”



Modernization with an Accessibility Lens



Linguistic and cultural diversity



Sign languages are natural
languages of Deaf Canadians

UN Convention on the Rights of Persons with Disabilities



INTERNATIONAL DAY
OF SIGN LANGUAGES

September 23rd



21.b

Accepting and facilitating the use of sign languages

21.e

Recognizing and promoting the use of sign languages

30.4

Recognition and support of specific cultural and linguistic identity

Sign Languages recognized in the Accessible Canada Act



**American Sign Language
(ASL)**



**langue des signes québécoise
(LSQ)**



**Indigenous sign languages
(ISLs)**



CRTC Policy Direction 2023

2.d. Enhance and protect the rights of consumers in their relationships with telecommunications service providers, including rights related to accessibility;

17.c. Proactively identifying, removing and preventing barriers relating to telecommunications services, in particular for persons with disabilities.



Defining “Canadian Program”



Authentic DDBHH in Creative Leadership

Deaf-led storytelling in:

-  American Sign Language (**ASL**)
-  langue des signes québécoise (**LSQ**)
-  Indigenous sign languages (**ISLs**)



Structural Exclusion



Hearing-centric broadcasting system in Canada



Lack of a **sign language-centric** broadcasting framework



Marginalization of Deaf, DeafBlind, and hard of hearing Canadians



Modern Definition



**Moves beyond outdated
hearing-centric frameworks**



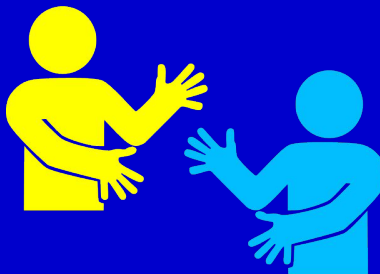
Sign languages as
equal components
of cultural production
and accessibility



Modern Definition



Reflects diverse cultural and linguistic groups in Canada



Deaf, DeafBlind, and hard of hearing
individuals are part of Canada's culture



Ofcom* in the U.K.



Ofcom's Code on TV Access Services
- alternative signing requirements



Ofcom supports British Sign Language
and its cultural production

* Office of Communications

Television channels required to provide access services in 2025

2.3 The statutory targets for broadcasters are expressed as percentages of the service. They rise from a low level to the ten-year targets prescribed by the Act, that is 80% for subtitling, **5% for signing** and 10% for audio description.

DWCC's Recommendation



New

CRTC TV & DIGITAL
ACCESS CODE

Mandate clear and enforceable rules for broadcasters, online streaming service providers, and wireless service providers on making a certain amount of their programmes accessible.

Mandate that **5%** of Canadian content be produced in **ASL, LSQ, and ISLs** by DDBHH Canadians

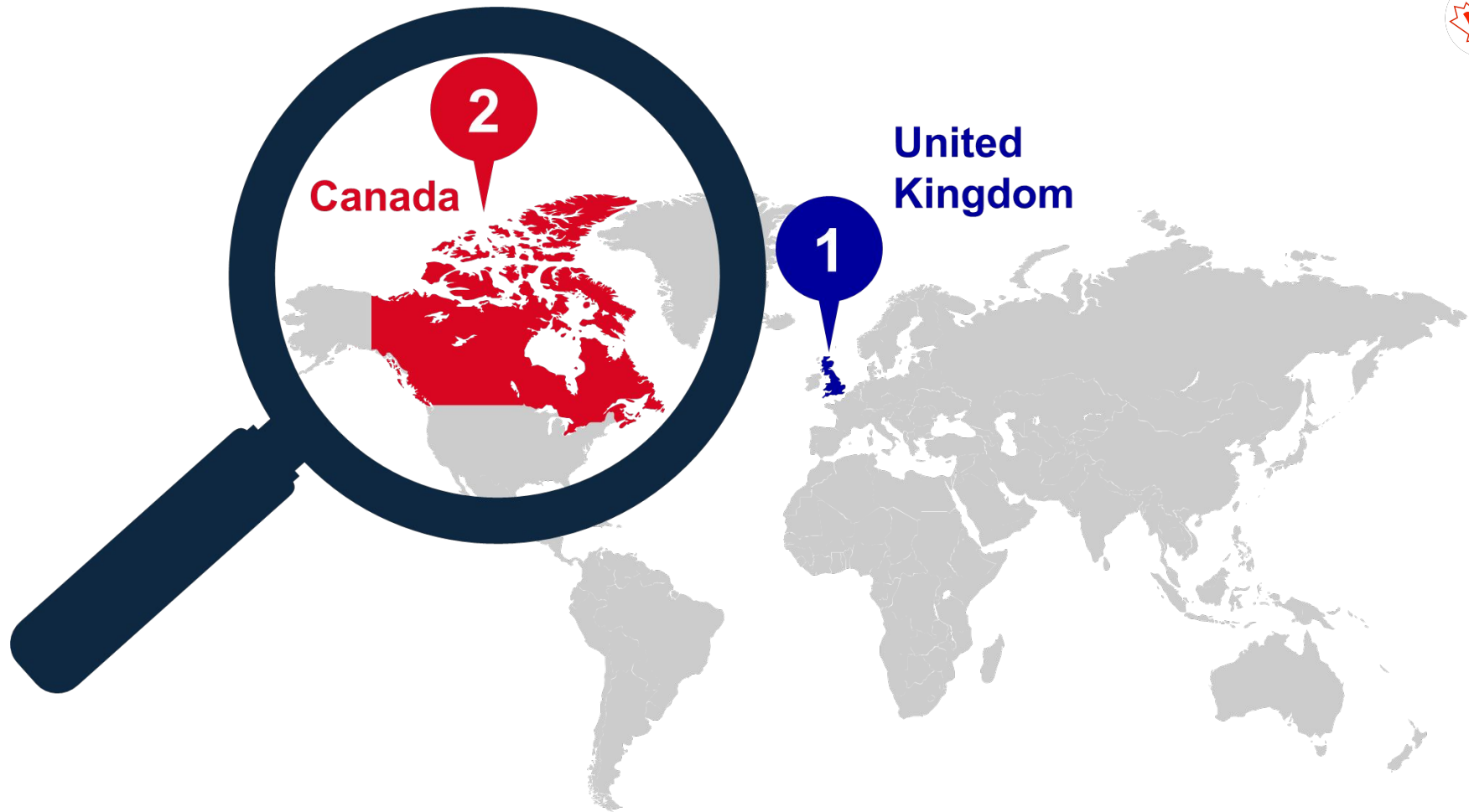


- Established in 2008
- British Sign Language Broadcasting Trust (BSLBT)
- DDBHH content
- Deaf-led

*We're proud to be
the only sign
language-based
commissioning body
in the world.*

”

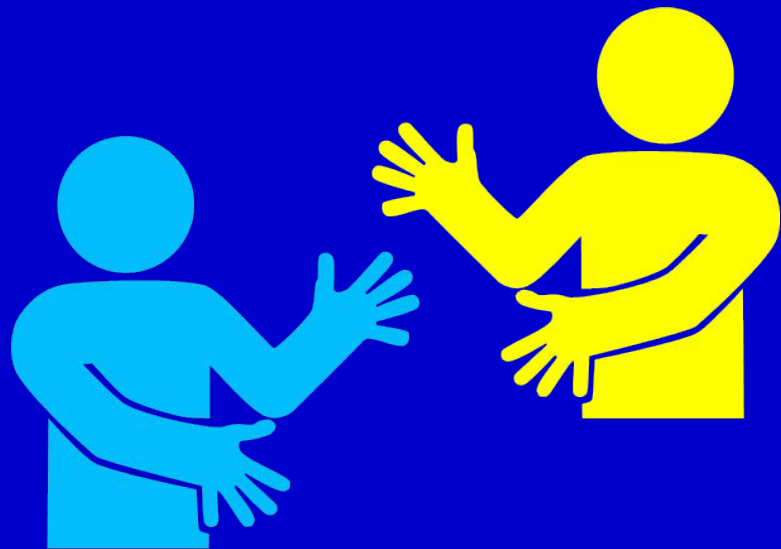
LumoTV



DWCC's Recommendation



CRTC create a
**sign language-based
commissioning body**
in Canada



DWCC's Recommendation



CRTC establish a
**Canadian Sign Languages
Broadcasting Fund**





CRTC Feasibility Study Precedent

Broadcasting and Telecom Regulatory Policy CRTC 2009-430

Accessibility of telecommunications and broadcasting services

A Foundational Precedent for VRS and Accessibility Reform

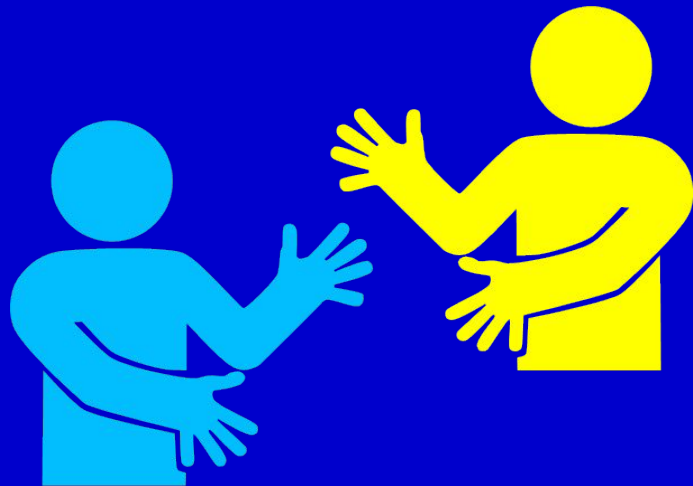
- Triggered Canada's pathway toward Video Relay Services
- Central for policy precedent framing for BNC CRTC 2024-288

DWCC's Recommendation



Aim is to evaluate the creation of a sign language-centric broadcasting framework in Canada

CRTC initiate and carry out a feasibility study on a **Sign Language-based Broadcasting System in Canada**



DWCC's Overall Recommendations



CRTC Actions:

- 1 To set and regulate a new **CRTC TV & Digital Access Code**
- 2 To create a **Sign Language-based commissioning body** in Canada
- 3 To establish a **Canadian Sign Languages Broadcasting Fund**
- 4 To initiate and carry out a feasibility study on a **Sign Language-based Broadcasting system in Canada**

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