

Canada's Entertainment Economy: 2025-2026 Market Trends & Funding Shifts

Entertainment Economics · Answer Key · 6 Questions

1. According to IFPI's Global Music Report 2026, by what percentage did Canada's recorded music market grow in 2025?

- A) 3.4%
- B) 4.5%
- C) 5.6%**
- D) 6.9%

2. Under the Online Streaming Act, what percentage of their annual Canadian revenues must foreign streaming services with over CA\$25 million in revenue contribute to Canadian content funds?

- A) 2%
- B) 5%**
- C) 10%
- D) 15%

3. Canada's Budget 2025 included a multi-year investment of how much money for the country's film and TV sector, supporting agencies like Telefilm Canada and the Canada Media Fund?

- A) Under \$100 million
- B) \$250 million - \$350 million
- C) More than \$450 million**
- D) \$1 billion - \$2 billion

4. What consumer behaviour shift is increasingly observed in Canada's streaming market due to rising costs, as noted in reports from late 2025 and early 2026?

- A) A complete boycott of streaming services
- B) A shift towards purchasing physical media exclusively
- C) Increased rotation of services and adoption of ad-supported plans**
- D) Sole reliance on pirated content

5. The Canada gaming market is projected to exhibit a Compound Annual Growth Rate (CAGR) of what percentage during the 2026-2034 period?

- A) 3.25%
- B) 5.00%
- C) 7.70%**
- D) 10.15%

6. How much funding did Telefilm Canada's 2025-26 Talent to Watch program allocate to 17 selected scripted and documentary film projects?

A) \$1.2 million

B) \$3.45 million

C) \$5.8 million

D) \$7.1 million