

***The idea that
the online media content
access industry
should be and could be
a public service***

The Objective of Founding a
Canadian National Online
Public Library is to bring to
Canadians' online experience, all
the same benefits that
traditional print media public
libraries bring to society.



ONLINE REFORM

Yes! Canadian National
Online Public Library Proposal
for democratic media reform
www.no-ads.ca/the-petition

If you have friends in Canada ask
them to read about and

[Please sign the Petition for a
Canadian National Online
Public Library](#)

The website [<https://no-ads.ca>]
will never ask you for money or
advertise for a third party.

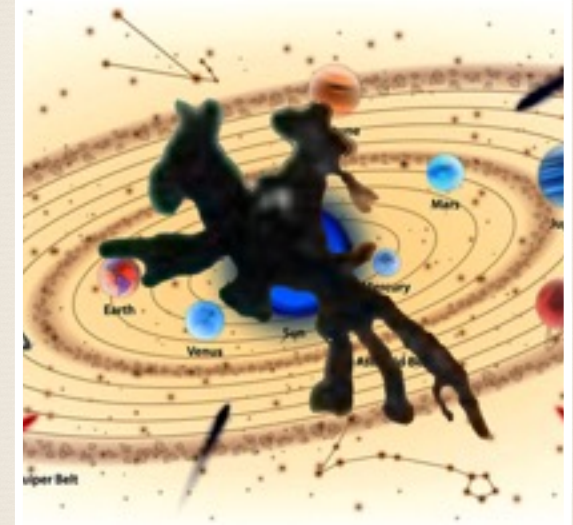
Its purpose is to change minds
and move legislation.

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9541 100A STREET NW Edmonton AB. T5K 0V5
(780) 993-3624
www.no-ads.ca

ONLINE PUBLIC LIBRARY PROPOSAL

for democratic media reform

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Transitioning to an Online Public Library Service is

- a sensible way for people to access online content
and
- a sensible way for paying the firms and workers
who produce online content.





You Never Change Things By Fighting The Existing Reality.

To Change Something, Build a New Model That Makes The Existing Model Obsolete

- Buckminster Fuller

The Online Public Library Proposal is about creating a new public service for people to access online information and entertainment. We live in a moment where this very important service is totally monopolized by a few private firms. The Online Public Library Proposal is about replacing them with a public service. The intention is not to replace them by banning advertising but by creating a better service. It is a system solution for: severely limiting the spread of hate, lies and deception on the internet, and for giving people access to all existing online content. It is a fair and efficient way to pay workers and firms for the use of their online media products based on measured use by the public.

CANADIAN ONLINE PUBLIC LIBRARY

What is this Canadian National Online Public Library that is being proposed?



ONLINE MEDIA CONTENT ACCESS SERVICE: **\$14 BILLION PER YEAR**

It is the idea that there should be a public service for accessing online media content and that the service should also pay firms and workers who produce the content and pay based on measured use.



raise the opportunity for all Canadians to access the best online content



create good jobs for workers in the news and entertainment industry

SERVING THE PUBLIC AND THE ONLINE MEDIA CONTENT PRODUCTION INDUSTRY

Like a traditional public library for print media it should:

- not be involved in the advertising industry.
- not have paywalls.
- not rely on charitable donations
- It should be funded with general tax revenue.



lower the opportunity to buy third party advertising



raise the opportunity for the free market to work naturally

ADVERTISING DRIVES UP THE COST OF LIVING **BY MORE THAN: \$14 BILLION PER YEAR**

Many people object to the thought of having a service that is going to require a tax increase. This objection fails to stand when it is understood that that the advertising industry which currently saves patrons from a direct expense, is creating an indirect hidden expense that is greater.



raise the level of education



strengthen democracy