

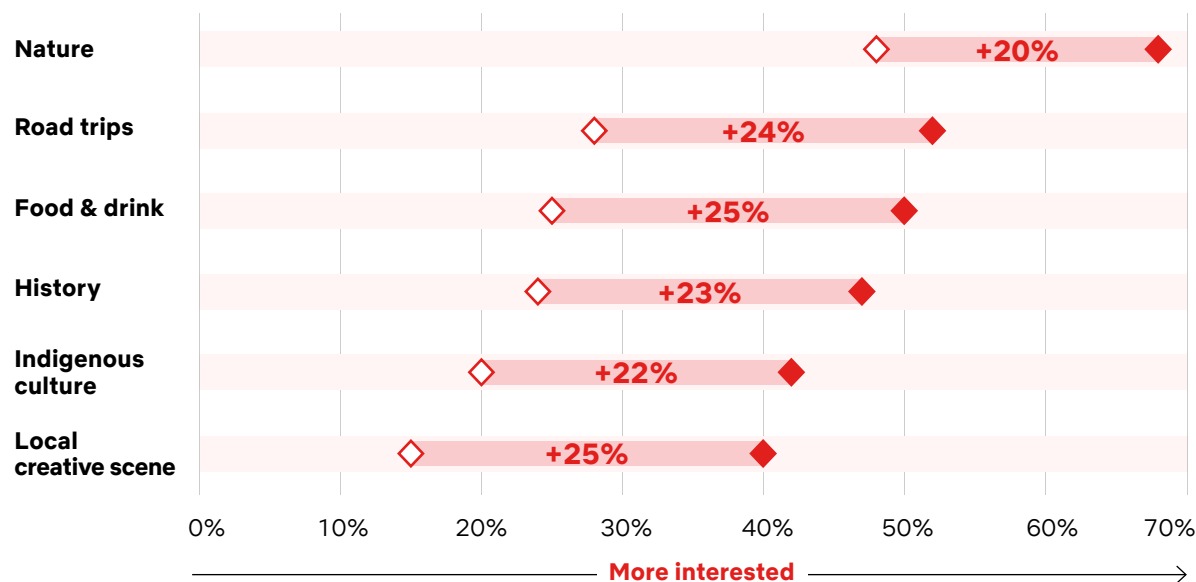
How Canadian content inspires global tourism and greater cultural connection

We found that Canadian content is a powerful vehicle for bringing people closer to Canada. It creates deeper cultural affinity and has significant potential to drive tourism.



People who have watched Canadian content are more interested in Canadian...

◇ People who have not seen Canadian content ◆ People who have seen Canadian content



Globally, people who have watched Canadian content are...



2.1x

more likely to say
the country is their
#1 travel destination



2.7x

more likely to
want to **learn French**

“

Canadian content on Netflix has helped contribute to my appreciation of Canada's history and culture

Male, 74, US

”

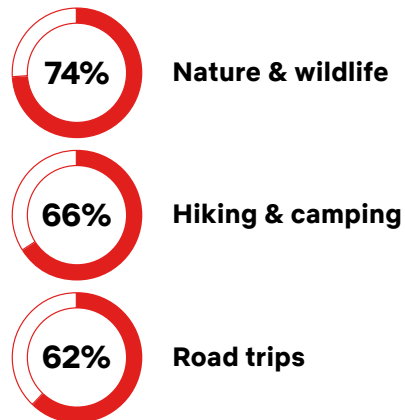
Netflix helps people fall in love with Canada

Netflix brings compelling Canadian content – documentaries, TV shows and movies – to highly engaged audiences in over 190 different countries. Our research found that Netflix content made in Canada has a huge effect on cultural affinity by revealing the authentic side of Canada, immersing viewers in the local culture and showcasing faraway locations.



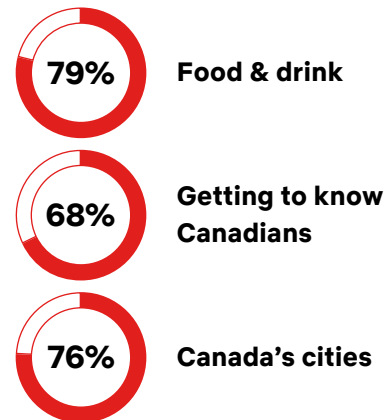
Jusqu'au déclin

Viewers of this **action thriller** are **more interested** in Canada's...



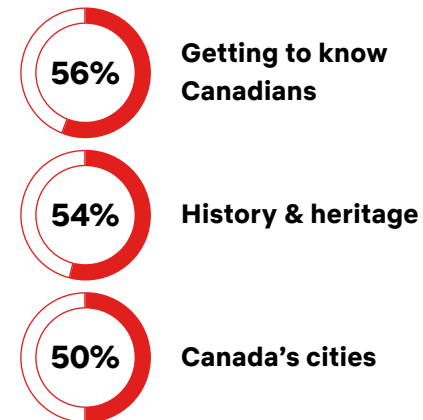
Somebody Feed Phil

Viewers of this **travel documentary series** are **more interested** in...



Anne with an E

Viewers of this **period drama** are **more interested** in...



Audiences are...



1.8x

more likely to have seen **Canadian content** than people who don't watch Netflix