# Canada's Digital Economy Strategy

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# Context for DC 150

☑ Long standing commitment of Government
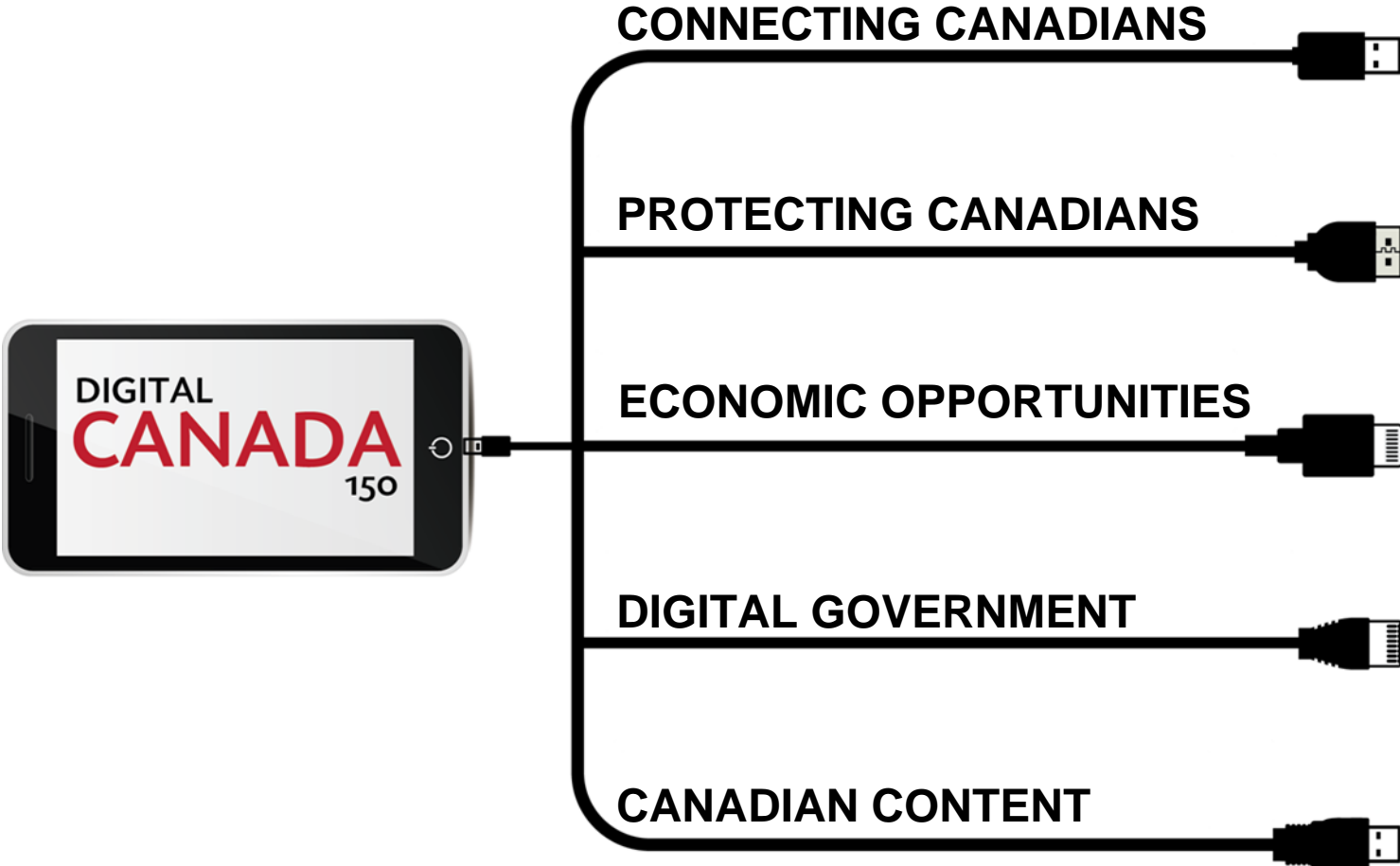
☑ Priority for the Minister

☑ Provides an opportunity to highlight accomplishments

☑ Outlines key next steps for digital economy

# Five pillars for a Digital Canada



CONNECTING CANADIANS

PROTECTING CANADIANS

ECONOMIC OPPORTUNITIES

DIGITAL GOVERNMENT

CANADIAN CONTENT

# Connecting Canadians

All Canadians, especially those living in rural areas, should have access to high-speed broadband and affordable wireless services so that they can participate and benefit from the digital economy

**New Measures:**

☑ EAP 2014 invested significant funds to improve broadband internet service for rural Canadians and Northern communities

☑ Announced a new 10-year, $53-billion Building Canada plan

☑ Delivered more choice in our wireless sector, capped roaming rates, and gave Canadians a better say on where cell towers are built in their communities

EAP 2014 will result in 98% of Canadians having access to high-speed broadband **(5Mbps)** in their communities
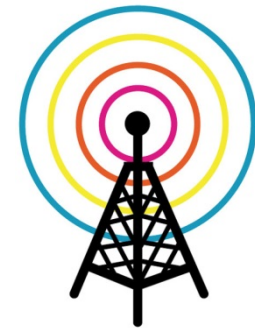
# Protecting Canadians

New protections are now in place for families and businesses through some of the most modern and effective privacy and anti-spam laws in the world

**New Measures:**

✓ Strong new privacy laws to protect Canadians' privacy online, and combat data breaches

✓ New anti-spam rules ensure Canadians won't receive emails they do not want or did not ask to receive

✓ Cyberbullying legislation tackling invasion of privacy, intimidation and personal abuse

**59%** of Canadians don't think a company would tell them if their personal data is **lost** or **stolen**

SONY    ebay

TARGET

Source: Survey of Canadians on Privacy Related Issues Office of the Privacy Commissioner of Canada

# Economic Opportunities

Canadians will have the right skills and businesses the right incentives to attract and retain talent

**New Measures:**

☑ **Created Canada First Excellence Research Fund to help post-secondary institutions excel globally**

☑ **Support incubators and accelerators**

☑ **Promote internships in high-demand fields**

☑ **BDC will invest further in digital loans and venture capital for digital firms**

The digital sector generates **$155 billion** in revenues annually



and contributes **$67 billion** to the Canadian GDP

Source: ITAC

# Digital Government

The Government will lead by example in its use of digital technologies and make it easier for Canadians to access services online

**New Measures:**

☑ Improve web-based tools for quicker access for veterans to the information and benefits they need

☑ Launch the Open Data Institute

☑ Enable secure and unique digital identities for all Canadians to access government services

Canada's Action Plan on OPEN Government

The Open Data portal contains over **189,328** datasets

# Canadian Content

Ensuring Canadian voices and stories are heard by making more Canadian content available online

**New Measures:**

- ☑ Created the Canada Media Fund

- ☑ Transformed the Canada Book Fund

- ☑ Realigned the Canada Music Fund

- ☑ Strengthened the Virtual Museum of Canada

Arts and culture contribute **$50B** to Canada's economy and employ over **630,000** Canadians



Source: Heritage Canada

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# Communications

Launched Digital Canada 150 on April 4 in Kitchener-Waterloo, Ontario

**Canada.ca/dc150 | #dc150**

New announcements will be unveiled throughout 2014 with coordinated "Digital Canada" branding across Government