



Institute of
Communication Agencies



For Immediate Release

ACTRA and Joint Producers Reach Tentative Settlement in Landmark Commercial Agreement

Toronto, October 7, 2008: Negotiations between ACTRA and Joint Producers (the Association of Canadian Advertisers and Institute of Communication Agencies) concluded last Saturday with a tentative settlement on a new National Commercial Agreement (NCA). The NCA is the industry standard collective agreement that governs the production of English-language commercials in Canada.

Following nine months of intense negotiations, the made-in-Canada deal resolved issues that will result in commercial shoots being repatriated to Canada, as well as the ability to nurture the development and use of new media as key consumer communication vehicles. This will ultimately result in more roles for more performers.

The settlement is directed at restoring vitality to the Canadian communications sector and makes landmark changes that modernize the agreement to serve the industry into the 21st Century.

Key elements of the deal include:

- Increased rates and new accident-on-set insurance
- Expanded new media opportunities
- Shorter work days
- Provisions to increase large-cast productions
- Measures to enhance compliance with the NCA

ACTRA members will vote on the terms of the new agreement in the upcoming weeks.

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists - www.actra.ca) is the national organization of professional performers working in the English-language recorded media in Canada. ACTRA represents the interests of 21,000 members across Canada – the foundation of Canada's highly acclaimed professional performing community.

The ACA (www.ACAweb.ca), Canada's only national association exclusively representing client marketers, is dedicated to helping members maximize the value of their investments in all forms of marketing communication. Members realize value through proprietary education, research and consulting services. The ACA safeguards advertisers' right to commercial free speech and demands an advertising marketplace that is accountable for the value provided to the advertiser. The ACA represents over 200 companies and divisions that collectively account for estimated sales of \$350 billion annually.

The ICA (www.icacanada.ca) is the professional business association which represents Canada's communication and advertising agencies. ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada's communication and advertising industry. ICA's member agencies and subsidiaries account for over 80% of all national advertising in Canada, with an economic impact worth more than \$15 billion annually.

-30-

Contacts:

ACA: Randy Scotland, VP, Communications, 416-964-1043 / rscotland@ACAweb.ca

ACTRA: Carol Taverner, National Public Relations Officer, 416-644-1519 / ctaverner@actra.ca

ICA: Gillian Graham, Chief Executive Officer, 416-482-1396 / ggraham@icacanada.ca