



The Path Forward - Working towards a sustainable Canadian broadcasting system

Broadcasting Notice of Consultation CRTC 2025-2

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Imagine a System

Where ASL and LSQ are celebrated.



Sustainability = Equity

Social inclusion. Cultural representation.

Sign Languages access.



Cultural and Linguistic Inclusion

ASL and LSQ = culture, not a feature.



Not Just Sign Languages Viewers

DDBHH Canadians are
creators, leaders, and decision-makers.



Sign Languages = Canadian Content
Not supplemental.



Legal Obligations

Eldridge decision, CRTC Policy Direction,
Accessible Canada Act, & UNCRPD mandate action.



The Sign Languages Economy

Equity. Employment. Digital. Innovation.



Underrepresentation

ASL and LSQ content largely invisible.



Discoverability

ASL and LSQ content is scarce
and difficult to find.



Canadian Sign Languages Broadcasting Fund (CSLBF)

Cultural preservation of ASL and LSQ.



CRTC Feasibility Study

Contribution Mechanisms.

Sign Languages Governance.



No National Sign Languages Mandate

Canada lacks a regulatory requirement for sign languages programming.



Sign Languages Solution

5% target phased over 10 years.



Discoverability Challenges

Difficult to find. Scattered. No central platform. No standardized labelling.



News Media Access

ASL and LSQ are distinct languages.



DWCC recommends the Commission to:

1. To set and regulate a new CRTC TV & Digital Access Code
2. Establish a Canadian Sign Languages Broadcasting Fund (CSLBF) of \$10 million annually, modelled on the British Broadcasting Fund (BSLBF)
3. Mandate a national sign languages content target of at least 5%, phased in over 10 years
4. Initiate and conduct a feasibility study on a Canadian Sign Languages Broadcasting, including an examination of potential contribution mechanisms



Let's Make History



Sign Languages creators lead the way.

ASL and LSQ embraced.

Accessibility is a foundation.

Sign languages at the core of Canada's identity.



**DEAF
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**COMITÉ POUR LES
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SANS FIL DES
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