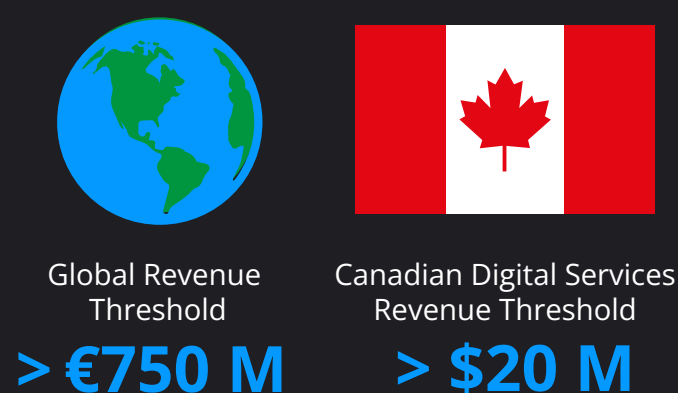




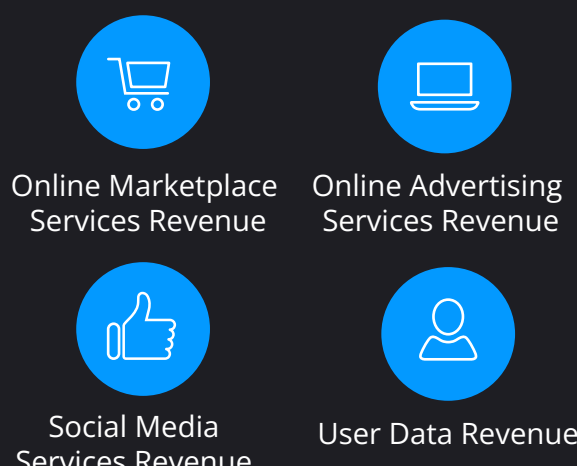
CHECK IF YOU ARE  
AFFECTED AND JOIN  
THE CONVERSATION AT  
IAB CANADA.

[JOIN](#)

## WHO IS AFFECTED?



## ON WHAT?



## HOW MUCH?



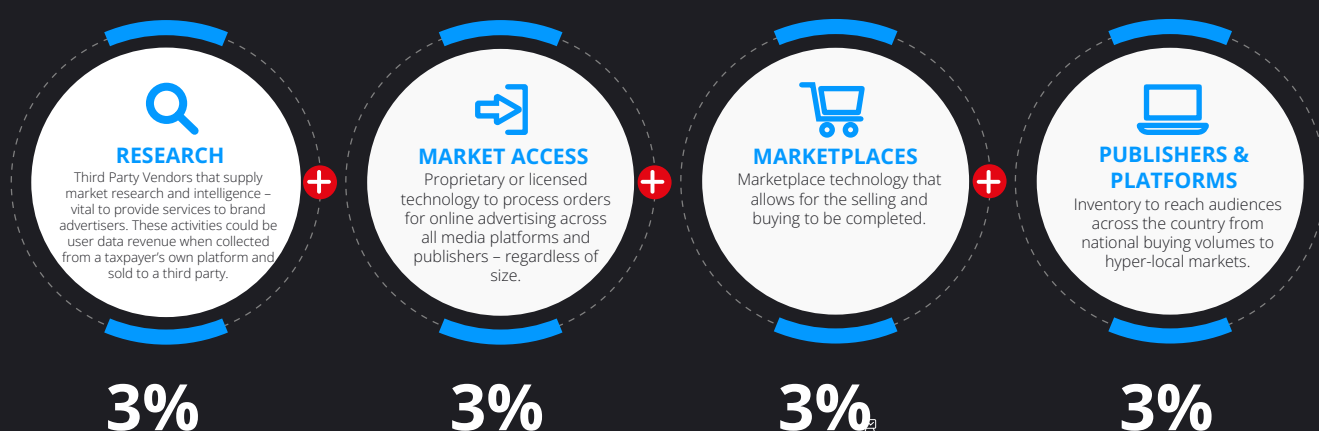
## PAYABLE WHEN?



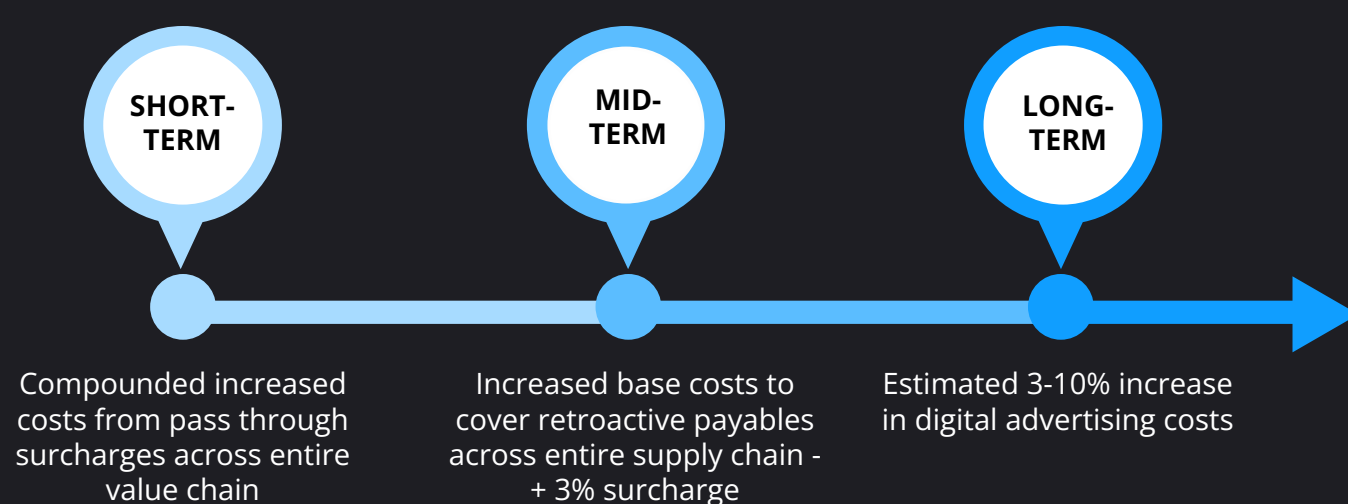
## RETROACTIVE TO



## THE DIGITAL MEDIA VALUE CHAIN



## PROJECTED COST INCREASES IN DIGITAL ADVERTISING



## MACROECONOMIC FALLOUT

**LABOUR FORCE**

Minimizing the financial impact of the impending taxes, Canadian businesses are re-evaluating their operational efficiencies and will move to automate at an accelerated pace, resulting in an immediate loss of jobs crucial to the Canadian digital economy.

**SMEs**

Small-to-Medium sized business (SMEs) in Canada are disproportionately impacted by the DST. SMEs rely heavily on easy to access advertising platforms that allow them to compete and thrive. The increased costs levied on local businesses will further diminish their abilities to grow and succeed by forcing them to charge more for their products. To add insult to injury, their businesses will be overtaken by larger marketplace platforms that are better resourced to absorb the tax.

**FOREIGN TRADE**

The fact that the federal government is moving to impose a targeted tax that disproportionately impacts our greatest trade partner - the USA - during a sensitive election cycle will all but guarantee retaliation. CUSMA renegotiations will be under way in 2025/26 and this move will negatively impact the interests of Canadians.

**CANADIAN CUSTOMER**

Canadian consumers are being punished for embracing technology and leveraging digital platforms that improve daily lives. This impacts everything from: booking travel in the second largest country in the world, buying hockey sticks, and communicating coast-to-coast with our loved ones - the federal government is driving up the prices.

## IMMEDIATE NEXT STEPS

