

**CANADA**  
**ANALYSIS OF WEAKNESSES, OPPORTUNITIES, STRENGTHS AND THREATS**

<b>WEAKNESSES</b>	<p>Shutdown of media outlets and the reduction in the number of journalists, especially in the regions.</p> <p>Loss of credibility in the mainstream media and in the journalistic profession.</p> <p>Cuts on programming and resources in the news services of the public radio-television station CBC/Radio-Canada.</p> <p>Decline on the audience consuming information through journalistic media outlets while benefiting unverified content circulating on digital networks.</p>
<b>OPPORTUNITIES</b>	<p>Development of new financing formulas for media ventures, with support from public funds, tax credits, and contributions from large digital corporations.</p> <p>Diversification of the topics addressed by the media, focusing on traditionally marginalized groups and new content, in order to attract the attention of younger audiences.</p> <p>New ways of presenting and disseminating information thanks to developments in information technology and artificial intelligence.</p>
<b>STRENGTHS</b>	<p>Separation of powers.</p> <p>Parliamentary oversight of governance.</p> <p>Robust civil society acting in face of attacks on freedom of expression.</p> <p>Media associations remain alert to economic, political and technological changes and challenges.</p>
<b>THREATS</b>	<p>Growing influence of digital platforms for the consumption of news content, especially among younger audiences.</p> <p>Future likelihood of content control and punishment of digital networks users by the government with the excuse of avoiding the dissemination of hate speech and violence on these platforms.</p> <p>Social and political polarization around controversial issues that may end up promoting censorship and self-censorship.</p>

