

Content

Tv

Digital

Data

Events



TELEFILM
CANADA



ESP

AGENDA

DIGITAL EDITIONS

APP

INTERVIEWS

Content

Tv

Digital

Data

Events



Telefilm Canada operates as a cornerstone of the nation's creative economy, functioning as a crown corporation funded by the federal government. While its primary mandate is to support domestic creation and cinema, its reach extends far beyond local borders. As **Julie Roy, CEO of Telefilm Canada, explains, the organization acts as the primary representative for the country's entire audiovisual sector on the global stage.** *"Basically, we're a funder and we are the largest investor in Canada in cinema. But on the international stage, we represent the audiovisual at large... we are Team Canada international,"* Roy notes, emphasizing their role in managing major pavilions at top-tier markets like Cannes Film Festival, Berlinale, and Series Mania.

This mission to promote Canadian talent comes with the unique challenge of managing a vast and culturally complex territory. The industry is currently seeing



ESP

AGENDA

DIGITAL EDITIONS

APP

INTERVIEWS

Content

Tv

Digital

Data

Events



well-received that France’s Canal+ joined as a partner for the second season, famously deciding to keep the original Quebec version without dubbing. Then there is **"Heated Rivalry"**, a massive global phenomenon that blends hockey culture with a queer romance, and **"North of North"**, the first Netflix series led by Inuit filmmakers.

According to Roy, these diverse hits prove that Canada’s multicultural fabric is its greatest export strength. *"It reflects well who we are. We're a rich, diverse country with a lot of diaspora, and I think it adds to the kind of stories we can tell... I feel that it resonates globally,"* **she concludes**. By embracing a mix of English, French, and Indigenous voices, Telefilm Canada continues to ensure that the nation’s stories don’t just stay at home, but find a meaningful place in the international cultural landscape.



ESP

AGENDA

DIGITAL EDITIONS

APP

INTERVIEWS