

# **OMDC Client Satisfaction Survey**

## **Fall 2011**

**Executive Summary**

# Client satisfaction survey objectives

The purpose of the OMDC client satisfaction survey is to support strengthening the overall performance and outcomes of the diverse programs managed by the OMDC. This data will also be used in OMDC's current strategic planning exercise.

## Key questions

1. How satisfied are clients with the programs and services offered by OMDC?
2. What do clients value/need with respect to the programs and services offered by OMDC?
3. Is there basis upon which satisfaction and needs differ within the OMDC's target cultural industry clients or programs?
4. What areas would have the greatest impact on client satisfaction if they are improved?



# Methodology and respondent profile

## Methodology

- Online survey
- 3 email invitations from OMDC President & CEO
- August / September 2011
- Respondents only answered relevant questions (for example, they wouldn't be asked to answer a question on tax programs if they said they had never applied)

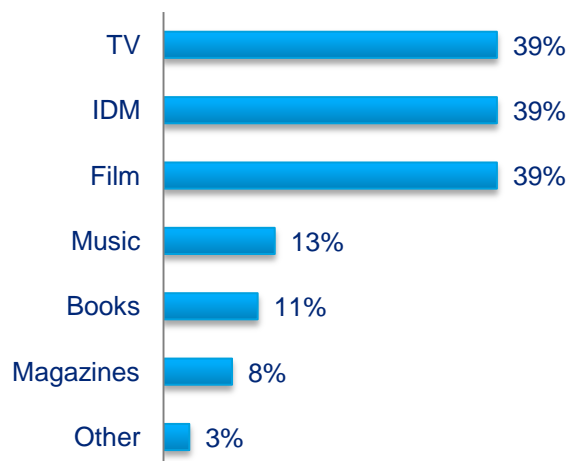
- ~12,000 email invitations
- 1,324 surveys started
- 772 surveys completed\*

**In English**  
756 completed (98%)

**In French**  
16 completed (2%)

## Summary respondent profile

### Industry representation of respondents



### Geographic representation of respondents



### Other respondent facts

58%

Under \$1M annual revenue

76%

Have received direct financial support from OMDC

50%

Under 5 employees

88%

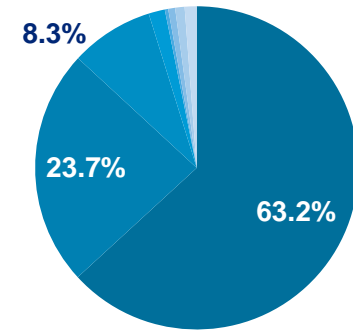
Have been approved for a tax credit by OMDC

\*Completed is defined as answering the final question about whether or not you desire to be contacted by OMDC rather than clicking the "Done" button on the last webpage.

# OMDC clients serve overlapping cultural industries

The chart below illustrates the cross-industry percentages. Each row has the primary industries listed in the vertical axis. For example, in row one – Books – 12% (15 / 129) of Books respondents indicated that they were also in Magazines. In row two – Magazines – 15% of Magazine respondents indicated that they were also in Books (15 / 97). The total respondents for each industry is used as the base for the calculation of the percents in each row.

	Books	Magazines	Film	Television	IDM	Music
Books	-	12%	21%	20%	24%	12%
Magazines	15%	-	14%	19%	26%	8%
Film	6%	3%	-	61%	28%	8%
Television	6%	4%	61%	-	35%	7%
IDM	7%	6%	28%	35%	-	9%
Music	10%	5%	23%	20%	27%	-



- 1 industry
  - 2 industries
  - 3 industries
  - 4 industries
  - 5 industries
  - 6 industries
  - None of the Above
  - Other industry
- \*Unlisted percents are < 2%

- Film, Television, and Interactive Digital Media are not only the largest percentage of survey response industries, but also have the most significant overlap between industries which are served by OMDC
- Interactive Digital Media companies have significant overlap with all cultural industries to which OMDC provides programs and services

# Client satisfaction and key overall findings across all programs and sub-sectors

84%

Agree or strongly agree with the statement:

▶ *I would recommend working with OMDC to another business, colleague, or friend.*

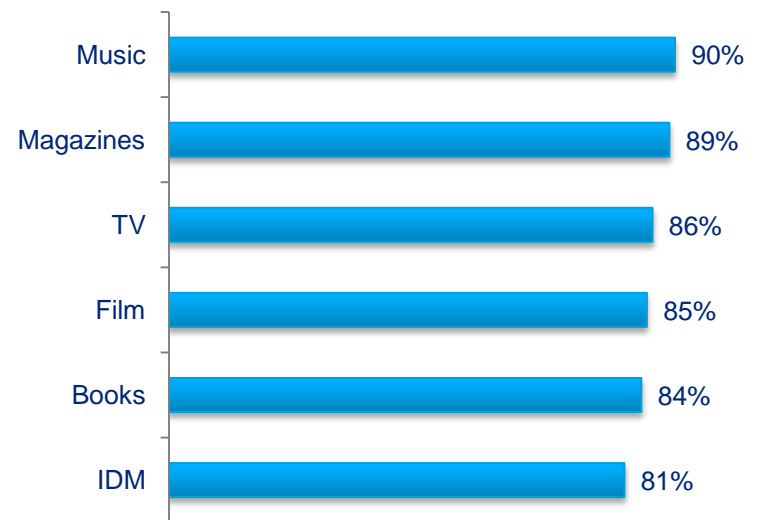
## Clients like

- OMDC's friendly and helpful staff
- Film commission services and networking events
- Overall contribution to the industry

## Clients would like improved

- Turnaround time (tax and financial support)
- Transparency about decision criteria and decisions (tax and financial support)
- Functionality and user-friendliness of online application portal

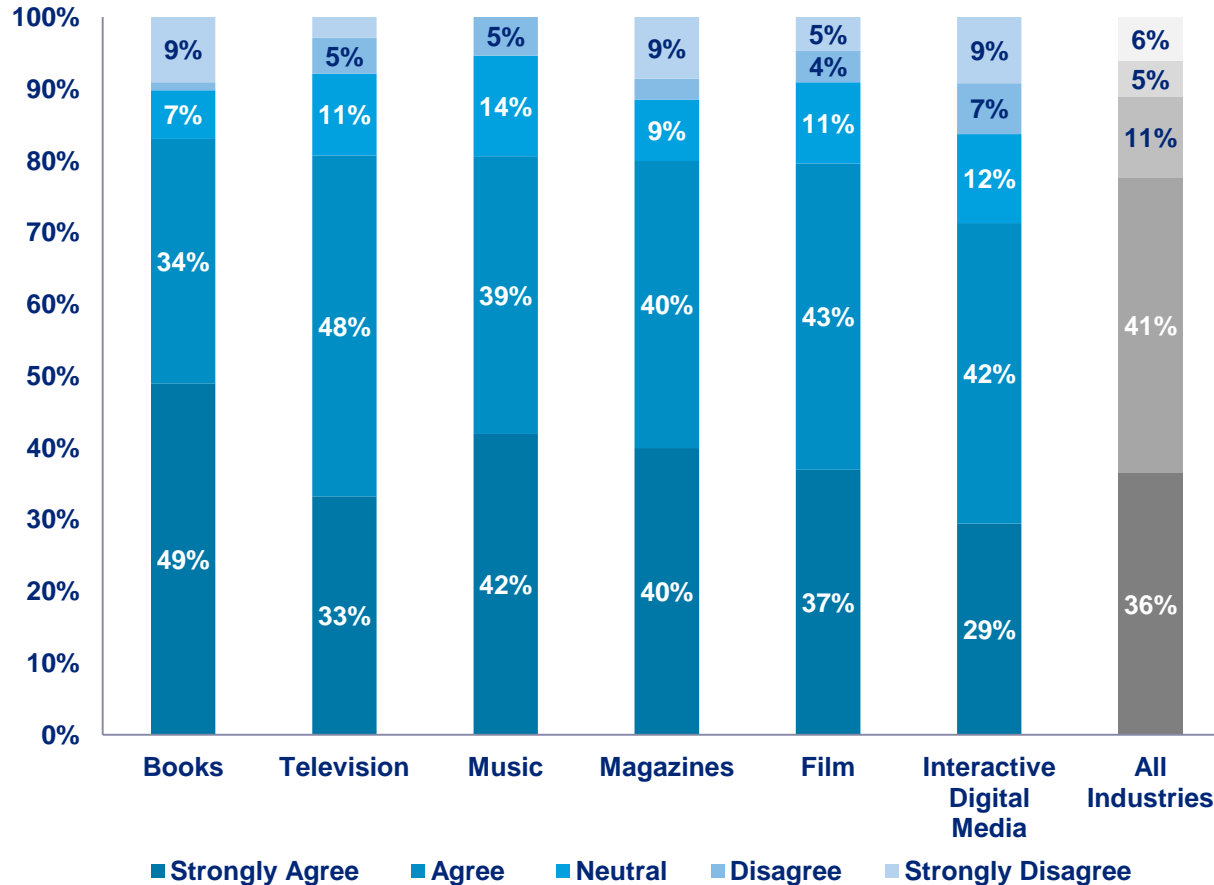
## "Recommend" sorted by industry \*



\* Willingness to recommend OMDC is good summary of overall client satisfaction

# Positive overall experience working with OMDC

This rating communicates the extent to which clients feel that working with OMDC is a positive experience. From an overall perspective, this rating shows how client perceive OMDC across the summary of its programs and services and the lifecycle of interactions.



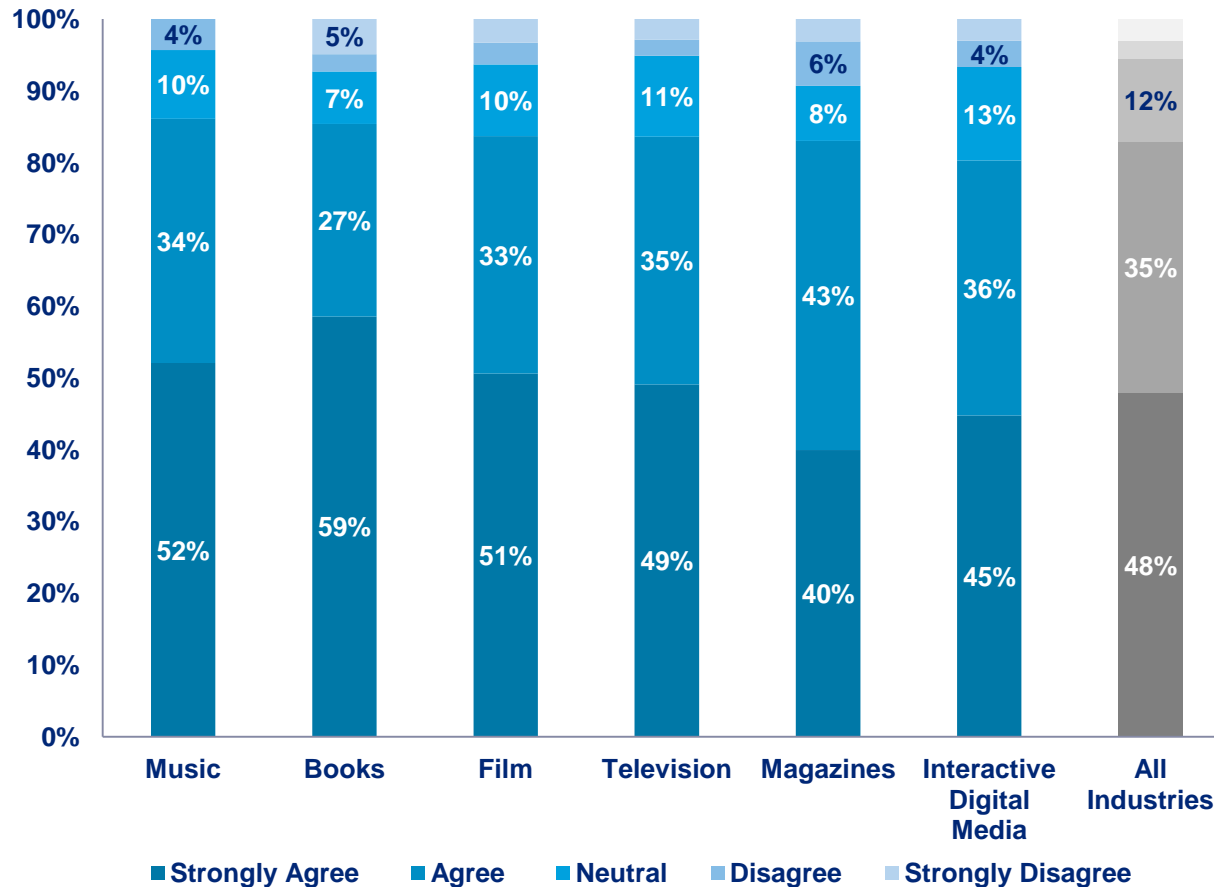
► Overall, my experience with OMDC has been positive.

Rating breakdowns are sorted in descending order based on sum of "Strongly Agree" and "Agree" respondents

\*Percentages of 4% and greater are shown on graph

# OMDC's importance to Ontario's continued growth

This rating communicates the extent to which clients perceive OMDC as a vital resource to the continued growth of their industry sector(s).



▶ *OMDC is key to the continued growth of the creative industries in Ontario.*

Rating breakdowns are sorted in descending order based on sum of "Strongly Agree" and "Agree" respondents

\*Percentages of 4% and greater are shown on graph

# Financial support program satisfaction summary

	Strongly Agree + Agree	Strongly Disagree + Disagree
OMDC staff members who conducted the information session that I attended were friendly and approachable.	82.0%	2.9%
Overall, I am satisfied with the responsiveness of the OMDC staff.	79.6%	8.0%
The eligibility criteria for the project, initiative, or partnership which my business sought to undertake are reasonable.	77.5%	11.5%
The eligibility criteria for my business are reasonable.	76.6%	11.9%
It is worth it to apply for an eligible project, despite the amount of effort required to apply to the program and provide reporting.	74.7%	11.2%
The eligible project budget expenses of the program are appropriate.	68.4%	13.5%
The amount and frequency of the reporting requirements for the program are reasonable.	67.0%	10.2%
The information session I attended gave me the clarification that I needed to understand the program application process.	66.7%	6.8%
OMDC offers a sufficient number of information sessions to meet the needs of program applicants.	66.2%	9.3%
The program application materials are clear and easy to understand.	66.0%	17.8%
The OMDC Online Application Portal allows me to effectively track the progress of my application.	64.7%	7.2%
The application materials and requirements are appropriately customized for my industry.	63.9%	15.3%
Good technical support was available to me when I used the Online Application Portal to apply to this program.	62.6%	6.6%
I clearly understood the reasons for the decision made on my program application.	57.9%	18.2%
Navigation of the OMDC Online Application Portal interface is easy and user-friendly.	57.8%	13.9%
The decision criteria for the program are clearly communicated.	57.4%	20.5%
The maximum amount of funding available to me for my project, initiative, or partnership is adequate.	55.6%	23.6%
The payment schedule is timely enough to support my business or project.	54.4%	23.2%
The period of time from application approval to receipt of funds is satisfactory.	48.3%	27.4%
The decision time on program applications is reasonable.	47.1%	31.6%
The total amount of funding available in the direct financial support program is adequate.	46.6%	27.7%
Application requirements for the program are not unreasonably complex or time consuming.	45.4%	30.9%





# Tax credit programs satisfaction summary

	Strongly Agree + Agree	Strongly Disagree + Disagree
It is worth it to apply for an eligible project, despite the amount of effort required to apply for the tax credit.	82.7%	6.6%
The eligibility criteria for my business are reasonable.	79.6%	10.6%
Overall, I am satisfied with the responsiveness of the OMDC staff.	77.4%	8.0%
The eligibility criteria for the project or activities which my business is involved in are reasonable.	75.9%	12.6%
OMDC staff members who conducted the information session that I attended were friendly and approachable.	75.9%	2.3%
I clearly understood the reasons for the decision made on my tax credit application.	66.4%	11.5%
The decision criteria for the tax credit are clearly communicated.	66.1%	11.5%
The application materials and requirements are appropriately customized for my industry.	65.6%	12.1%
The eligible expenditures of the tax credit are appropriate.	64.9%	15.1%
The information session I attended gave me the clarification that I needed to understand the tax credit application process.	64.1%	5.6%
The OMDC is interpreting the legislative requirements for the tax credit that I applied to properly.	62.9%	8.9%
The application materials are clear and easy to understand.	61.0%	17.6%
Good technical support was available to me when I used the Online Application Portal to apply to this tax credit.	60.7%	5.6%
The OMDC Online Application Portal allows me to effectively track the progress of my application.	59.0%	10.0%
Navigation of the OMDC Online Application Portal interface is easy and user-friendly.	56.7%	11.8%
OMDC offers a sufficient number of application information sessions to meet the needs of tax credit applicants.	55.9%	9.7%
Application requirements for the tax credit are not unreasonably complex or time consuming.	41.9%	33.4%
The number of questions and amount of documentation required for the tax credit are reasonable.	41.7%	29.9%
Compared to other jurisdictions' tax credit programs the application turnaround time for the tax credit is reasonable.	25.9%	48.1%
The period of time from filing a complete application to certification by OMDC met the needs of my business.	25.2%	55.7%



# Networking programs satisfaction summary

	Strongly Agree + Agree	Strongly Disagree + Disagree
I was able to create or expand my networks through participation in the program(s).	83.3%	6.7%
Overall, I would recommend attending the program(s) to a colleague or friend.	82.4%	3.3%
I was able to exchange ideas with others through participation in the program(s).	80.9%	4.6%
The content of the program(s) was relevant and useful to me.	78.8%	6.0%
The application form, selection criteria, and application process for the program(s) were clear.	77.9%	4.3%
I was able to build my knowledge through participation in the program(s).	77.0%	5.3%
I am satisfied with the criteria by which OMDC selects program participants.	76.0%	4.8%
I was able to identify new partners or opportunities through participation in the program(s).	75.7%	5.3%
The program(s) attracted the people within my industry that I wanted to meet.	70.5%	6.0%
I was able to identify new production resources or opportunities through participation in the program(s).	69.6%	6.1%

Strongly Agree + Agree



# Special events and programs satisfaction summary

	Strongly Agree + Agree	Strongly Disagree + Disagree
I would recommend to a colleague or friend that they attend an OMDC special program or event.	90.8%	1.7%
It is an honor to be profiled by OMDC awards and events.	88.7%	1.3%
OMDC's special programs and events attract the people that I want to meet.	85.3%	1.8%
OMDC's special programs and events increase public awareness of the creative industries.	82.0%	6.4%
OMDC's special programs and events feature content that is timely and useful to me.	79.9%	1.1%

Strongly Agree + Agree



# Film Commission and location services satisfaction summary

## Film Commission

	Strongly Agree + Agree	Strongly Disagree + Disagree
Film Commission staff are friendly, cooperative, and approachable.	79.9%	4.6%
The Film Commission helps to make Ontario an attractive location for production.	78.5%	5.8%
The Film Commission is effective in helping me to scout for film or television show locations.	74.7%	4.9%
The Film Commission is useful and provides me with the information that I need on facilities and services for my film or television show.	75.2%	3.7%
The Film Commission is able to introduce me to the unions, guilds, personnel, or other individuals that I need to meet.	60.4%	4.3%
The Film Commission successfully liaises with other government agencies on my behalf.	55.1%	10.2%

## Locations Library

	Strongly Agree + Agree	Strongly Disagree + Disagree
Overall, I would recommend the OMDC Digital Locations Library as a location scouting resource to a colleague or friend.	81.0%	5.4%
It is easy to navigate and find the information that I need in the OMDC Digital Locations Library.	61.4%	9.8%
The OMDC Digital Locations Library categories and subcategories are aligned to my location scouting needs.	60.8%	9.5%
The OMDC Digital Locations Library contains the relevant information and content to meet my location scouting needs.	60.7%	9.3%
The OMDC Digital Locations Library has a sufficient number of locations to meet my location scouting needs.	52.6%	13.6%



# Information services satisfaction summary

	Strongly Agree + Agree	Strongly Disagree + Disagree
I consider OMDC a good source of information.	87.5%	3.9%
I would recommend OMDC publications as a knowledge resource to a colleague or friend.	82.9%	3.9%
The content of OMDC publications is useful to me.	82.0%	3.9%
OMDC publications are of high and consistent quality.	81.6%	3.2%
The publications in the OMDC online research library are useful to me.	78.9%	4.6%
I would recommend the OMDC Online Research Library as a knowledge resource to a colleague or friend.	78.2%	5.5%
It is easy to navigate and find the information that I need in the OMDC online research library.	66.7%	8.3%

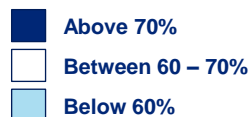
Strongly Agree + Agree



# Communications and marketing satisfaction summary

	Strongly Agree + Agree	Strongly Disagree + Disagree
OMDC has a good reputation among Canada's creative industries.	71.8%	8.3%
OMDC has a strong brand among Canada's creative industries.	65.4%	11.2%
OMDC's communications and marketing materials provide me with the information that I need.	49.0%	14.6%
The OMDC is effectively using social media to communicate with its clients and the general public.	46.4%	18.2%
The OMDC "We've Got It Going On" advertising campaign was effective in promoting Ontario's cultural products.	44.2%	13.8%
OMDC's communication and marketing materials are effective in promoting Ontario's cultural products.	42.1%	11.2%
OMDC's communications and marketing materials are interesting and engaging.	25.1%	19.1%

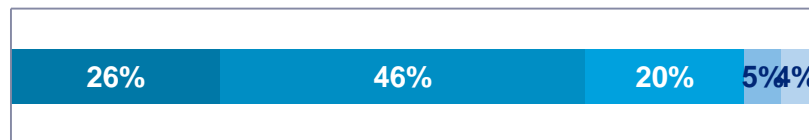
Strongly Agree + Agree



# OMDC's reputation rating by industry

OMDC has a good reputation among Canada's creative industries.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

▪ The greatest risk to OMDC's ongoing reputation is the turnaround time for applications.

OMDC Industries	Strongly Agree + Agree	Strongly Disagree + Disagree
Music	80.5%	3.4%
Television	73.9%	8.4%
Books	73.1%	9.0%
Film	72.2%	9.1%
Magazines	69.8%	4.8%
Interactive Digital Media	66.0%	11.1%

"Karen and the team are doing a very good job. It is a pleasure working with them and they are a valuable resource and support to our company and staff. Everyone is responsive, enthusiastic and pleasant."

"Professionals in other provinces look longingly at what we have in the OMDC here, both in the form of administering gov't resources to the industry, and as a key supporter for industry growth."



Rating breakdowns are sorted in descending order based on sum of "Strongly Agree" and "Agree" respondents

\*Percentages of 4% and greater are shown on graph

# Books

## Profile of Segment Organizations

- **129** survey respondents in books (11%)
- **Geographic location:** 78% in Toronto, 84% in GTA
- **Number of employees:** 45% have <5, 77% have <20
- **Age of business:** 70% have been established more than 10 years, 3% less than 1 year
- **Annual Revenue:** 50% had revenue >\$1million, 31% had <\$50K

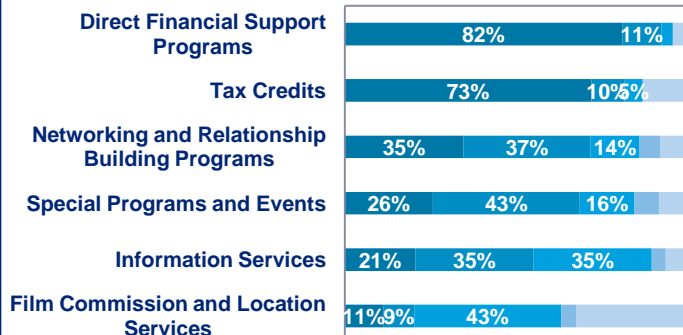
## OMDC Programs and Services of Importance

- **59%** used the Book Fund or Export Fund - Books
- **93%** of respondents agree that it is an honour to be recognized by the Trillium Award
- **46%** used the OBPTC

- Very important
- Somewhat important
- Neutral

### Importance Rating

0% 20% 40% 60% 80% 100%



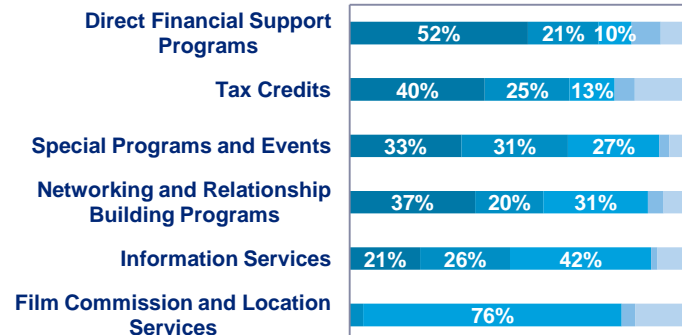
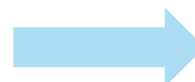
## Needs and Programs and Services Satisfaction

- Book publishers are more satisfied with OMDC programs and services than the other industries being served; however, 7% strongly disagree with a question about approval of level of service by OMDC based on frustration with funding levels and turnaround times
- Select survey respondents feel that the \$50,000 cap is not enough to cover 75% of the marketing initiatives to generate over \$1.5M in revenues for book publishers; in addition they feel that the \$50,000 digital component cap is not enough to keep pace with advancing technologies and catch up on digital publishing in books
- Industry worries that e-books will replace “bricks & mortar bookstores”, and that OMDC focuses on digital marketing at the expense of traditional avenues
- Support for smaller-scale publishers and lower required book production thresholds is desired

- Very Satisfied
- Somewhat Satisfied
- Neutral

### Satisfaction Rating

0% 20% 40% 60% 80% 100%



\* Only Ratings associated with Very Important/Satisfied, Somewhat Important/Satisfied, and Neutral are displayed numerically on the Industry Segment slides.



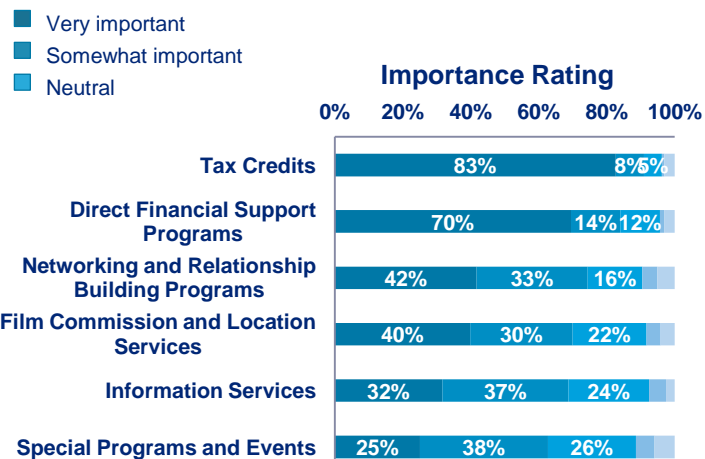
# Film

## Profile of Segment Organizations

- **448** survey respondents in film (39%)
- **Geographic location:** 72% in Toronto, 76% in GTA, 8% US & International
- **Number of employees:** 58% have <5, 75% have <20
- **Age of business:** 53% have been established more than 10 years, 23% less than 5 year
- **Annual Revenue:** 23% had revenue >\$1million, 20% had <\$50K

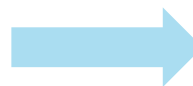
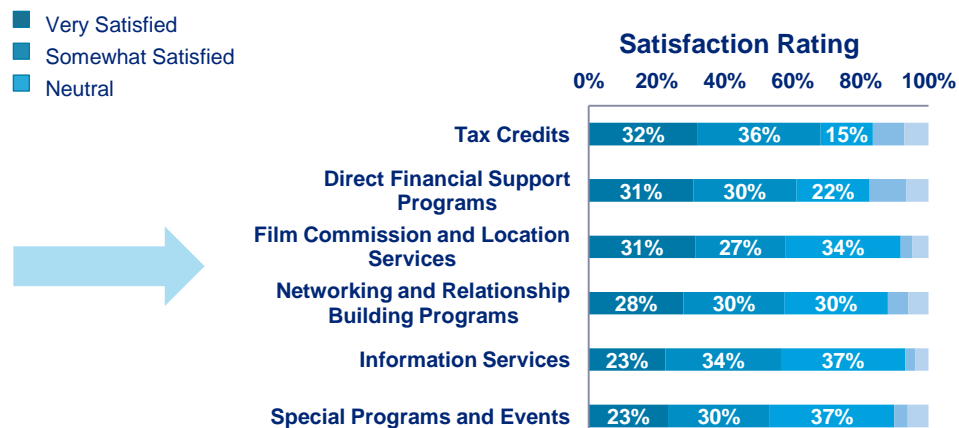
## OMDC Programs and Services of Importance

- **37% used the Film Fund - Development, Film Fund - Production, or Export Fund - Film**
- **36% used the OFTTC**



## Needs and Programs and Services Satisfaction

- Overall satisfaction with Film-related tax credit and fund turnaround times, payment schedules, and application complexity is lower than other industry programs (Books, Music, and Magazines)
- Film Commission and location services are viewed as valuable assets for Ontario
- More support and funding for independent / starting filmmakers; development / early stages; and for producer expenses
- OMDC's evaluation criteria is perceived as overly conservative regarding content by select survey respondents
- Customized application / budget forms for the film and television industry are needed and harmonization of Federal and Provincial tax credit applications would benefit clients
- Reporting requirements feel onerous, especially for smaller-scale businesses and producers
- More special events outside of Toronto and the GTA are desired



\* Only Ratings associated with Very Important/Satisfied, Somewhat Important/Satisfied, and Neutral are displayed numerically on the Industry Segment slides.

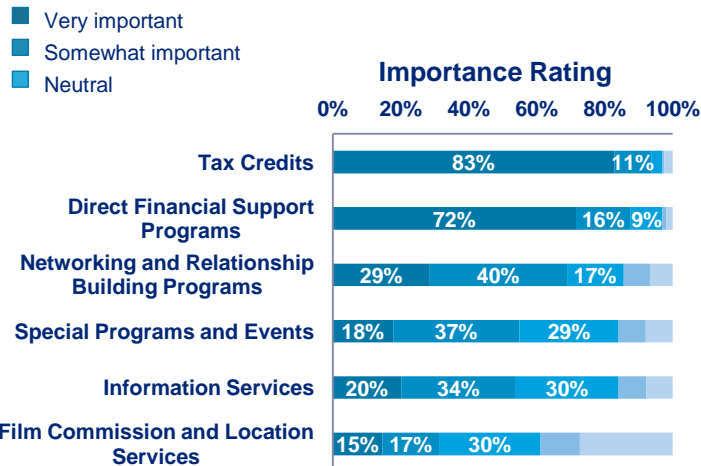
# Interactive Digital Media (IDM)

## Profile of Segment Organizations

- **449** survey respondents in IDM (39%)
- **Geographic location:** 63% in Toronto, 71% in GTA, 8% in Ottawa area
- **Number of employees:** 44% have <5, 71% have <20
- **Age of business:** 41% have been established more than 10 years, 34% less than 5 years
- **Annual Revenue:** 28% had revenue >\$1million, 16% had <\$50K

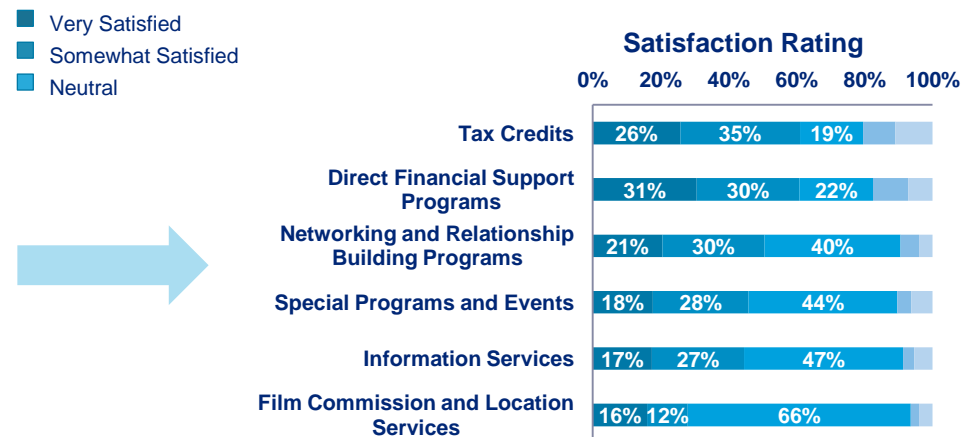
## OMDC Programs and Services of Importance

- **58% used the Interactive Digital Media Fund or the Export Fund – Interactive Digital Media**
- **46% used the OIDMTC**



## Needs and Programs and Services Satisfaction

- Overall satisfaction with IDM-related tax credit and fund turnaround times, payment schedules, and application complexity is lower than other industry programs (Books, Music, and Magazines)
- Redefinition of eligibility criteria for IDM Fund to include more peripheral businesses that support the creation of IDM is desired by select survey respondents
- More support and funding for development / early stages of digital media as well as IDM start-ups and smaller-scale businesses
- A survey respondent advocates for creation of a multi-tier review process, with the first round requiring a broader overview of the project to determine pre-eligibility and reduce application processing backlogs
- More business support beyond funding are desired, including investor forums in IDM and information on buyers and potential markets



\* Only Ratings associated with Very Important/Satisfied, Somewhat Important/Satisfied, and Neutral are displayed numerically on the Industry Segment slides.

# Magazines

## Profile of Segment Organizations

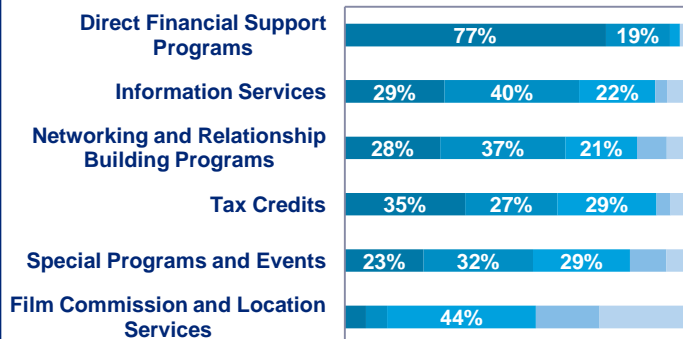
- **97** survey respondents in magazines (8%)
- **Geographic location:** 60% in Toronto, 74% in GTA
- **Number of employees:** 43% have <5, 85% have <20
- **Age of business:** 65% have been established more than 10 years, 4% less than 1 year
- **Annual Revenue:** 32% had revenue >\$1million, 27% had <\$250K

## OMDC Programs and Services of Importance

- **65% used the Magazine Fund**

- Very important
- Somewhat important
- Neutral

**Importance Rating**  
0% 20% 40% 60% 80% 100%

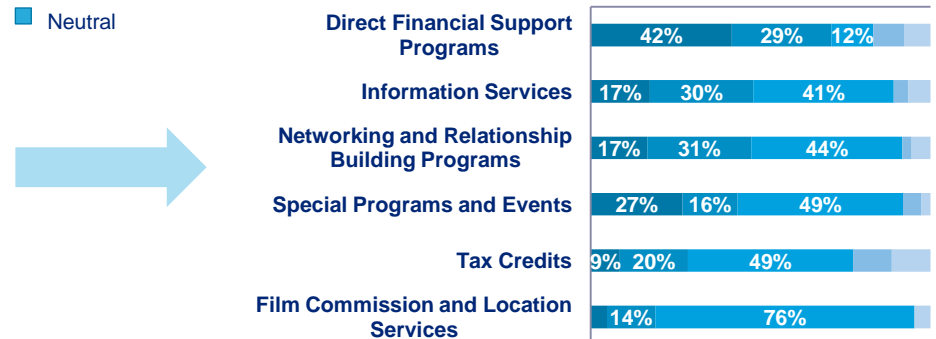


## Needs and Programs and Services Satisfaction

- Magazine publishers are more satisfied with OMDC programs and services than the other industries being served; however, 6% strongly disagree that a high level of service is provided by OMDC based on frustration with turnaround times and payment schedules
- More support/encouragement for ethnic magazines is desired
- Clarification of and refinement of eligibility requirements. Respondent: "A monthly of 40 pages is eligible, but a weekly of 24 pages isn't."
- More support for B to B magazines in addition to the traditional base of consumer magazines is desired
- Industry respondents worry that encouragement of electronic as opposed to traditional forms of promotion will penalize traditional projects ("electronic, online and social media are generally not as reliable or as effective as some traditional promotions" in magazines)
- Tax credits for magazines are desired by clients as are higher funding levels for existing programs

- Very Satisfied
- Somewhat Satisfied
- Neutral

**Satisfaction Rating**  
0% 20% 40% 60% 80% 100%



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# Music

## Profile of Segment Organizations

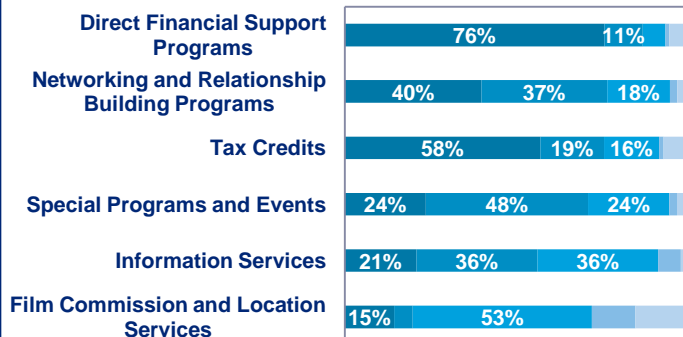
- **148** survey respondents in music (13%)
- **Geographic location:** 79% in Toronto, 86% in GTA
- **Number of employees:** 58% have <5, 84% have <20
- **Age of business:** 48% have been established more than 10 years, 28% less than 5 years
- **Annual Revenue:** 70% had revenue <\$1million, 18% had <\$50K

## OMDC Programs and Services of Importance

- **58% used the Music Fund or the Export fund - Music**
- **25% used the OSRTC**

- Very important
- Somewhat important
- Neutral

**Importance Rating**  
0% 20% 40% 60% 80% 100%

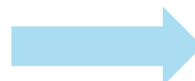
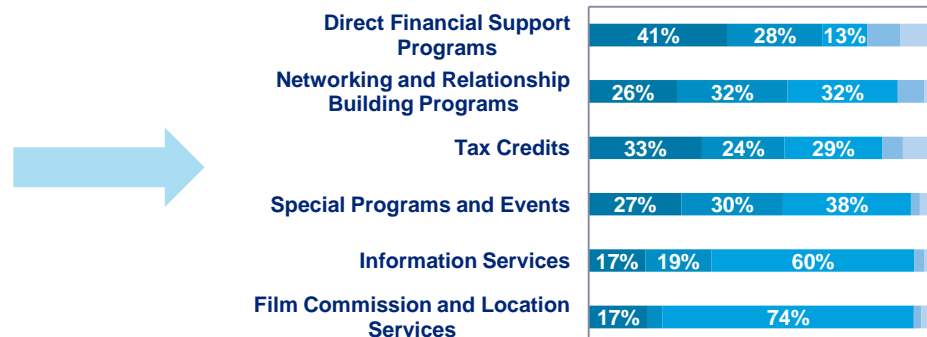


## Needs and Programs and Services Satisfaction

- Overall, the Music industry is more satisfied with OMDC's programs and services than the Film, Television, or IDM industries; 85% "Agree" or "Strongly Agree" that OMDC's service level is high quality
- More support for developing/emerging artists, businesses in start-up or earlier phases; eligibility numbers in sales required are seen as restrictive
- A respondent indicated that the "innovative aspects of the requirements for the Music Fund are not clearly depicted in the program guidelines"
- Higher tax credits like the Film industry are desired in order to give entrepreneurs the financial encouragement to invest in music copyrights
- Select respondents believe that production expenses related to the package art should be included as eligible fund expenses, as should 100% of marketing dollars and showcasing costs
- A respondent feels that the OSRTC rate at 20% is materially deficient compared to other IP sectors and needs to be increased ("it is currently less than 50% of Film / Television")

- Very Satisfied
- Somewhat Satisfied
- Neutral

**Satisfaction Rating**  
0% 20% 40% 60% 80% 100%



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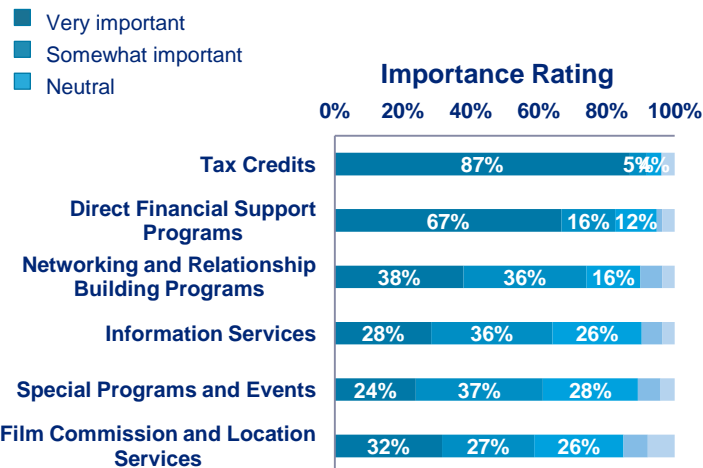
# Television

## Profile of Segment Organizations

- **452** survey respondents in television (39%)
- **Geographic location:** 75% in Toronto, 78% in GTA, 5% US & International
- **Number of employees:** 50% have <5, 71% have <20
- **Age of business:** 59% have been established more than 10 years, 18% less than 5 year
- **Annual Revenue:** 31% had revenue >\$1million, 37% had <\$250K

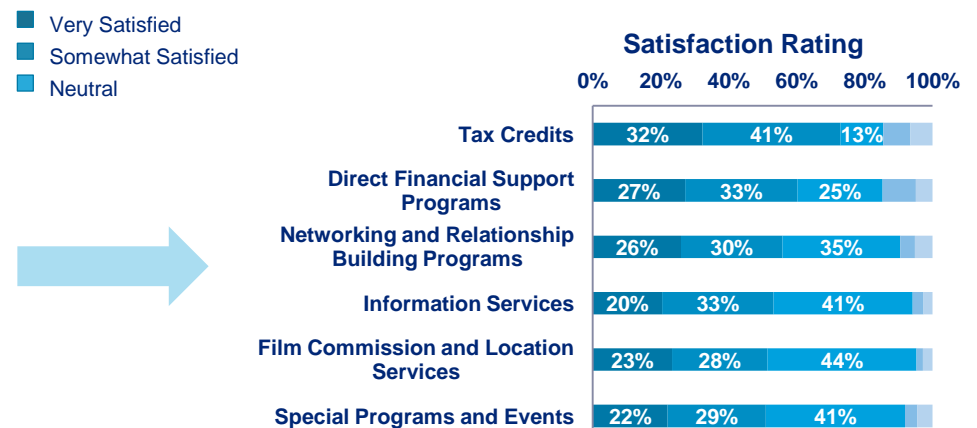
## OMDC Programs and Services of Importance

- **18% used the Export Fund - Television**
- **46% used the OFTTC**



## Needs and Programs and Services Satisfaction

- Overall satisfaction with Television-related tax credit and fund turnaround times, payment schedules, and application complexity is lower than other industry programs (Books, Music, and Magazines)
- Film Commission and location services are viewed as valuable assets for Ontario
- The requirement of all documentation prior to submission is perceived as restrictive as not all documentation is necessarily available at the start of production
- Application turnarounds and payments are desired prior to events like MIP and MIPCOM as they are expensive on the front end for businesses
- Increased recognition of Canadian productions is desired



\* Only Ratings associated with Very Important/Satisfied, Somewhat Important/Satisfied, and Neutral are displayed numerically on the Industry Segment slides.

# Some Comments

## Direct Financial Support Programs

“I love the staff at OMDC.”

“What you put into the application and the process is what you get out. It is demanding and time consuming but fair.”

“The combination of the new online application portal plus the ability to still contact OMDC staff for timely answers to questions made this the easiest and most efficient application process yet for me.”

“If the reason for being an unsuccessful applicant is that the fund is oversubscribed, it's not really a satisfactory answer.”

## Tax Credits

“The business officers for the tax credits & financing programs dealing with the applications are very professional and helpful with the application process.”

“Clarification or examples of previous successful and unsuccessful claims may be beneficial. It's tough to understand what is eligible and likely to be rewarded versus the time spent to apply.”

## Networking Programs and Special Events

“The OMDC should be offering more special programs and events.”

These events are terrific, and bring the right people to them. Please continue as it lets us keep up with other players in our industry.”

## Information Services

“The research library is vital... We often cannot afford research that we feel is vital to our business planning and funding applications, so the availability of documents in a central location is great.”

# Top five growth drivers by cultural industry

	Books	Magazines	Television	Film	Interactive Digital Media	Music
Access to capital	1	2	2	2	1	2
Business development opportunities	2	1	1	1	2	1
Protecting the intellectual property of my business	4				5	
New and emerging methods of digital distribution	3	5				3
Building networks that will allow me to grow my business	5	4	3	4	4	5
Exporting my products internationally				3		
Access to the right market(s)			4	5	3	4
Acquiring and retaining top talent			5			
Staying abreast of changing technologies, in Canada and globally		3				

- Access to capital is ranked as #1 or #2 across all of the cultural industries that OMDC serves
- Business development opportunities is also ranked #1 or #2 across all of the cultural industries OMDC serves
- Building networks follows as a third critical area for all industries, ranked at #3, #4, or #5 by each industry
- OMDC's core activities of providing funding and networking opportunities are well aligned with client needs

\* Top issues defined based on the five topics with the highest "Very Important" ranking.

# Top five success drivers by cultural industry

	Books	Magazines	Television	Film	Interactive Digital Media	Music
New revenue streams	1	1	1	1	1	1
New digital platforms for content distribution	2	2	3	4	2	2
Social media marketing opportunities	3	3				4
New content delivery models (e.g. pay per view, print on demand)	4	4	2	3	3	3
Cross-sector collaboration and partnerships	5	5	5	5		5
Increases in private equity and venture capital			4	2	4	
New products or services					5	

- New revenue streams is ranked as #1 across all of the cultural industries that OMDC serves
- New digital platforms and new content delivery models share rankings of #2, #3, and #4 across all cultural industries
- Research exploring new digital platforms and content delivery models would benefit OMDC's client base



## Next Steps

- OMDC has developed an Action Plan that will be rolled out over the next year.
- Work will begin on the action items identified above.
- Regular reporting back to stakeholders will happen through the OMDC newsletter and other appropriate communication tools.
- Stay tuned for the next survey!