

Value Propositions for the Independent Media Arts

The arts sector as a whole is a complex and interdependent ecosystem.

Although smaller, community-based media arts organizations are often overshadowed, they play many critical roles in growing and sustaining communities of artists and art lovers alike.

5 Values of the Media Arts

- **Education & Skills Development** – The training and skill-development opportunities provided by arts organizations fosters the careers of artists, both established and emerging.
- **Competitiveness** – Innovation in technology and technique flourishes through media arts centre programming and development opportunities.
- **Community Building** – Media arts organizations are a hub for gathering, learning, and creating that serve community members and artists across disciplines.
- **Cultural Preservation & Promotion** – Media arts organizations preserve and share our country's diverse cultural identity.
- **Job Creation** – Media Arts organizations catalyze economic activity and create job opportunities in Canada's cultural sector.

In 2024, media arts organizations reached

2 359 648 people