TechLobby
ANNUAL REPORT: 2024

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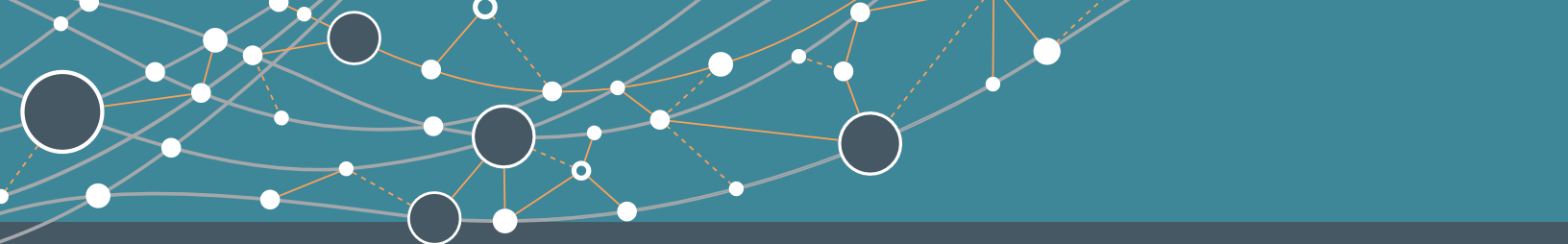Research Coordinator and PhD candidate, McMaster University

thetechlobby.ca

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Executive summary

Thetechlobby.ca is a project led by **Sara Bannerman** and a **cross-country team of researchers** examining tech companies' lobbying of the Canadian federal government. We publish company profiles, regular reports, and monitoring data about tech lobbying of the federal government on our website, **thetechlobby.ca**.

This report focuses on the federal lobbying of Google, Meta/Facebook[1], Netflix, Apple, Amazon, Disney, and Microsoft in 2024. It finds that:

- This report focuses on seven of the world's top tech titans: Alphabet, Amazon, Apple, Disney, Meta, Netflix, and Microsoft. These seven companies are in the top 20 media and communications platforms by share of revenue in the Canadian market.
- The amount of tech lobbying in 2024 was fairly consistent with 2023, with Amazon and Google conducting the most lobbying. They were followed by Microsoft, Apple, Facebook, Netflix and Disney.
- Tech companies continued to rely more heavily on in-house lobbyists than is typical for most organizations. This could be due to the specialized expertise that in-house lobbyists can bring.
- A trend to a greater focus on the legislative branch of government over the executive branch likely reflects increased legislative activity relating to tech regulation.
- Numerous Canadian Members of Parliament (MPs) and Senators were lobbied by tech corporations in 2024; in fact, there was a 46% increase in lobbying of MPs compared to 2023, and there was a shift towards lobbying Conservative Members of Parliament over Liberals or other parties.
- There was a shift to use of generic labels to describe the subject matter of lobbying in 2024. Broadcasting, international trade, justice and law enforcement, and media were top lobbied subjects.
- We examine tech lobbying that took place on the following subjects:
  - Bill C-11 (the Online Streaming Act);
  - Bill C-18 (An Act Respecting Online Communications Platforms)
  - Bill C-27 (Digital Charter Implementation Act)
  - Bill C-63 (Online Harms Act)
  - Bill C-26 (An Act respecting cyber security, amending the Telecommunications Act and making consequential amendments to other Acts)
  - Bill S-210 (Protecting Young Persons from Exposure to Pornography Act)
  - Bill C-72 (An Act respecting the interoperability of health information technology and to prohibit data blocking by health information technology vendors)
  - Bill C-412 (An Act to enact the Protection of Minors in the Digital Age Act and to amend the Criminal Code)
  - Government Procurement
  - International relations and trade agreements affecting tech regulation, specifically the Canada-United State-Mexico Trade Agreement (CUSMA).
  - Emerging AI policy such as the AI Compute Access Fund and copyright issues related to the Canadian AI Sovereign Compute Strategy.
  - And broader topics, seemingly unconnected to specific legislation or policies, including copyright, taxation, and artificial intelligence.
- The Office of the Commissioner of Lobbying of Canada, has recently made changes to the way that lobbyists report their lobbying information and activities on the Registry of Lobbyists website to improve transparency. We discuss how these changes have improved transparency in Canadian lobbying reporting.

Tech lobbying should properly be viewed in the context of the lobbying of traditional media companies and broader coalitions of advocacy organizations and companies. While this report focuses on the lobbying of 'tech companies,' it is important to note that traditional media and communications companies lobbied extensively in many of the same areas that tech companies did, as did advocacy groups and coalitions and associations representing groups of companies. We intend to focus, in future annual reports, on the relative lobbying between these groups of companies as well as the lobbying of other organizations in the same areas.

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[1] In Canada, lobbying registrations for 2023 are under the name 'Facebook.'
There are no registrations under the name 'Meta.'

About us

Thetechlobby.ca is a project led by **Sara Bannerman** and a **cross-country team of researchers** examining various aspects of tech companies' lobbying of the Canadian federal government.

We publish company profiles, regular reports, and monitoring data about tech lobbying of the federal government on our website, **thetechlobby.ca**. Our team of researchers is conducting a set of in-depth case studies about tech lobbying across various domains of policy in the Canadian federal government.

Our research is funded by the Social Sciences and Humanities Research Council, McMaster University, and the Canada Research Chairs program.

About the figures

The figures in this document were created with PowerBI. They are available in interactive format here: **https://thetechlobby.ca/2024-tech-lobby-annual-report/**.

The online interactive versions allow you to enlarge, download, or share the graphic. You can also click on the graphics and legends to explore and even download the data.

What is lobbying?

In general, lobbying is the process by which corporations and other organizations, from civil society groups to unions, seek to influence government laws, policies, and regulatory frameworks in support of their interests through direct and indirect engagement with politicians, policymakers, and the public. Tech lobbying frequently refers to the concerted efforts of technology companies, as well as other tech-interested actors, to influence government policy, legislation, and regulatory decisions.

Why is tech lobbying important?

Outsized influence over a broad range of areas

Lobbying does not unfold in a free marketplace of policy ideas where all actors are equal; rather, it often operates as a cloistered battleground where big firms leverage their structural advantages—concentrated wealth, government integration, and media influence—to push their policy ideas forward. Portraying lobbying as a marketplace of ideas, where all actors—from giant tech corporations to small groups of citizens—possess equal and comparable resources and capacities to organize and actively influence, is a distortion of reality. In practice, corporate lobbyists vastly outnumber and outspend civil society groups and unions.

Nowhere is this more evident than in the expansion of tech lobbying over the past two decades, as U.S.-based tech giants such as Alphabet-Google, Apple, Meta-Facebook, Amazon, and Microsoft (otherwise known as the "AAMAM"), alongside other major firms like IBM, Oracle, Netflix, X/Twitter, TikTok, and Uber, have massively increased their profits and their resources and capacities to lobby governments. While AAMAM are classified as technology companies, their operations span multiple industries, including advertising, artificial intelligence (AI), business networking, e-commerce, education, energy, cloud computing, creator tools, electronics, finance, gaming, logistics, search, software, transportation, video and music streaming, virtual reality, and more. The lobbying initiatives of tech companies thus extend far beyond tech policy into a wide range of domains, such as finance, taxation, competition, intellectual property, telecommunications, broadcasting, culture, labor, trade, national security, defense, energy, environment and more.

Overt and covert lobbying techniques

Tech lobbying manifests in multiple ways, including closed-door meetings with lawmakers and policymakers to gain favor or exert pressure, and the strategic hiring of former government officials—ensuring the revolving door between corporate power and public institutions continues to spin unchecked. Beyond direct lobbying, tech firms also employ indirect tactics, such as funding trade associations, think tanks, and research institutes to try to influence both government decision-makers and public opinion. Additionally, some tech companies may use

covert tactics like astroturfing—sponsoring third-party organizations and people's groups to create the illusion of grassroots support for their policies, whether in opposition to unions or anti-monopoly rules. Tech lobbyists—some, in-house professionals, others, external consultants—do not limit their lobbying efforts to private "closed door" discussions with the political class. They also orchestrate public communication campaigns through news media, television, radio, and social media to try to "manufacture consent" to their employers' policy goals. While this report focuses on overt registered lobbying, the work of our project's researchers focuses on these broader lobbying efforts.

Information sharing or capture

Proponents of lobbying, often lobbyists themselves or those benefiting from industry ties, argue that lobbying allows corporations to share technocratic expertise on complex legal, policy, and regulatory topics with government—areas of knowledge that elected officials and the public may not fully grasp. Critics of lobbying argue that the immense economic power of global corporations is the prerequisite for their political power. With billions in profit at their disposal, these corporations allocate a fraction of their vast wealth to lobbying, constructing expansive networks of influence to shape laws, policies, and regulatory frameworks in their favor. In this incredibly asymmetrical policy-shaping arena, wealth—not democratic representation—is the primary means of political influence. Lobbying is not merely a way for corporations to "have their say" in a competitive marketplace of policy ideas; rather, it entrenches their already amplified voice in an oligopolistic policy echo chamber, creating a self-reinforcing cycle where economic power begets political power, and vice versa. Furthermore, lobbying often shifts policymaking away from serving the broader public interest and toward advancing the narrow shareholder interests of the corporations that finance it.

Democratic governments are entrusted with making, upholding, and modifying laws, policies, and regulations for the public good, yet corporate lobbies try to ensure that these public institutions become increasingly captured—operating less as neutral arbiters of competing societal interests and more as facilitators and legitimizers of one interest group—that being, private power. Instead of impartially balancing diverse social interests, governments frequently find themselves pressured into privileging the monolithic policy ideas of industry giants over everyone else's. While lobbies may provide technocratic expertise to governments, the knowledge they offer is far from objective; it may exclude inconvenient evidence, cherry-pick favorable data, and craft stories that reinforce their clients' self-interest rather than the common good. Ultimately, lobbies do not merely seek to inform policymakers—they aim to capture and utilize them, transforming public agencies meant to oversee corporate power into compliant servants of its expansion.

Targeting Canada

U.S. tech lobbying activities have expanded across borders alongside the globalization of the tech corporations that pay for its influence. In Canada, the federal government has long sought to uphold national communication and cultural policies to counter the dominance of U.S. media-

tech giants to protect and promote a territorial space for Canadian cultural industries and informational and cultural products that represent Canada's societal diversity. In recent years, U.S. tech companies have aggressively lobbied the Canadian government, using a mix of incentives, pressure, and persuasion to try to steer politicians and policymakers toward outcomes that favor their interests.

The U.S. tech lobby's influence campaigns in Canada have so far yielded mixed and uncertain policy outcomes, but its attempts to influence Canadian government policy remain continuous and extensive. Meanwhile, U.S. President Donald Trump has repeatedly mused about turning Canada into the "51st state" of the American imperium, even mocking then Prime Minister Justin Trudeau as merely a "governor." At the same time, Trump has been courted by the world's three wealthiest tech billionaires—Elon Musk, Jeff Bezos, and Mark Zuckerberg—whose companies are not only central to the tech lobby, but also, have a direct stake in trying to reconfigure Canadian policy to their advantage.

In this changing and antagonistic political environment, it is more important than ever for Canadians—researchers, policymakers, and ordinary citizens alike—to remain vigilant and on guard against the influence of the U.S. tech lobby on government.

The companies we monitor

This report focuses on seven of the world's top tech titans: Alphabet, Amazon, Apple, Disney, Meta, Netflix, and Microsoft.[2] These were selected because they are the foreign tech companies that own and control the biggest media and communications platforms, according to their share of revenue in the Canadian market.[3] While these seven top tech titans are all owners of major social media and communications platforms, their horizontally and vertically integrated business models and revenue-generation operations extend far beyond what is traditionally considered the media and communications industries. We refer to them as "tech companies" primarily because their core growth strategies, revenue models, and market dominance in Canada, and around the world, are increasingly dependent upon and integrated with digital technologies (hardware and software), including telecommunications and data infrastructure, artificial intelligence and cloud computing, and platform-based revenue models. These firms not only

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[2] Future reports will also encompass Spotify, which entered the Top 20 in 2023.

[3] We draw on the data of the Global Media and Internet Research Project available at https://gmicp.org/wp-content/uploads/2024/12/GMICP-Canada-Unified-workbook-26092024.xlsx. We focus on the top 20 ownership groups by revenue, excluding revenue for the digital games sector, summing revenue of all other sectors for each ownership group (excluding "Other" and "Small ILECs" to arrive at a top 20 list. Data for 2023 includes revenue from the App Distribution, Broadcast Radio, Broadcast TV, Desktop Browsers, Desktop OS, Internet Advertising, ISP, Magazines, Mobile Browsers, Mobile OS, Multichannel Video Distribution (Cable/DBS/IPTV), Music Services, Newspapers, Online News Media, Online Video Services, Pay TV Programming Services, Search Engines-Desktop, Search Engines-Mobile, Social Media Platforms, Wireless, and Wireline sectors.

shape the technological infrastructure and architecture of the internet and the wider digital society but also influence global markets, public policy and whole ways of life through their innovations, their media and informational goods, and their platform services. While these big globalizing US-based entities are invested in much more than just technology (and IP), we refer to them as tech corporations at the helm of the tech lobby in Canada due to their outsized share of market revenue and their central role in driving the economic, political, technological and cultural models, standards, norms and values of the 21st century's digital society.

These American tech companies are gaining a growing slice of the pie of Canadian revenue in the media and communications sectors. **Table 1** shows that Amazon, Apple, Meta, Spotify, and Microsoft are rising in the ranks, taking a growing share of profits in Canada. **Table 2** shows that foreign media conglomerates Sony and Live Nation also rose in the ranks. Some Canadian companies held steady, while a few like Telus, Shaw (acquired by Rogers in 2023), Sasktel, Bragg Communications, and Postmedia were bumped down in the revenue ranking--partly by the rise of Rogers and Quebecor alongside the rising American tech companies.

Table 1: Position in Top 20 ranking by Canadian revenue

	2021[4]	2023[5]	Our focus
Google / Alphabet	4	4	Included in our annual reports
Amazon	12	7	Included in our annual reports
Apple	14	13	Included in our annual reports
Disney	17	19	Included in our annual reports
Meta	7	6	Included in our annual reports
Netflix	10	10	Included in our annual reports
Spotify	n/a	20	Future report
Microsoft	20	15	Included in our annual reports

We use the term 'tech companies' and 'tech corps' in this paper to mean these companies, and by 'tech lobbying' we mean the registered lobbying of these companies, specifically toward the Canadian federal government.[6]

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[4] This list is compiled by the Canadian Media Concentration Research Project (Winseck n.d.). While CBS-Viacom also made the top 20 list in 2021, we consider it to be a traditional telecommunications and media company rather than a digital platform company whose main products are software and computational architectures. We include Disney in our case study list because of its popular streaming platform.

[5] Winseck, Dwayne, 2024, "Canada's Network Media Economy: Growth, Concentration and Upheaval, 1984-2023", https://doi.org/10.22215/gmicp/2024.12.124. Global Media and Internet Concentration Project, Carleton University.

[6] These companies have registered in the lobbying registry under the names: Amazon, Amazon Canada Fulfillment Services, ULC, Amazon Corporate LLC, Amazon Corporate, LLC, Amazon Web Services, Amazon Web Services Canada, Inc., Amazon.ca, Amazon.com, Inc., Apple Canada Inc, The Walt Disney Company, The Walt Disney Company (Canada) Ltd., Facebook, Facebook Canada Ltd., Facebook, Inc., Google Canada, Google Canada Corporation, Google Cloud Canada Corporation, Google LLC, Sidewalk Labs Employees LLC, Sidewalk Labs Employees Ltd, Sidewalk Labs LLC, Microsoft Canada, MICROSOFT CANADA, Microsoft Canada Inc, Microsoft Canada Inc., Microsoft Corporation, Netflix, Netflix Inc, Netflix Inc., Netflix Services Canada ULC, Twitter Canada and X Corp.

Twelve traditional media and communications companies also made the top 20 list by revenue in 2023:

Table 2: Additional media and communications in the top 20 by market share

	2021	2023
BCE	1	1
Rogers	3	2
Telus	2	3
Quebecor	6	5
CBC	8	8
Cogeco	9	9
Shaw	5	11
SaskTel	11	12
Bragg Communications / Eastlink	13	14
Live Nation	n/a	16
Sony	n/a	17
Postmedia	15	18

While this report focuses on the lobbying of tech companies, it is important to note that traditional media and communications companies lobbied extensively in many of the same areas that tech companies did, as did advocacy groups and coalitions and associations representing groups of companies. We intend to focus, in future annual reports, on the relative lobbying between these groups of companies as well as the lobbying of other organizations in the same areas.

Tech Lobbying Activity Overview

Year-over-year

Figure 1 shows that tech lobbying was similar in 2024 to 2023, with peak periods in the spring and fall, and dips during the twelve-week-long parliamentary summer break that begins in June and the annual seven-week-long winter parliamentary break.

Figure 1: Number of lobbying communications: 2024 vs 2023[7]

Number of lobbying communications: 2024 vs 2023

Company activity

Individual tech companies' overall lobbying patterns were similar in 2024 vs 2023 and 2022, with a few exceptions. See **Figure 2.**

Figure 2: Lobbying communications by company: 2022-2024[8]

Lobbying communications by company: 2022-2024

The Amazon group of companies, followed by the Google group of companies, led the pack in all years examined. Amazon and Apple both lobbied more in 2024 than in 2023 or 2022, while Disney, Google, Microsoft, and Netflix lobbied less than in 2023.

TechLobby vs all lobbying

The Commissioner of Lobbying, Nancy Bélanger, noted in the 2023- 2024 Annual Report on Lobbying that a total of 4,435 communication reports were filed in November 2024. According to the report, in 2023-24 a total of, "34,271 communications that were oral and arranged in

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[8] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

advance occurred during the fiscal year, marking a 10.5% increase over the record established the previous year".[9]

Tech lobbying (orange in **Figure 3** below) has historically followed a similar trend to lobbying overall, in the sense that a dramatic increase in tech lobbying registrations reflects a broader trend (blue in **Figure 3** below).

Figure 3: Tech lobbying vs all lobbying[10]

[9] Office of the Commissioner of Lobbying of Canada, "Monthly Communication Reports by Reporting Period: November 2024," Database, Lobby Canada, November 2024, https://lobbycanada.gc.ca/en/reports-and-publications/annual-report-2023-24/
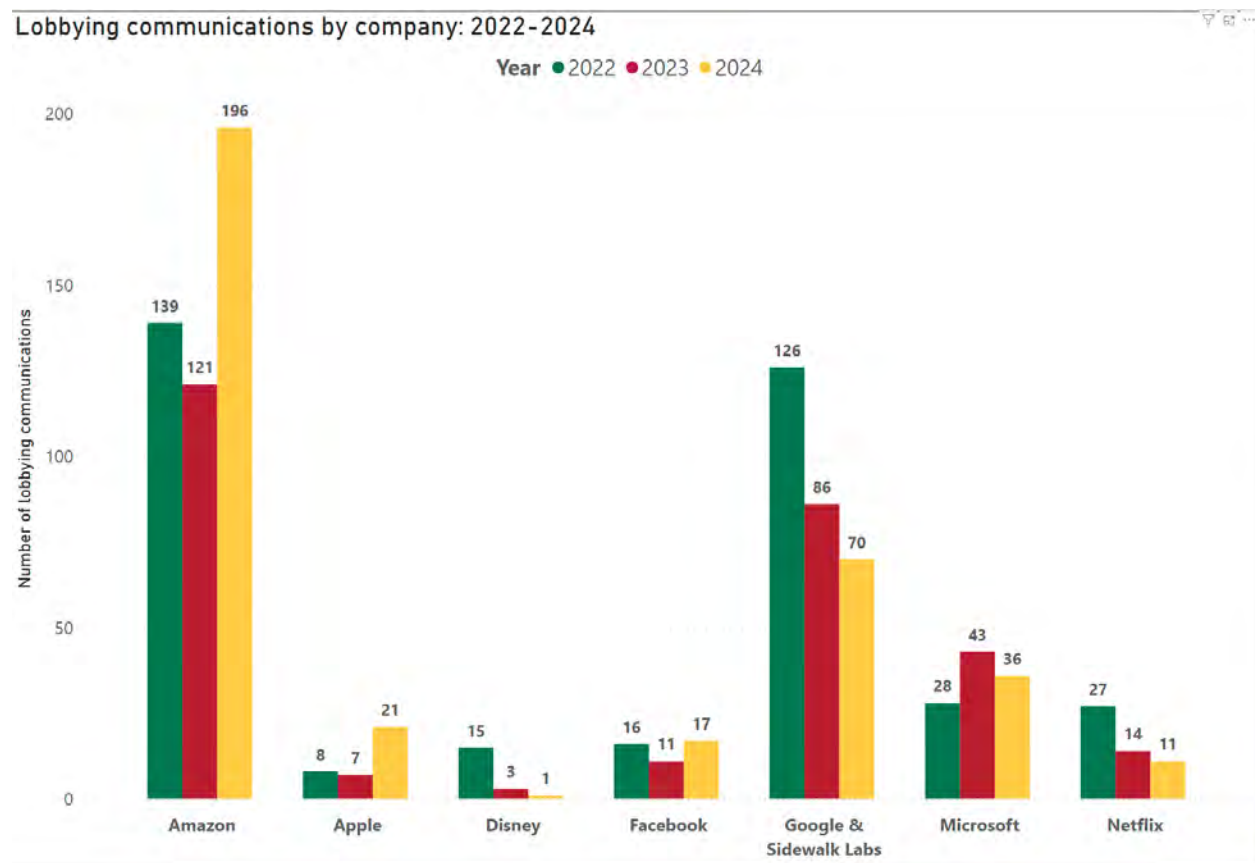
[10] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

In house and consultant lobbying

In 2022 and 2023 tech companies expanded their offices in Canada. Some of these expansion plans may have begun before the pandemic.[11] The growing companies' presence in Canada has the potential to expand companies' influence economically and socially, as well as providing a launchpad for lobbying both provincial and federal governments.

In 2023, Amazon expanded its resource facilities into various areas of Ontario, with fulfillment centers breaking ground in Belleville, St. Thomas, and other locations.[12] However, these new fulfillment centers did not shift the ratio of Amazon's in-house versus corporate lobbying. In fact, in-house lobbying decreased from 86% to 78%, slightly reversing a trend observed from 2016 to 2022 of Amazon increasing reliance on in-house lobbyists.

Netflix also has recently opened an office within a new development building in Toronto's core.[13] The 10,000-square-foot office brings a wealth of skilled workers and executives from the company across the border, officially cementing the tech company within the Canadian workforce. This marks the company's first physical location on Canadian soil, as originally announced in 2021.[14] The development opened its doors mid 2023. The company's website states, "A variety of teams dedicated to all things Canadian will sit here including content, communications, public policy and marketing."[15]

Google opened new large-scale offices in Toronto[16] and Montreal[17], as part of an expansion planned several years ago.[18] Plans announced in 2020 outlined plans to introduce three new offices in Kitchener, Toronto, and Montreal by late 2022 to 2023. The preliminary ribbon-cutting

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[11] Tara Deschamps, "Why Tech Companies Are Opening New Offices in Ontario despite Allowing Remote Work," News, CTVNews, October 3, 2022, https://toronto.ctvnews.ca/ontario-election-2022/why-tech-companies-are-opening-new-offices-in-ontario-despite-allowing-remote-work-1.6093849.

[12] Kristylee Varley, "Amazon Announces Opening Date for Southern Ontario Fulfilment Centre," News, CTVNews, August 2, 2023, https://london.ctvnews.ca/amazon-announces-opening-date-for-southern-ontario-fulfilment-centre-1.6503739.

[13] Toronto Life, "Inside the Star-Studded Opening of the Netflix Canada Headquarters," *Toronto Life* (blog), April 6, 2023, https://torontolife.com/city/inside-the-star-studded-opening-of-the-netflix-canada-headquarters/.

[14] Victoria Ahearn, "Netflix Chooses Toronto as Location for Its Corporate Office in Canada | Globalnews.Ca," News, Global News, April 27, 2021, https://globalnews.ca/news/7814385/netflix-toronto-office/.

[15]Netflix, "Netflix Jobs: Toronto, Canada," Netflix, accessed April 21, 2024, https://jobs.netflix.com/location?slug=toronto-canada.

[16] Kevin Nielsen and Alessia Simona Maratta, "Google to Build New Offices in Toronto, Montreal, Kitchener | Globalnews.Ca," News, Global News, February 6, 2020, https://globalnews.ca/news/6516963/google-canada-expansion/.

[17] Jean Grant, "Inside Google's Super-Sustainable New Montreal HQ," Macleans.ca, May 31, 2023, https://new.macleans.ca/work/google-montreal/.

[18]Kevin Nielsen and Alessia Simona Maratta, "Google to Build New Offices in Toronto, Montreal, Kitchener | Globalnews.Ca," News, Global News, February 6, 2020, https://globalnews.ca/news/6516963/google-canada-expansion/.

ceremonies took place, and the offices opened to employees, in November and December 2022.

Companies like Disney[19] and Microsoft[20] previously opened new facilities in Vancouver and Toronto respectively in 2021 and 2022, meaning that they recently increased the workforce within the Canadian border but did not officially expand their footprint in 2023.

There might be an expectation of greater reliance on consultant lobbyists by foreign tech companies seeking to establish a networking foothold and offices in Canada, followed by a transition to in-house lobbyists as companies consolidate their Canadian presence. There is some evidence of this trend in Canada in the longer term.

In the longer term we have seen greater tech company reliance on in-house lobbyists, with just 15% of their lobbying communications conducted by consultants, marking a decrease from 2021 and a trend since 2016 (see **Figure 4**).

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[19] The Canadian Press, "Walt Disney Animation Opening New Studio in Vancouver | CBC News," News, CBC News, August 4, 2021, https://www.cbc.ca/news/canada/british-columbia/disney-vancouver-studio-opening-1.6130120.

[20] Microsoft, "Microsoft Deepens Investment in Canada with the Opening of New Headquarters and Expansion of Operations to Empower Economic Growth – Microsoft News Center Canada," News, Microsoft News Centre Canada, May 3, 2022, https://news.microsoft.com/en-ca/2022/05/03/microsoft-deepens-investment-in-canada-with-the-opening-of-new-headquarters-and-expansion-of-operations-to-empower-economic-growth/.

Figure 4: In house vs consultant tech lobbying[21]
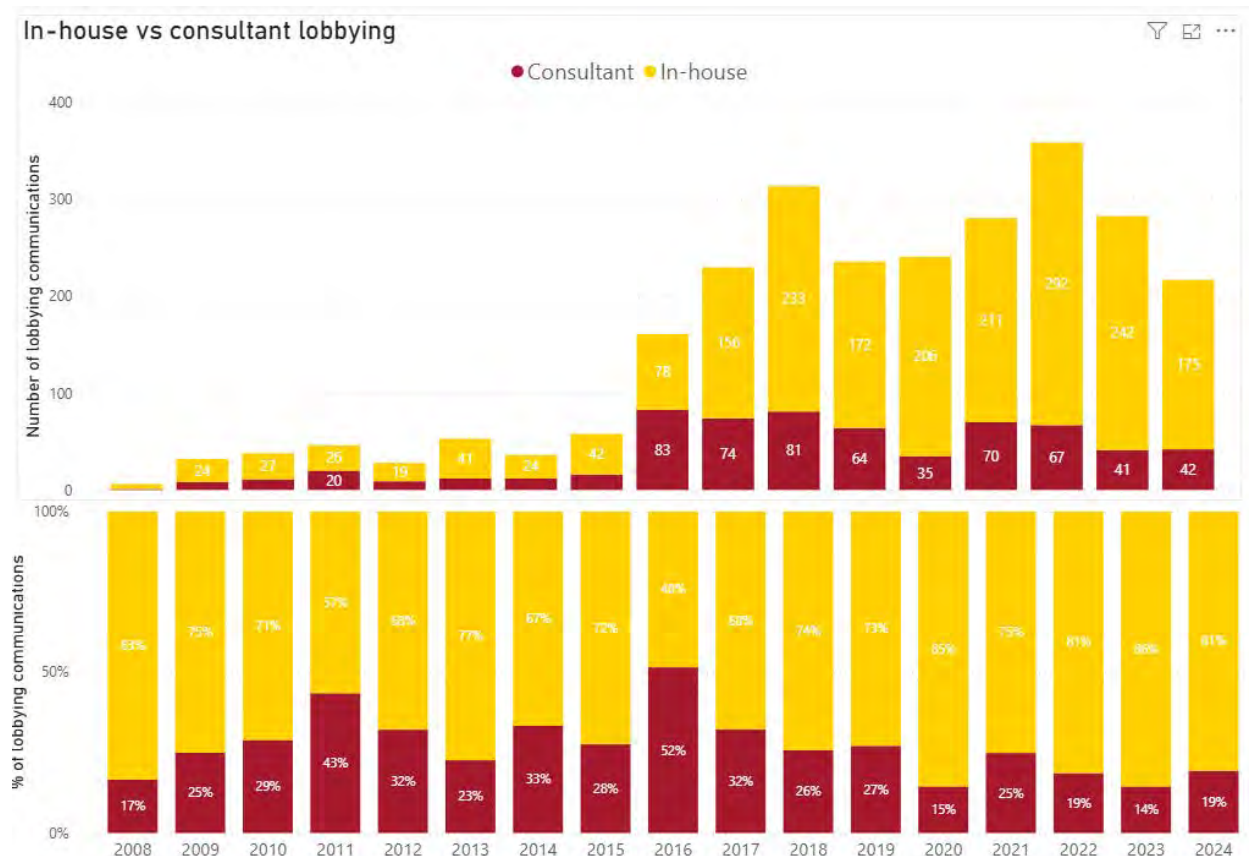
The ratio of in-house to consultant tech lobbying remained relatively stable from 2022 to 2024. For context, one third of lobbying in general (for all organizations) is typically done by consultant lobbyists, and two-thirds by in-house lobbyists. Tech companies thus rely on in-house lobbyists more than average at over 80 percent.

Consultant lobbyists are often portrayed as specializing in navigating the political process and brokering connections with government and parliamentary officials, while in-house lobbyists are often assumed to specialize in providing specialized expertise in specific policy areas. Tech companies' reliance on in-house lobbyists may suggest a greater importance placed on expertise, although Boucher and Cooper note that, in Canada, personal connections and expertise often go hand-in-hand.[22]

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[21] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

[22] Maxime Boucher and Christopher A Cooper, "Consultant Lobbyists and Public Officials: Selling Policy Expertise or Personal Connections in Canada?" *Political Studies Review* 17, no. 4 (November 1, 2019): 340–59, https://doi.org/10.1177/1478929919847132.

Who is lobbied?

Executive vs legislative branch

Tech lobbying of the executive branch of government fell a little in 2024 in a relative return to normalcy for our set of tech companies (**Figure 5**). Most lobbying (for all organizations rather than for tech companies specifically) over the past five years has focussed about 35% on the legislative branch, and 65% on the executive branch. Tech companies had returned to this range (32% of lobbying focussed on the legislative branch) in 2023 after focussing more heavily on the legislative branch in 2021 and 2022 (45 and 47% focussed on the legislative branch respectively) and stayed in the normal range for 2024. Prior to 2021, tech companies were focussed less on the legislative branch than was average across all organizations, often focussing less than 30% and sometimes less than 20% of their lobbying on the legislative branch. This may be due to the "hands off" or "self-regulatory" approach to regulating tech companies dominant at the time. The continued emphasis on tech regulation in 2024 may explain the continued greater focus on the legislative branch that year.

Figure 5: Tech lobbying of the executive and legislative branches of government[23]
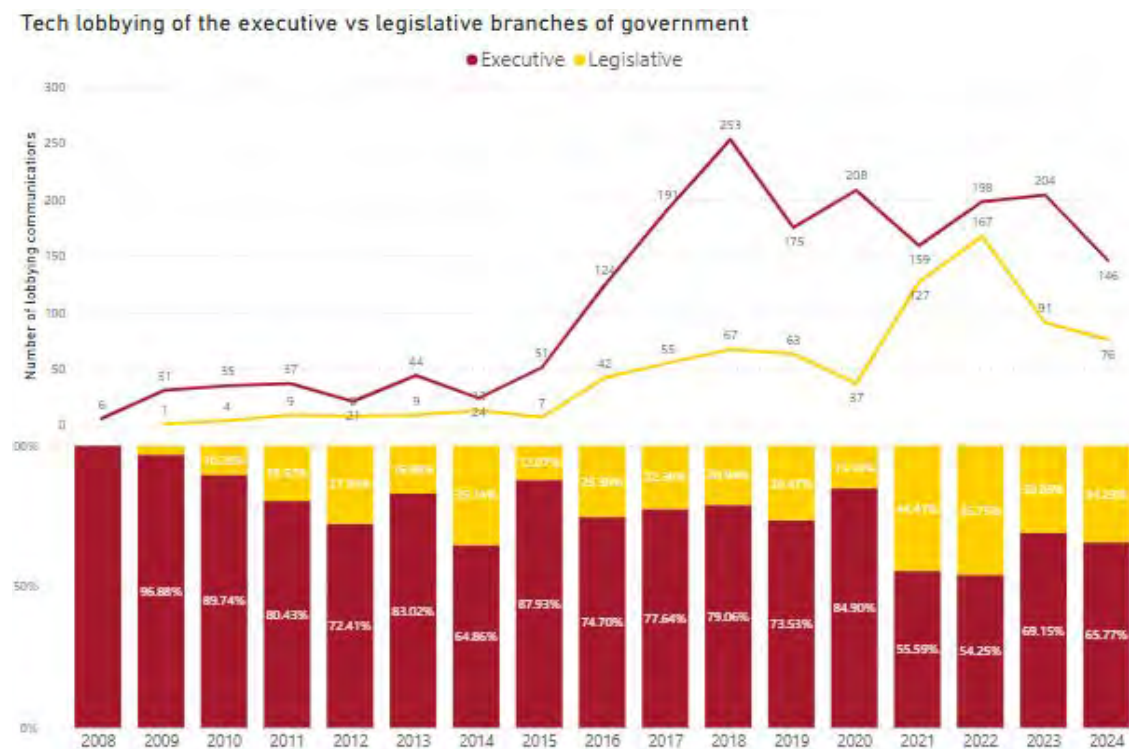
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[23] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

Top target departments

In 2024, the parts of the Canadian federal government that were most lobbied by tech companies were (**Figure 6**):
1. House of Commons
2. Innovation, Science and Economic Development
3. Canadian Heritage
4. Prime Minister's Office
5. Senate of Canada

In 2023 Canadian Heritage, ISED, and the Senate had been bigger targets:
1. Canadian Heritage
2. House of Commons
3. Innovation, Science and Economic Development
4. Senate of Canada
5. Prime Minister's Office

Figure 6: Top government targets of tech lobbying in 2024 and 2023[24]

Top government targets of tech lobbying
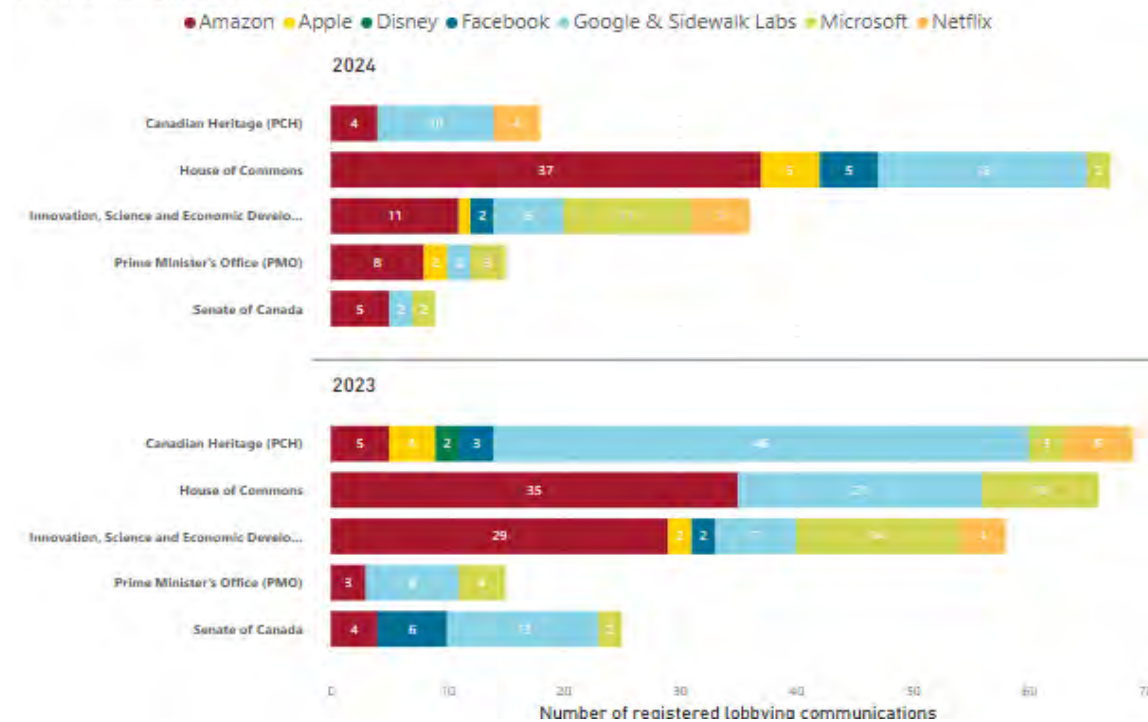
●Amazon ●Apple ●Disney ●Facebook ●Google & Sidewalk Labs ●Microsoft ●Netflix

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The 2024 pattern returns to the typical lobbying landscape insofar as the House of Commons typically receives the highest volume of lobbying activity. The Department of Innovation, Science and Economic Development (ISED). Canadian Heritage, the Senate, and the Prime Minister's Office are usually among the most-lobbied parts of the government.

As noted in our annual report for 2023, that year saw increased focus on Canadian Heritage by tech companies due to increased lobbying by Google particularly in November of 2023 when the regulations for the *Online News Act* were being finalized. Google and the federal government reached a "deal" in that month which saw the compensation to be paid to news organizations under the *Online News Act* capped at $100 million.[25]

Tech Lobbying of Members of Parliament and Senators

Numerous Canadian Members of Parliament (MPs) and Senators were lobbied by tech corporations in 2024. While tech lobbyists seek meetings with a wide range of government officials, MPs and Senators are particularly targeted due to their influential role in shaping legislation in both the House of Commons and Senate. Their impact extends beyond legislation, as they also steer broader parliamentary discussions on tech regulation. Access to MPs and Senators through lobbying allows tech corporations to influence debates by advocating for their specific interests among these influential legislators.

This section presents data and visualizations illustrating how all MPs and Senators were lobbied by tech corporations between 2023 and 2024 comparatively. Next, it examines the key issues that the most-lobbied MPs and Senators in 2024 were approached about, using data from the Registry of Lobbyists, evidence from standing committee meetings, Hansard records, and blog posts authored by MPs and Senators to interpret their positions on the popular topics discussed with tech lobbyists.

Tech Lobbying of all Members of Parliament 2023 vs 2024

In 2023, tech companies, including **Google**, **Microsoft**, and the **Amazon** group of companies (including Amazon Web Services, Amazon Canada Fulfillment Services ULC, and Amazon Corporate LLC) collectively lobbied members of parliament (MPs) 54 times. In 2024, this number surged to 79, a **46% increase** in lobbying of MPs compared to 2023.[26] The overall boost in tech lobbying of MPs can be attributed to **Google** which significantly increased its parliamentary lobbying activity in 2024, engaging with MPs 31 times, compared to 12 times in

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[25] Daniel Thibeault, David Cochrane, and Major Darren, "Federal Government Reaches Deal with Google on Online News Act | CBC News," News, CBC News, November 29, 2023, https://www.cbc.ca/news/politics/google-online-news-act-1.7043330.

[26] This report counts the number of MPs that a tech corp met with through the year. As a result, a single lobbying communication may be counted multiple times if it involves more than one MP.

2023. The **Amazon** group maintained consistent lobbying efforts, with 30 instances in 2024, slightly down from 31 in 2023. In contrast, **Microsoft** decreased its lobbying of MPs, lobbying MPs only twice in 2024, a sharp drop from 11 engagements in 2023.

The overall increase was also driven in part by the lobbying of **Apple**, **Disney**, and **Facebook**, in 2024; these companies had not lobbied MPs in 2023. In 2024, Apple lobbied MPs on ten occasions, mostly on the topic of 'arts and culture' and 'broadcasting'. Facebook lobbied MPs on four occasions, and Disney lobbied an MP only once; this was about 'arts and culture, broadcasting, and consumer issues'.

Party Affiliation of MPs Lobbied (2023 vs. 2024)

In 2023, 30 of the lobbied MPs (55.6%) were Conservative, 18 (33.3%) were Liberal, one (1.9%) was NDP, and five (9.3%) were Bloc Québécois.

Figure 7: MPs lobbied in 2023[27]
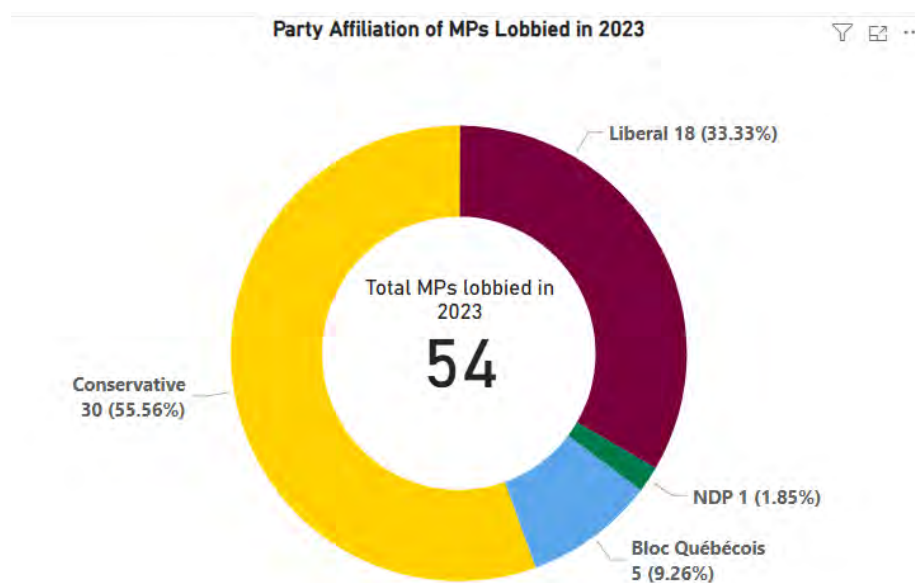
In 2024, these numbers shifted significantly: 53 of lobbied MPs (67%) were Conservative, 18 (22.8%) were Liberal, five (6.3%) were NDP, two (2.5%) were Bloc Québécois, and one (1.3%) was Independent.

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[27] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

Figure 8: MPs lobbied in 2024[28]

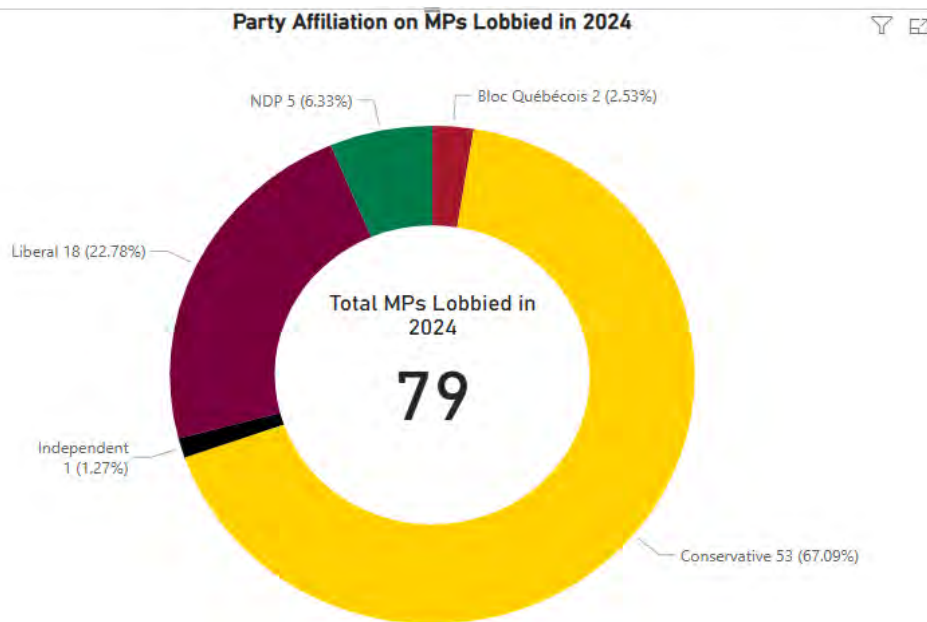These figures highlight a significant increase in lobbying of MPs overall from 2023 to 2024. It also shows that tech lobbyists targeted Conservative MPs in 2024, while the percentage of Liberal MPs lobbied in 2024 saw a notable decline from 2023.

The amount of lobbying of other parties such as NDP, Bloc Québécois, and Independents remained fairly consistent from 2023 to 2024. However, tech lobbyists met with NDP MPs more in 2024, totaling five engagements, than they did in 2023 when they lobbied an NDP MP only once. In contrast, tech lobbying of Bloc Québécois MPs saw a decrease in 2024, with only two submitted lobbying communications in 2024, down from five in 2023.

MPs Most Frequently Lobbied by Tech Corporations in 2024

From 2023 to 2024, tech corps lobbied only some MPs on more than two occasions. This section presents which MPs were most lobbied in 2023 and 2024. Consistent with the data on all MP lobbying, most of the MPs most frequently lobbied by tech corps in 2024 were Conservative.

The following table shows all MPs lobbied more than twice in 2023 and 2024. In 2024, nine MPs were lobbied more than twice. Of the nine, all but MP Masse (NDP), were Conservative MPs.

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[28] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

Table 3: Most lobbied MPs[29]

Count of Most Lobbied MPs in 2023	Count of Most Lobbied MPs in 2024

Rick Perkins: 5
 	
    3 with Amazon Web Services**; 2** with Microsoft
	Randy Hoback: 8
	
	    4 with Amazon Fulfillment Services, ULC; **4** with Google

Anthony Housefather - 4
 	
    4 with Google
	Brian Masse: 5
	
	    2 with Google; **2** with Microsoft; **1** with Amazon FS, ULC; **1** with Apple

James Bezan - 3
 	
    2 with Amazon FS; **1** with Microsoft
	Karen Vecchio - 5
	
	    2 with Facebook**; 2** with Google; **1** with Amazon FS, ULC; **1** with Apple

Sébastien Lemire - 3
 	
    3 with Amazon Fulfillment Services, ULC; **1** with Amazon Web Services
	Adam Chambers - 4
	
	    2 with Google; **1** with Amazon FS, ULC; **1** with Apple

Tony Van Bynen - 3
 	
    3 with Amazon Web Services
	Michelle Rempel Garner - 4
	
	    2 with Google; **1** with Disney, **1** with Apple

	Jamil Jivani - 3 **2** with Amazon FS; **1** with Google
	Kyle Seeback - 3 **3** with Amazon Fulfillment Services, ULC
	Matt Jeneroux - 3 **2** with Amazon FS; **1** with Google
	Stephen Ellis - 3 **2** with Google; **1** with Apple

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[29] Blue = Conservative; Red = Liberal; Orange = NDP

Notably, none of the MPs most lobbied by tech corps in 2023 were on the 2024 list of most lobbied MPs. This may suggest that tech lobbyists target MPs based on their policy priorities or other strategic considerations, rather than relying on familiarity or established relationships with specific MPs. The following analysis reveals that the MPs most frequently lobbied by tech corporations in 2024 often hold prominent positions within parliament, being either members or associate members on key standing committees that often review issues related to digital regulation. Additionally, the most lobbied MPs are often approached by more than one tech corp, with the exception that Anthony Housefather (Liberal) and Tony Van Bynen (Liberal) were lobbied by just one tech corp each in 2023.

The US tech lobby's increased targeting of Conservative MPs in 2024 may represent a strategic recalibration (or miscalculation) by their CEOs and policy advocates in response to both recent legislative setbacks under Justin Trudeau's Liberal government in 2024 and the widespread assumption that Pierre Poilievre's Conservatives might win the 2025 federal election and form the next federal government. In 2023, US tech firms focused their lobbying on more Liberal MPs than Conservative MPs, as the Liberals held power and were actively shaping legislation on online harms, digital taxation, content regulation, and data governance—areas that compromised these tech corporations' freedom to conduct business as they pleased. By 2024, however, key federal legal and policy initiatives—particularly the Online Streaming Act (Bill C-11) and Digital Charter Implementation Act (Bill C-27)—had passed or progressed far enough to limit further influence from the US tech giants. With Canadian communication and media policy momentum already constraining these tech firms' freedom to pursue maximal profits in Canada unburdened by public interest provisions, US tech firms began shifting lobbying efforts away from Liberal MPs toward Conservative MPs, perhaps seeking neoliberal allies more ideologically aligned with their cyber-libertarian, anti-government and privatizing and deregulatory outlook.

The tech companies' lobbying shift might also represent a strategic political (mis)calculation. Through much of 2023, Poilievre's Conservatives were leading in the polls, and tech firms likely sought to rebuild the policy influence counteracted by the Liberal party by establishing relationships with Conservative MPs who might soon be at the helm of the federal government's communication, cultural, and digital policy-making and enforcement apparatuses. Conservative MPs—especially under Poilievre, a "Trump-lite" figure—offered a potentially more receptive audience for Silicon Valley's cyber-libertarian ideology that conflates individual freedom with digital free markets and opposes public-interest regulation in favour of unrestrained corporate power.

Another possible reason for the tech lobby's shift was the diminishing return on lobbying Liberal MPs, many of whom had already committed to federal governmental policy frameworks at odds with tech firms' policy preferences. Conservative MPs, by contrast, were potentially viewed by the tech lobby as more pliable targets, open and accommodating to the interests of American tech firms. Ironically, the tech lobby's increased targeting of Conservative MPs occurred just before the political tide turned.

In early 2025, Canada witnessed a major public backlash against the Trump regime's repeated insults and provocations—rhetorically framing Canada as the "51st state," calling the Prime Minister a "governor," and even suggesting the country might be totally integrated, or overtly colonized. Trump's inflammatory remarks, coupled with the regime's destabilizing transformation of U.S. trade and security policy toward Canada, triggered a resurgence of Canadian nationalist sentiment and reinvigorated support for the Liberal Party under its new leader, Mark Carney. In this context, the tech lobby's 2024 bet on Conservative MPs may ultimately prove to be a strategic miscalculation.
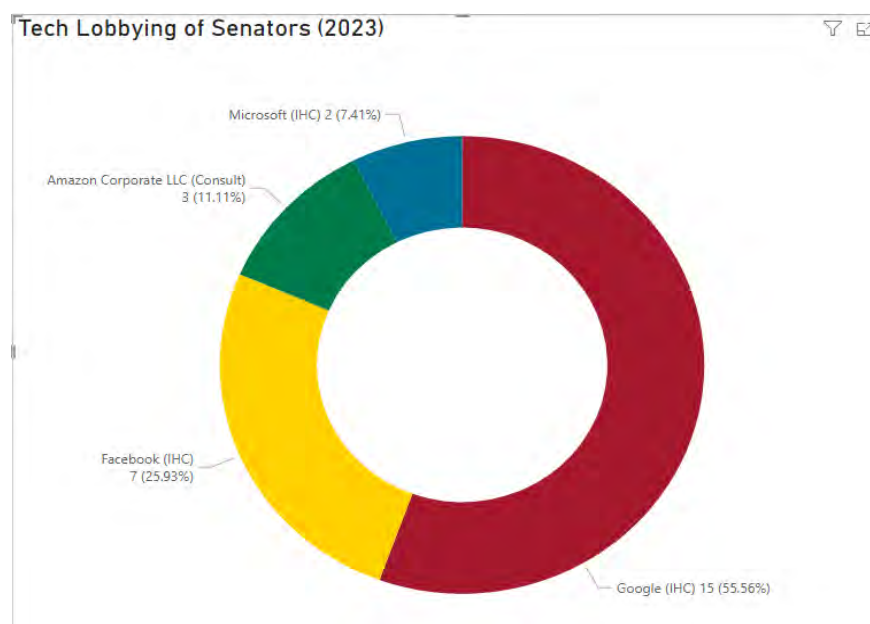
Tech Lobbying of Senators 2023 vs 2024

Like MPs, Senators are often members of standing committees in the Senate which study bills being considered in the Senate. As members of standing committees, Senators may influence the subject matter of the bill by producing reports on bills that suggest amendments. They may also choose to accept a bill without amendments. In this regard, Senators may be valuable points of contact for tech lobbyists seeking to implement policy changes.

Senator Lobbying 2023 vs 2024

In 2024, the TechLobby researchers observed a moderate decrease in lobbying of Senators by tech corporations. In 2023, **Google, Facebook, Amazon**, and **Microsoft** collectively lobbied senators 27 times.

Figure 9: Tech Lobbying of Senators (2023)[30]

Tech Lobbying of Senators (2023)

Microsoft (IHC) 2 (7.41%)
Amazon Corporate LLC (Consult) 3 (11.11%)
Facebook (IHC) 7 (25.93%)
Google (IHC) 15 (55.56%)

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[30] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

In 2024, Senators were lobbied 17 times, with only **Amazon, Google, and Microsoft** engaging in lobbying efforts.

Figure 10: Tech Lobbying of Senators (2024)[31]
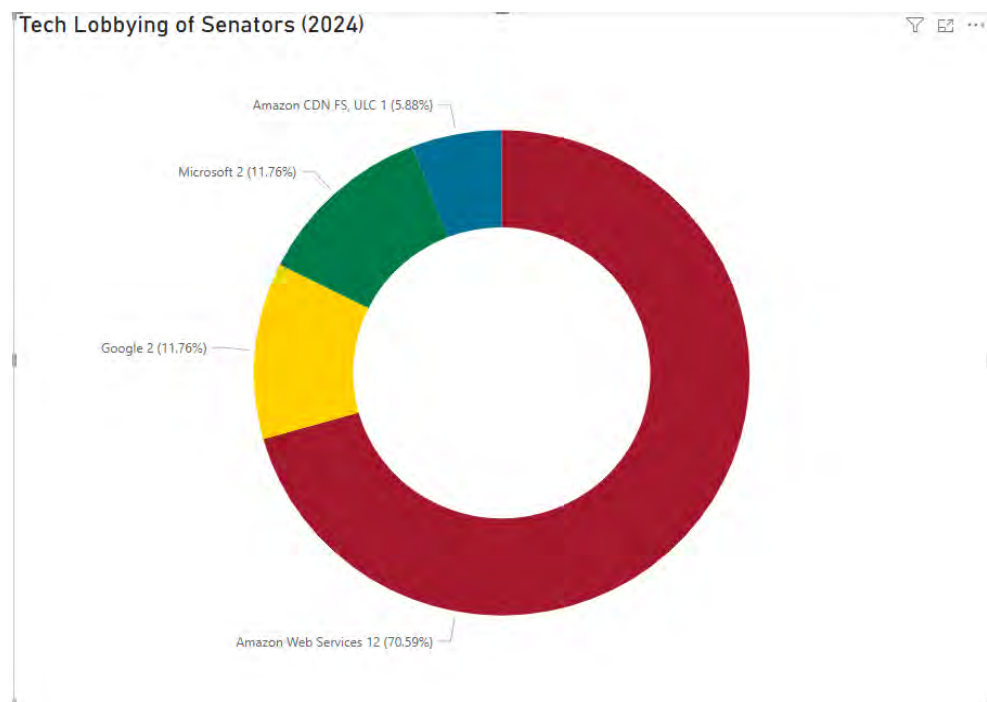
Notably, in both 2023 and 2024, lobbying efforts directed at Senators typically do not involve members from other government departments or MPs. Senators are usually lobbied individually or in groups with other senators.

The decrease in tech lobbying of Senators may be explained by the fact that there was less tech related legislation *passing through the Senate* in 2024 than there was in 2023. For example, in 2023, the *Online Streaming Act* and the *Online New Act* passed through the Senate and received royal assent. Both were bills that tech corps lobbied Senators about in 2023. In comparison to 2023, there was less digital legislation as impactful as the *Online Streaming Act* and the *Online New Act* passing through the Senate. However, there were some key pieces of digital legislation processed by the Senate in 2024, as shown in the following table:

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[31] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

Table 4: Bills before senate committees in 2024

Bill	Considering Committee	Brief Description of Bill's Aims
Bill C-26, (An Act respecting cyber security, amending the Telecommunications Act and making consequential amendments to other Acts)	Before: National Security, Defence and Veterans Affairs (SECD)	To create new legal requirements for operators of critical infrastructure sectors—such as energy, telecommunications, transportation, and finance—to take steps to protect their systems from cyberattacks. This includes requirements for reporting cyber incidents, implementing cybersecurity measures, and designating a responsible cybersecurity officer for these organizations.
Bill C-70, (An Act respecting countering foreign interference)	Before: National Security, Defence and Veterans Affairs (SECD)	To provide mechanisms to increase transparency around foreign influence, including requiring individuals and entities to disclose if they are acting on behalf of foreign governments or organizations.
Bill C-244, (An Act to amend the Copyright Act (diagnosis, maintenance and repair)	Before: Banking, Commerce and the Economy (BANC)	To create exceptions to copyright restrictions for the **diagnosis, maintenance, and repair** of products, such as electronics, software, and other technology, which often contain copyrighted components.
Bill C-294, (An Act to amend the Copyright Act (interoperability)	Before: Banking, Commerce and the Economy (BANC)	To amend the **Copyright Act** with the goal of improving the ability of consumers and businesses to make certain products work together - i.e., ensuring **interoperability** - while respecting copyright law
Bill C-288, (An Act to amend the Telecommunications Act)	Before: Transport and Communications (TRCM)	To address concerns related to **telecommunication services** in Canada, particularly around issues of accessibility, affordability, and competition in the telecommunications sector.

Senators Most Frequently Lobbied by Tech Corporations in 2024

As with MPs, only a handful of Senators were lobbied more than twice in 2023 and 2024. The following table presents which Senators were most frequently lobbied by tech corps followed by the TechLobby in 2023 and 2024.

Whereas most MPs belong to political parties, many Canadian Senators are not affiliated with a party, choosing to sit in the Senate as either an independent or join a parliamentary group, such

as the [Progressive Senate Group (PSG)](#) and the [Canadian Senators Group (CSG)](#), and the [Independent Senators Group (ISG).](#)

Table 5: Most-lobbied Senators

Most Lobbied Senators in 2023	Most Lobbied Senators in 2024
Paula Simons (ISG): 6 **3** with Facebook; **2** with Google; **1** with Microsoft	**Colin Deacon (CSG): 5** **2** with Amazon Web Services; **2** with Microsoft; **1** with Google Committee Membership: Audit and Oversight (AOVS); Banking, Commerce and the Economy (BANC); Fisheries and Oceans (POFO)
Colin Deacon (CSG): 3 **2** with Google; **1** with Microsoft	**Leo Housakos (Conservative): 3** **2** with Amazon Web Services; **1** with Amazon FS, ULC Committee Membership: Chair of Transport and Communications (TRCM); Foreign Affairs and International Trade (AEFA)
Julie Miville-Dechêne (ISG): 3 **2** with Google; **1** with Facebook	**Rebecca Patterson (CSG): 2** **2** with Amazon Web Services Committee Membership: Foreign Affairs and International Trade (AEFA); Fisheries and Oceans (POFO); National Security, Defence and Veterans Affairs
Donna Dasko (ISG): 3 **2** with Facebook; **1** with Google	
Peter Harder (PSG): 2 **2** with Google	

The data shows that all of the most lobbied Senators in 2024 were members of standing committees reviewing key pieces of legislation indicated in the table above.

Senator Colin Deacon

In 2024, Colin Deacon was the most frequently lobbied senator, targeted with five lobbying communications from three major tech corporations: Amazon, Microsoft, and Google. This represents an increase from 2023, when Deacon was lobbied three times. In 2024, Senator Deacon was a member of the Standing Committee for Banking, Commerce and the Economy (BANC) which considered Bill's Bill C-244 (right to repair) and C-294 (interoperability). Both bills are related to copyright. Many tech corps, such as Google, have endorsed and actively lobbied in favour of the right to repair laws.[32] It's also possible that Senator Deacon was targeted due to his position on Bill C-27 (discussed below), or his stated goal of promoting digital government in Canada.

Deacon, a tech entrepreneur, and founder of several tech firms including SpellRead and BlueLight Analytics, is a major advocate of the development of a digital government in Canada that modernizes public services with platforms aimed at increasing efficiency, reducing delivery costs, and enhancing transparency.[33] Deacon argues that embracing digital technologies is essential for making government services more user-friendly and accessible. On his personal website, Deacon lists digital government as a priority project and highlights Ukraine's Diia platform as an exemplary model. Diia, a mobile application connecting 19 million Ukrainians to over 120 government services and digital documents, serves as an inspiration for Canada's potential digital government. Notably, Microsoft, Google, and Amazon played key roles in building Diia's digital public infrastructure (DPI). As Amazon points out, "The private sector also directly benefits from a nation's DPI."[34]

While Deacon's idea of a digital government may seem like a noble goal, it also raises some concerns. A key risk is that the core infrastructure required of Canada's digital government could be outsourced to US-based tech giants. These tech titans—who control the digital age's dominant hardware and service platforms—could end up playing a central role in the digital development of this digitized Canadian state. In this context, it is possible that the US tech lobby has sought to engage and influence Senator Deacon, either to position themselves as recipients of future digital government contracts, or simply to find a political ally in the Senate receptive to their selling of technological "solutions" to public service inefficiencies.

While the digital transformation of Canada's federal government could be positive, it warrants caution—especially in the context of the Trump-Musk DOGE regime's aggressive dismantling of public institutions in the US, often justified by the rhetoric of techno-solutionism. In practice, the

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[32] Nickel, Steven. "How Google Is Supporting Repair and Sensible Right to Repair Legislation." Google - The Keyword, January 11, 2024. https://blog.google/outreach-initiatives/public-policy/how-google-is-supporting-repair-and-sensible-right-to-repair-legislation/.

[33] Senator Colin Deacon, "Digital Government." https://www.colindeacon.ca/projects/digital-government

[34] Levy, Dave. 2024. "Digital Public Infrastructure Is High Priority for Governments Worldwide | AWS Public Sector Blog." AWS Blog Home. October 2, 2024. https://aws.amazon.com/blogs/publicsector/digital-public-infrastructure-high-priority-governments-worldwide/.

pursuit of "efficiency" in government frequently entails cutting public funding and personnel, while outsourcing essential services to firms. Too often, tech corporations profit from the hollowing out of the state, as their digital platforms increasingly replace public agencies and workers.

In any case, tech corporations deploying their lobbyists to Deacon likely align with Deacon's vision of promoting digital government in Canada because they stand to benefit from it Senator Deacon is also a co-chair of the Parliamentary Caucus on Emerging Technology (PCET), an "all-party group" that works "to understand and address the public policy challenges from the ever-so-rapidly evolving tech sector."[35] The PCET has focussed on AI, web3, and blockchain technologies.[36] The PCET is also co-chaired by some of the MPs lobbied most frequently by tech corps followed by the Tech Lobby, such as MP Michelle Rempel-Garner (Conservative), Brian Masse (NDP), and Anthony Housefather (Liberal).

Senator Leo Housakos

Senator Leo Housakos (Conservative) was the second most lobbied senator in 2024, having three lobbying communications, all with Amazon. Senator Housakos chairs the Standing Committee on Transport and Communications (TRCM). It is unclear what Amazon's connection to Senator Housakos is. In 2024, between April 30 and May 7, 2024, Bill C-288, An Act to amend the Telecommunications Act (transparent and accurate broadband services information) was being considered by TRCM. However, neither Amazon Web Services nor Amazon CDN FS, ULC list Bill C-288 as a piece of legislation they lobby about.

Senator Rebbecca Patterson

Senator Rebecca Patterson was lobbied twice in 2024 on the subject of 'defence' by Amazon Web Services. On the topic of defence, Amazon notes that they lobby government departments seeking contracts related to "Amazon Cloud based solutions and related support services."[37] In a debate of the Senate in October 2024, on the topic of digital infrastructure for national defence, Senator Patterson brought up a collaborative effort between Australia, the U.K., and the U.S., to develop a "top secret cloud network to exchange highly classified defence, national security and intelligence data with each other."[38] Patterson, acknowledged a digital tech gap

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[35] Parliamentary Caucus on Emerging Technology. 2023. "Update on Work: September 2023." CAUCUS PARLEMENTAIRE SUR LES TECHNOLOGIES ÉMERGENTES. September 19, 2023. https://pcet.ca/reports-and-releases.

[36] Ibid.

[37] Registry of Lobbyists, "12-Month Lobbying Summary - In-House Corporation - Amazon Web Services Canada, Inc. / Eric Gales, President," Office of the Commissioner of Lobbying Canada, January 10, 2025, https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/clntSmmry?sMdKy=1737648732708&clientOrgCorpNumber=361968.

[38] Murray Brewster, "Canada ponders 'top secret' data cloud as allies push ahead with intelligence-sharing plans," News, CBC News, October 4, 2024. https://www.cbc.ca/news/politics/data-cloud-aukus-canada-united-states-australia-1.7341555.

between Canada and other nations of the Five Eyes Alliance threatened to leave Canada behind in an increasingly insecure digital world. Senator Patterson is a member of the Standing Committee on National Security, Defence, and Veterans Affairs, which studied both Bill C-26 (An Act Respecting Cyber Security) and Bill C-70 (An Act respecting countering foreign interference), and commonly examines and reports on issues relating to national security and defence generally. Senator Patterson has a professional background in the Canadian Armed Forces (CAF) as a health professional.[39]

What do tech companies lobby about?

Tech companies lobbied about a variety of subjects in 2024 (see **Figure 11**). In 2024, the most frequently lobbied topics were 'science and technology' and 'industry'. The subject of 'science and technology' appeared in 70 lobbying reports submitted by tech corporations, followed closely by 'industry', which appeared in 66 reports, as tracked by the TechLobby.

Figure 11: The Subjects Lobbied by Tech Companies in 2024[40]

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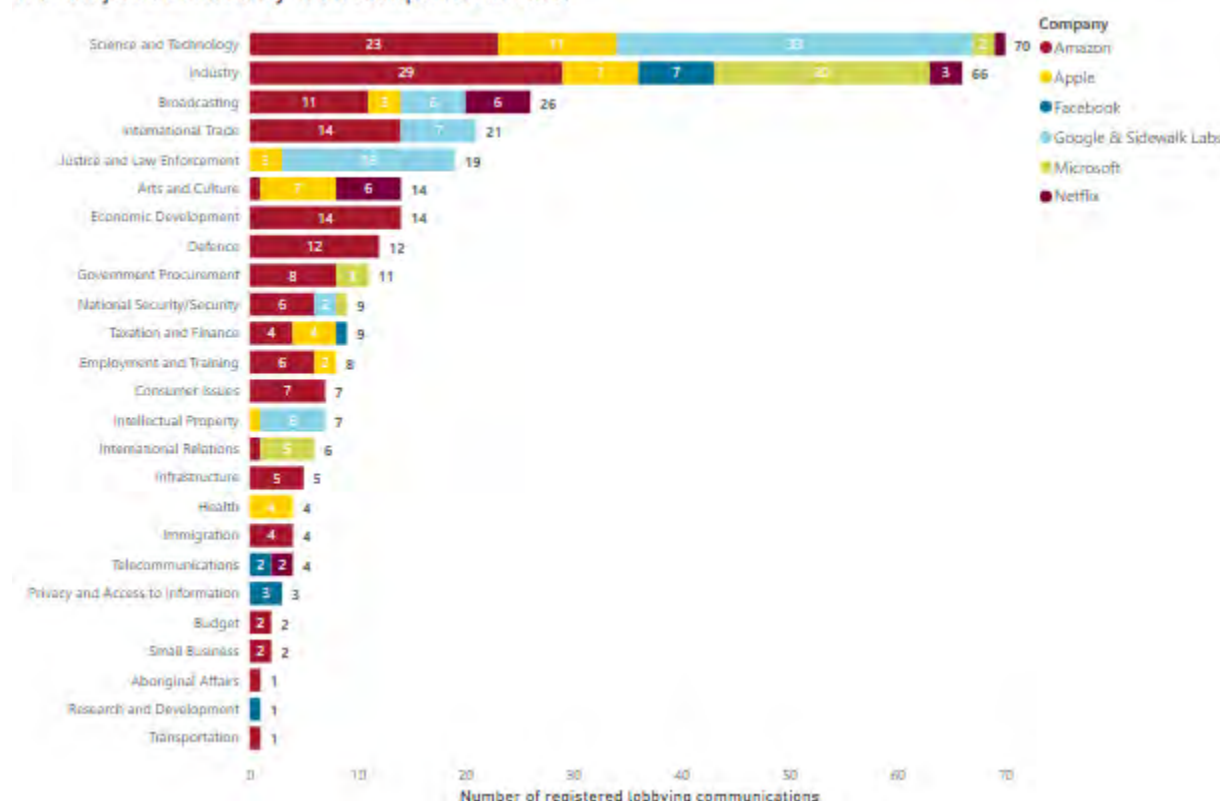
[39] Senate of Canada, "Senator Rebecca Patterson - Biography." SenCanada. Accessed March 28, 2025. https://sencanada.ca/en/senators/patterson-rebecca/.
[40] Interactive versions of all figures in this report, with downloadable data, are available on our web site at https://thetechlobby.ca/2024-tech-lobby-annual-report/

Subject matters like 'science and technology' and 'industry' can cover a wide range of different issues, spanning from lobbying about enacted bills, to new legislative initiatives, and broader policy issues. For example, Google's lobbying profile includes 21 distinct entries related to "science and technology," which encompasses lobbying about the "Online News Act", "Canadian Guardrails for Generative AI – Code of Practice" and the "Voluntary Code of Conduct on the Responsible Development and Management of Advanced Generative AI Systems."[41] Additionally, it includes more general policy conversations, such as engaging with officials about technological developments in artificial intelligence.

Given that subject matters like 'science and technology' or 'industry' encompass a wide range of diverse issues, these subject tags may not always offer the most precise reflection of what has been lobbied. This is one of the weaknesses of the lobbying registry system in Canada, which we further highlight below.

2023 vs 2024 Key Lobbying Trends
- While 'broadcasting' was the most lobbied subject matter in 2023 with 85 registered lobbying communications including this topic, it took a backseat to 'science and technology' and 'industry' in 2024. This may mean that tech companies are shifting to obscure their lobbying behind more generic subject labels--a concerning trend. This subject matter shift is troubling because it can hide these companies' influence, making it harder for the public regulators and watchdog groups to track and make transparent their activities.
- In 2024, 'international trade' was the fourth most popular subject matter that tech corps lobbied about during the year, with 21 registered lobbying communications involving this topic. It was not a topic that was lobbied about in 2023. Only two of our tech corporations (Amazon & Google) reported lobbying under the label of 'international trade' in 2024. The business operations of US tech corporations in Canada are enabled by international trade policies between the US and Canada, with the primary framework governing this relationship being the Canada–United States–Mexico Agreement (CUSMA), which replaced NAFTA in 2020. International trade is an important dimension of tech lobbying and an area to watch.
- There was also a significant increase in lobbying about 'justice and law enforcement' in 2024 vs 2023. In 2024, the topic was lobbied about on 19 occasions, whereas in 2023, it was the subject of lobbying communications only twice. The increase in US tech use of the 'justice and law enforcement' label could reflect lobbying on Canada's evolving data privacy, cybersecurity, data access, content moderation, and AI accountability

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[41] Registry of Lobbyists, I. the E. name of the entity responsible for making the. (2025, January 6). *Registration—In—House Corporation: Google Canada Corporation*. Registry of Lobbyists. https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/vwRg?cno=16607&regId=966376#regStart

frameworks. These firms are seeking to influence these frameworks to mitigate risks and protect their business interests.

- In 2023, 'media' was the fourth most popular subject matter that surfaced in registered lobbying communications with 57 entries. However, 'media' was not a subject that the tech companies we monitor lobbied about in 2024. This could be due to greater use of generic subject labels such as 'industry', and to the fact that the *Online Streaming Act* and *Online News Act* --both related to 'media'--were passed in 2023 and no longer were subject to lobbying.

Table 6: Lobbying subjects 2023-2024

Subjects appearing only in 2023 lobbying	Subjects appearing in both 2023 and 2024 lobbying	Subjects appearing only in 2024 lobbying
Climate	Science and Technology	International Trade
Environment	Industry	National Security
	Broadcasting	Employment and Training
	Justice and Law Enforcement	International Relations
	Arts and Culture	Infrastructure
	Economic Development	Health
	Privacy and Access to Information	Aboriginal Affairs
	Defence	
	Government Procurement	
	Security	
	Taxation and Finance	
	Consumer Issues	
	Intellectual Property	
	Small Business	
	Telecommunications	
	Budget	
	Research and Development	
	Transportation	
	Immigration	

The 2023 Annual Report of the TechLobby showed that tech lobbying was focussed on the *Online Streaming Act* (C-11), *Online News Act* (C-18)*,* and the *Digital Charter Implementation Act* (C-27)*.* While Bill C-27 continued to be a central focus for tech lobbyists in 2024, the *Online Streaming Act* and the *Online News Act*--which both received royal assent in 2023--did not receive focus.

Lobbying about legislation

In 2024, tech lobbyists appear to have shifted focus to several other legislative initiatives that are at various stages in parliament. Although this is not an exhaustive list of all the bills tech lobbyists engaged with in 2024, it offers an overview of various bills at different stages in parliament, each addressing different aspects of the tech industry. All have since been cleared from the agenda since the dissolution of parliament and general election in the spring of 2025.

Bill C-27 (Digital Charter Implementation Act / An Act to enact the Consumer Privacy Protection Act, the Personal Information and Data Protection Tribunal Act and the Artificial Intelligence and Data Act and to make consequential and related amendments to other Acts)

First proposed on June 16, 2022 in the House of Commons, Bill C-27 was designed to modernize and strengthen Canadian privacy and data protection laws for the digital era. Bill C-27 comprised a troika of acts:

1) **Consumer Privacy Protection Act (CPPA)** – Addresses consumer privacy rights, introducing a data portability right, allowing users to transfer their personal data between organizations.[42]
2) **Personal Information and Data Protection Tribunal Act (PIDPTA)** – Establishes a tribunal to hear appeals of decisions by the Privacy Commissioner of Canada, with authority to impose penalties for CPPA violations.
3) **Artificial Intelligence and Data Act (AIDA)** – Canada's first attempt to regulate AI systems, imposing obligations such as data anonymization, risk assessment for high-impact AI, risk mitigation measures, and public disclosure of high-impact AI systems.[43]

Throughout 2024, Bill C-27 was under review by the House of Commons Standing Committee on Industry and Technology (INDU). As of the end of 2024, its status remained "under consideration in committee"[44] in the House of Commons.

Google, Amazon Web Services, and Microsoft Canada Inc. lobbied about C-27 in 2024. Other companies like the Vector Institute, LinkedIn and Cisco Systems Canada also lobbied the government regarding Bill C-27.

Bill C-63 (Online Harms Act)

Bill C-63, formally known as '*An Act to enact the Online Harms Act, to amend the Criminal Code, the Canadian Human Rights Act and An Act respecting the mandatory reporting of Internet child pornography by persons who provide an Internet service and to make consequential and related amendments to other Acts*', was introduced in the House of Commons on February 26, 2024. Bill C-63 sought to regulate harmful speech in the digital age.

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[42]Charland, Sabrina, Alexandra Savoie, and Ryan van den Berg. "Legislative Summary of Bill C-27: An Act to Enact the Consumer Privacy Protection Act, the Personal Information and Data Protection Tribunal Act and the Artificial Intelligence and Data Act and to Make Consequential and Related Amendments to Other Acts." 1. Library of Parliament, July 12, 2022. https://lop.parl.ca/sites/PublicWebsite/default/en_CA/ResearchPublications/LegislativeSummaries/441C27E.

[43] Arai, Maggie. "Five Things to Know about Bill C-27 — Schwartz Reisman Institute." Schwartz Reisman Institute for Technology and Society, October 18, 2022. https://srinstitute.utoronto.ca/news/five-things-to-know-about-bill-c-27.

[44] Parliament of Canada. "C-27 (44-1) - LEGISinfo - Parliament of Canada." LEGISinfo. Accessed March 31, 2025. https://www.parl.ca/legisinfo/en/bill/44-1/c-27.

It would have required large social media platforms to implement "measures that are adequate to mitigate the risk that users will be exposed to harmful content"[45] on their services. It also would have established a new Digital Safety Commission of Canada to enforce the Act, and also a Digital Safety Ombudsperson of Canada to "provide support to users of social media services in respect of which the Act applies and advocate for the public interest in relation to online safety."[46] The Online Harms Act would have amended the Criminal Code of Canada and the Canadian Human Rights Act to reinterpret hate speech in the digital age. The Online Harms Act covered seven areas of harmful content:[47]

1) Intimate content communicated without consent
2) Content the sexually victimizes a child or revictimized a survivor
3) content that induces a child to harm themselves
4) content used to bully a child
5) content that foments hatred
6) content that incites violence
7) content that incites violent extremism or terrorism.

The first reading of Bill C-63 was completed on Monday February 26, 2024. By the end of 2024, it was at the second reading in the House of Commons.[48]Companies such as Google Canada Corporation communicated with government officials regarding the "Online Harms Act" and were particularly interested in the regulation of online content.

Bill C-26 (An Act respecting cyber security, amending the Telecommunications Act and making consequential amendments to other Acts)

Initially introduced in the House of Commons in 2022, Bill C-26 offered a legislative framework to address cybersecurity across Canada's critical cyber system infrastructure. Bill C-26 aimed to make amendments to the *Telecommunications Act,* establishing a new cybersecurity compliance regime to promote the security of Canadian telecommunications systems. It would have enacted the Critical Cyber Systems Protection Act (CCSPA), establishing a cybersecurity compliance regime for federally regulated critical cyber infrastructure. Under Bill C-26, critical cyber systems were referred to as "a cyber system that, if its confidentiality, integrity or availability were compromised, could affect the continuity or security of a vital service or vital system."[49] Critically, the CCSPA would have forced the operators of critical cyber systems to

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[45] Parliament of Canada. "Government Bill (House of Commons) C-63 (44-1) - First Reading - An Act to Enact the Online Harms Act, to Amend the Criminal Code, the Canadian Human Rights Act and An Act Respecting the Mandatory Reporting of Internet Child Pornography by Persons Who Provide an Internet Service and to Make Consequential and Related Amendments to Other Acts." Accessed March 31, 2025. https://www.parl.ca/DocumentViewer/en/44-1/bill/C-63/first-reading.

[46] Ibid.

[47] Ibid.

[48] Ibid.

[49] Parliament of Canada. "Government Bill (House of Commons) C-26 (44-1) - Third Reading - An Act Respecting Cyber Security, Amending the Telecommunications Act and Making Consequential Amendments to Other Acts - Parliament of Canada," June 19, 2024. https://www.parl.ca/DocumentViewer/en/44-1/bill/C-26/third-reading.

mitigate any risks associated with the operators' "supply chain or its use of third-party products and services."[50] The CCSPA would also have established a protocol for dealing with cyber security incidents defined as "incidents, including acts, omissions or circumstances, that interfere or could interfere with the continuity or security of vital services and systems, or the confidentiality, integrity or availability of the critical cyber systems."[51] Part one of Bill C-26 applied to telecommunication service providers, whereas part two was wider in scope applying to: telecommunication services, interprovincial or international pipeline and power line systems, nuclear energy systems, transportation systems under federal jurisdiction, banking systems, and clearing and settlement systems.[52]

Through 2024, Bill C-26 passed through the House of Commons and the Senate, passing third reading in the Senate on Thursday, December 5, 2024. By the end of 2024, Bill C-26 had been sent back to the House of Commons for consideration as amendments had been made by the Senate.[53]

Bill S-210 (Protecting Young Persons from Exposure to Pornography Act)

Bill S-210 sought to make the distribution of sexually explicit material (as defined in section 171.1(1) of the Criminal Code) available to individuals under the age of 18 an offence, unless the content serves a "legitimate purpose related to science, medicine, education, or the arts."[54] Introduced by Senator Julie Miville-Dechêne as a private member's bill in 2021, Bill S-210 would have required age verification systems to protect minors from exposure to online pornography.

The bill would also have given the government the authority to obtain court orders compelling internet service providers (ISPs) to block access to non-compliant websites. Under this bill, the Governor in Council would have established regulations concerning its provisions, including defining the age verification methods required. For non-compliance, organizations could have faced fines of $250,000 for a first offence, with subsequent offences resulting in fines of up to $500,000.

During 2024, Bill S-210 progressed through the House of Commons where it was being

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[50]Cassell, John, Imran Ahmad, and Marisa Kwan. "Bill C-26: Advancing towards Cybersecurity Governance in Canada." Norton Rose Fullbright, October 4, 2024. https://www.nortonrosefulbright.com/en/knowledge/publications/d1bd9a5e/bill-c-26-advancing-towards-cybersecurity-governance-in-canada.

[51] Ibid.

[52] Parliament of Canada. "Government Bill (House of Commons) C-26 (44-1) - Third Reading - An Act Respecting Cyber Security, Amending the Telecommunications Act and Making Consequential Amendments to Other Acts - Parliament of Canada," June 19, 2024. https://www.parl.ca/DocumentViewer/en/44-1/bill/C-26/third-reading.

[53] Parliament of Canada. "C-26 (44-1)." LEGISinfo. Accessed March 31, 2025. https://www.parl.ca/LegisInfo/en/bill/44-1/c-26.

[54] Parliament of Canada. "Public Bill (Senate) S-210 (44-1) - Third Reading - Protecting Young Persons from Exposure to Pornography Act - Parliament of Canada," April 18, 2023. https://www.parl.ca/DocumentViewer/en/44-1/bill/S-210/third-reading.

considered by the Standing Committee on Public Safety and National Security (SECU). By year's end, it was at the report stage in the House of Commons.[55] According to the lobbying registry, there were over 40 lobbied communications recorded by companies such as Google Canada Corporation (11), Internet Society, and the Open Media Engagement Network.

Bill C-72 (An Act respecting the interoperability of health information technology and to prohibit data blocking by health information technology vendors)

Bill C-72 aimed to promote interoperability of health information technologies to prohibit data blocking, creating "a single pan-Canadian technical standard for data exchange."[56] Health information technology would have been deemed interoperable in the context of Bill C-72 if it allowed "the user to easily, completely and securely access and use all electronic health information and exchange all electronic health information with other information technologies."[57] Data blocking referred to "a practice or act that prevents, discourages or interferes with access to or the use and exchange of electronic health information."[58] As described by Mark Holland, Minister of Health Canada, Bill C-72 was "about enabling Canadians to access their own health data and to use that information to make better decisions about their health care, no matter where in Canada they are receiving it. It will also allow health care professionals to deliver higher quality and coordinated care and make more informed patient decisions."[59]

In 2024, the first reading of Bill C-72 was completed in the House of Commons on Thursday, June 6. At the end of 2024, it awaited second reading in the House of Commons.[60] Tech companies such as Google Canada Corporation, Microsoft Canada Inc. and IBM Canada Ltd. all communicated with the government about the bill.

Bill C-412 (An Act to enact the Protection of Minors in the Digital Age Act and to amend the Criminal Code)

Bill C-412 was introduced by MP Michelle Rempel Garner on September 16, 2024. The bill aimed to protect young people online and to address deepfake pornography. The bill would

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[55] Parliament of Canada. "S-210 (44-1)." LEGISinfo. Accessed March 31, 2025. https://www.parl.ca/LegisInfo/en/bill/44-1/s-210.

[56] Ahmad, Imran, Domenic Presta, and Manpreet Singh. "Bill-72: New Health Data Transfer Legislation Proposed in Canada." Norton Rose Fullbright, August 22, 2024. https://www.nortonrosefulbright.com/en/knowledge/publications/be0610eb/bill-72-new-health-data-transfer-legislation-proposed-in-canada.

[57] Parliament of Canada. "Government Bill (House of Commons) C-72 (44-1) - First Reading - Connected Care for Canadians Act." LEGISinfo, June 6, 2024. https://www.parl.ca/DocumentViewer/en/44-1/bill/C-72/first-reading.

[58] Ibid.

[59]Health Canada. "The Government of Canada Introduces the Connected Care for Canadians Act." News releases. Government of Canada, June 6, 2024. https://www.canada.ca/en/health-canada/news/2024/06/the-government-of-canada-introduces-the-connected-care-for-canadians-act-improving-patients-safety-and-access-to-their-health-information.html.

[60] Parliament of Canada. "C-72 (44-1)." LEGISinfo. Accessed March 31, 2025. https://www.parl.ca/legisinfo/en/bill/44-1/c-72.

have required social media service operators to ensure that personal data does not compromise the privacy of minors. It dictated that every social media operator should establish a duty of care to protect minors from, and mitigate the harmful effects of, the following:

1) physical harm or incitement of such harm and online bullying and harassment of minor
2) Online sexual violence against minors
3) creation or dissemination of imagery of a minor, whether altered or not, that is sexually exploitative, humiliates them, is harmful to their dignity or invades their privacy
4) Promotion and marketing of products or services that are unlawful for minors, such as any *controlled substance* as defined in subsection 2(1) of the *Controlled Drugs and Substances Act*
5) Mental health disorders including anxiety, depression, loneliness, eating disorders and substance use disorders, and the promotion of self-harm, suicide and suicidal behaviours
6) Patterns of use that encourage addiction-like behaviours
7) the operation of an account by a user whom it knows or should reasonably know is a minor without first verifying the contact information for any of the user's parents through, for example, the appropriate Internet service provider
8) predatory, unfair or deceptive marketing practices

The second part of Bill C-412 would have amended the *Criminal Code* to prohibit false intimate images, tackling deepfake pornography, and increased the criminal penalty for sharing intimate images that are digitally altered or edited. Dissimilar from Bill C-63, Bill C-412 would have supplied end-users with a "right to take legal action against social media operators."[61]

Additionally, Bill C-412 would have forced social media operators to create reporting channels that "any person may use to alert the operator to online harms and risks to minors."[62] It also would have forced social media operators to create safeguards that parents and children could access to control the default personalized recommendation systems that social media platforms use, or to opt out of such systems altogether.[63]

Through 2024, Bill C-412 completed first reading in the House of Commons on September 16. By the end of 2024, the Bill was "outside the order of precedence"[64] indicating that the name of the private member's bill had not yet been added to the order of precedence. Google lobbied the government the most on this bill; according to the lobbying registry, the company was in contact on five different occasions.

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[61]Association for Reformed Political Action. "Protecting Minors Online: Bill C-412 Seeks to Improve Safety for Youth in the Digital Age," October 16, 2024. https://arpacanada.ca/articles/protecting-minors-online-bill-c-412-seeks-to-improve-safety-for-youth-in-the-digital-age/.

[62] Parliament of Canada. "Private Member's Bill C-412 (44-1) - First Reading - Promotion of Safety in the Digital Age Act," September 16, 2024. https://www.parl.ca/DocumentViewer/en/44-1/bill/C-412/first-reading.

[63] Ibid.

[64] Parliament of Canada. "C-412 (44-1)." LEGISinfo. Accessed March 31, 2025. https://www.parl.ca/LegisInfo/en/bill/44-1/c-412.

Government Procurement

Tech lobbying does not always revolve around bills passing through parliament; it is also common for tech companies to lobby various government departments in support of sales of their goods and services. Lobbying related to government procurement entails companies advocating for government contracts and the utilization of their products and services. Given the variety of products offered by tech companies, tech companies might lobby for procurement of cloud and data management services, artificial intelligence systems, or information technology software, hardware, and services. While government procurement was not lobbied about as much as other topics listed in **Figure 11**, government procurement lobbying leading to government contracts may create opportunities for tech companies to become cozier with Government departments they work alongside.

Tech companies' lobbying in the realm of government procurement appears to have succeeded. Although the federal government's database of contracts over $10, 000 must be treated with caution,[65] **Table 7** highlights a large number of government agencies contracting with US tech companies. In 2024, Amazon secured the most Canadian federal government contracts, with the database listing 55 contracts across multiple departments, including National Defence, Health Canada, and Environment and Climate Change Canada. Google is listed as having secured five contracts, mostly with National Defence and Natural Resources Canada. Apple had seven smaller contracts. Disney, Facebook, Microsoft, and Netflix were not listed as having any federal contracts over $10,000.

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[65] Bill Curry, "ArriveCan Probes Show Ottawa Must Fix Error-Filled Public Contract Database: Procurement Ombud," *The Globe and Mail*, February 16, 2024, https://www.theglobeandmail.com/politics/article-arrivecan-probes-show-ottawa-must-fix-error-filled-public-contract/.

Table 7: Contracts over $10,000 with the federal government.

	# contracts listed	#most contracted government departments	Descriptions (sample excerpts)	Total of all 2024 contract values listed (this total is inexact)	Solicitation Procedure
Amazon	56	National Defence (18), Canada Border Services Agency (7), Employment and Social Development Canada (7)	**National Defence:** Information technology and telecommunications consultants **Canada Border Services Agency:** Computer services (includes IT solutions	$51,993,901.7	• 29 noncompetitive • 7 Competitive (traditional) • 11 Competitive with selective tendering • 9 Competitive (open bidding)
Apple	7	National Film Board (7)	Computer equipment related to Distributed Computing Environment (DCE)	$110,447.30	• 7 Competitive (traditional)

Disney	0			$0	
Facebook	0			$0	
Google	5	National Defence (3), Natural Resources Canada (2)	Information technology and telecommunications consultants	$2,355,162	• 1 Competitive (open bidding) • 4 Non-competitive
Microsoft	323	Shared Services Canada (58), Employment and Social Development Canada (42), Global Affairs Canada (38), National Defence (18), Fisheries and Oceans Canada (15)	License/ Maintenance fees for Client Software related to Distributed Computing Environment (DCE), License/ Maintenance fees for operating system and utility software related to servers, storage, peripherals and components	$ 276,141,113	• 153 Non-competitive • 69 Competitive (open bidding) • 58 Competitive - Selective Tendering • 43 - competitive traditional
Netflix	0			$0	

What Issues did Tech Companies discuss with MPs and Senators they lobbied most in 2024?

An analysis of communication reports submitted by tech corps to the Registry of Lobbyists shows that the nine most frequently lobbied MPs and Senators in 2024 were approached on a diverse array of issues. These included:

- Enacted legislation, such as:
  - **Bill C-11** (the Online Streaming Act)
  - and **Bill C-18** (An Act Respecting Online Communications Platforms)
- Legislative proposals at various levels in parliament, such as:
  - **Bill C-27** (the Digital Charter Implementation Act)
  - **Bill C-63** (the Online Harms Act), **Bill S-210** (An Act to restrict young persons' online access to sexually explicit material)
  - **Bill C-72** (An Act respecting the interoperability of health information technology and to prohibit data blocking by health information technology vendors)
  - and **Bill C-412** (An Act to enact the Protection of Minors in the Digital Age Act and to amend the Criminal Code)
- International relations and trade agreements affecting tech regulation, specifically the **Canada-United State-Mexico Trade Agreement** (CUSMA).
- Emerging AI policy such as the **AI Compute Access Fund** and copyright issues related to the **Canadian AI Sovereign Compute Strategy**.
- And broader topics, seemingly unconnected to specific legislation or policies, including **copyright**, **taxation**, and **artificial intelligence**.

The following section provides an analysis of the issues the MPs and Senators most lobbied by tech corps were lobbied about in 2024. It draws on data from the Registry of Lobbyists; evidence from standing committee meetings; Hansard; public blog posts authored by MPs, Senators, and tech corps; as well as news articles to interpret what tech lobbyists may have discussed with MPs/Senators in their communications.

Bill C-27 (Digital Charter Implementation Act)

In 2024, MPs and Senators were lobbied about Bill C-27. The table below presents the Senators and MPs that discussed Bill C-27 (Digital Charter Implementation Act) with tech lobbyists, according to lobbying communication reports.

Table 8: C-27 lobbying

Senators Lobbied on Bill C-27	Tech Corp	Date
Colin Deacon	Google	2024-04-15

MPs Lobbied on Bill C-27	Tech Corp	Date
Brian Masse	Google	2024-04-15
Brian Masse	Microsoft	2024-04-15
Michelle Rempel Garner	Google	2024-09-27
Adam Chambers	Google	2024-07-15
Michelle Rempel Garner	Google	2024-11-19

Bill C-27, which would have updated private sector privacy law and put in place AI regulation, sparked intense debate among policymakers and tech corporations. Tech corporations, including Google, Microsoft, Amazon, and Meta, argued that AIDA's broad regulatory scope and strict penalties could stifle innovation—particularly for small businesses in Canada. Some tech corps addressed CPPA. For instance, Jeanette Patell of Google emphasized the need for a "consistent federal definition of 'minors'"[66] and clearer protections for their rights under CPPA, but this was the only significant mention of CPPA during the two-hour INDU meeting at which Patell of Google was present. For the most part, tech corps communicated concerns about AIDA, arguing it failed to differentiate between high and low risk AI systems, and objecting to the fines and criminal penalties corporations would face if determined noncompliant.[67][68]

Tech companies also voiced opposition to the bill during parliamentary hearings. For instance, Amazon Web Services' Director of Global Artificial Intelligence and Canada Public Policy, Nicole Foster, warned it could unintentionally suppress innovation, particularly for small businesses operating in Canada. Foster also expressed dissatisfaction with the penalties outlined in the Digital Charter Act, arguing that ambiguity over the definition of "high impact" AI applications

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[66] Parliament of Canada. "Evidence - INDU (44-1) - No. 109 - House of Commons of Canada." House of Commons, February 7, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/INDU/meeting-109/evidence.
[67] Ibid.
[68] Karadeglija, Anja. "Liberals' Proposed AI Law Too Vague, Costly, Big Tech Executives Tell MPs." The Globe and Mail, February 7, 2024. https://www.theglobeandmail.com/politics/article-liberals-proposed-ai-law-too-vague-costly-big-tech-executives-tell-mps/.

risks capturing low-risk use cases, subjecting corporations to costly compliance measures.[69] This sentiment was echoed by Rachel Curran, Meta's Head of Public Policy for Canada, who argued that AIDA would establish regulatory standards unmatched elsewhere in the world. "The compliance costs are incredibly high," Curran stated, adding, "Canada should make sure it's aligning itself with other jurisdictions. We're a relatively small market, and the EU is already setting a world-leading benchmark. We should not exceed that."[70]

Additionally, tech companies criticized the scope and severity of AIDA's criminal penalties, which they noted exceed those of any other OECD jurisdiction. For instance, Curran Canada "to pursue an approach that preserves privacy and is consistent with global standards"[71] to ensure interoperability and avoid isolating its AI sector. Such critical claims frustrated the passage of Bill C-27 through parliament.

Senator Colin Deacon was a vocal advocate for Bill C-27, emphasizing the importance of the CPPA. Deacon argued that data portability rights granted by the CPPA would improve competition across many of Canada's most concentrated sectors from banking, telecoms, airlines, to groceries. In a 2023 debate of the senate about competition in Canada, Deacon recommended that parliament prioritize the passage of Bill C-27. In Senator Deacon's words, the data portability measure would enable "Canadians to securely move their data from those who currently control it to organizations that they trust will better serve their needs, tilting the currently uneven playing field away from oligopolies and big tech toward Canadian consumers."[72] In 2024, Deacon continued to voice his concern over the slow passage of Bill C-27 through parliament and argued that parliamentarians should "prioritize the progress of an imperfect Bill C-27" further noting that "perfection is the enemy of progress."[73]

MP Brian Masse (NDP) echoed this sentiment, warning that delays have left an "open hole"[74] in Canadian digital privacy laws. During a December 10, 2024 debate of the Senate, he suggested breaking up the bill to expedite CPPA's privacy provisions. However, that same day he noted that Bill C-27 problematically attempted to balance the privacy of Canadians with commercial interests. Specifically, MP Masse noted that "the Liberals drafted a bill that was so encompassing and so problematic because they were willing to compromise personal privacy

[69] Parliament of Canada. "Evidence - INDU (44-1) - No. 109 - House of Commons of Canada." House of Commons, February 7, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/INDU/meeting-109/evidence.
[70] Ibid.
[71] Ibid.
[72] Canada, Senate of. "Senator Colin Deacon - Topic Intervention 617353 - 1." SenCanada. Accessed July 8, 2025. https://sencanada.ca/en/senators/deacon-colin/interventions/617353/1.
[73] Deacon, Colin, and Robert Fay. "We're at the Wrong End of a Data Vacuum: Let's Fix It!" The Hill Times (blog), October 16, 2023. https://www.hilltimes.com/story/2023/10/16/were-at-the-wrong-end-of-a-data-vacuum-lets-fix-it/399655/.
[74] Parliament of Canada. "Debates (Hansard) No. 386 - December 10, 2024 (44-1) - House of Commons of Canada." House Publications, December 10, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/house/sitting-386/hansard#Int-13058755.

rights for the consumer industry, big tech and other businesses at the expense of individual Canadians' privacy."[75] He also suggested that this balancing act was possibly the result of lobbying, stating: "The Liberals knew that, because their lobbyists, their friends, their CEOs and the big tech, all those elements were chirping in the minister's ear, basically giving him the political support to go ahead with this."[76] Such comments reveal that MP Masse, despite himself being lobbied on Bill C-27 by Google and Microsoft, portrays the interests of big tech as being at odds with Canadians' privacy.

MP Michelle Rempel Garner (Conservative) criticized AIDA, arguing that it lacked legislative oversight of AI systems, focused excessively on punitive measures, and failed to differentiate between high- and low-risk AI systems. She called for AIDA to be shelved,[77] noting that it could not keep pace with the development and use of AI systems. Particularly, MP Rempel Garner noted two issues with AIDA. The first being that it problematically "takes the regulatory process away from the hands of legislators and puts it in control out of the public eye"[78] Second, she argued that the Bill problematically focusses "on punitive measures rather than how Canada will position itself in what is rapidly becoming an AI-driven economy."[79] While MP Rempel Garner has agreed that Canada needs to implement AI regulation quickly, her focus has been on shelving AIDA.

Despite having been lobbied by big tech, parliamentarians' views did not necessarily parrot big tech's perspectives. While Rempel Garner did critique AIDA along with big tech, Deacon and Masse both criticized big tech in the discussions of the bill.

Some complained that the concerns of civil society were not adequately heard alongside those of industry in the debates around Bill C-27. In addition to the critical comments of Masse about the influence of lobbyists on the bill, Jim Balsillie, speaking as founder of the Centre for Digital Rights, echoed Professor Andrew Clement's claims at a February 14, 2024 INDU meeting: "consultations have revealed exaggerated claims of meetings that still disproportionately rely on industry feedback over civil society."[80]

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[75] Parliament of Canada. "Debates (Hansard) No. 386 - December 10, 2024 (44-1) - House of Commons of Canada," December 10, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/house/sitting-386/hansard.
[76] Ibid.
[77] Rempel Garner, Michelle. "AI Is Changing at Warp Speed. Government Is Crawling Along Behind." Substack newsletter. Michelle Rempel Garner (blog), April 20, 2023. https://michellerempelgarner.substack.com/p/ai-is-changing-at-warp-speed-government.
[78] Rempel Garner, Michelle. "AI Is Changing at Warp Speed. Government Is Crawling Along Behind." Substack newsletter. Michelle Rempel Garner (blog), April 20, 2023. https://michellerempelgarner.substack.com/p/ai-is-changing-at-warp-speed-government.
[79] Ibid.
[80] Parliament of Canada. "Evidence - INDU (44-1) - No. 111 - House of Commons of Canada." House of Commons, February 14, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/INDU/meeting-111/evidence.

Canada-United States-Mexico Agreement (CUSMA)

Between May and July 2024, the House of Commons Standing Committee on International Trade (CIIT) reviewed the Canada-United States-Mexico Agreement (CUSMA). CUSMA was drafted and signed by the three nations in 2018, replacing the previous North American Free Trade Agreement (NAFTA). CUSMA covers a wide range of trade related issues, but in the context of digital regulation and tech lobbying, CUSMA covers the topics of digital trade, telecommunications, and intellectual property rights. The government of Canada explains that CUSMA made commitments to "facilitate the use of digital trade as a means of trade"[81] It also "supports the viability of the digital economy by ensuring that potential impediments to both consumers and businesses embracing this medium of trade are addressed"[82]

When CIIT began its review of CUSMA, Stuart Trew of the Canadian Centre for Policy Alternatives spoke as a witness and noted the significance of CUSMA in the context of tech regulation, stating that the digital trade chapter was "completely out of date with current U.S. thinking on the need to better regulate emerging artificial intelligence; the need to protect people, especially children, from harmful algorithms and workplace surveillance technologies; and the need to crack down on monopolies in the tech sector."[83] Trew also noted that the cross-border data flow provisions of CUSMA also need to be reviewed. Trew concluded his witness statement warning of the power of lobbyists to shape the CUSMA review, stating: "any review should contain ample opportunities for consultation with civil society stakeholders in the three countries and should not be left up exclusively to trade negotiators or corporate lobbyists."[84]

During CIIT's review of CUSMA, it became evident that the U.S. perceived recently passed Canadian digital legislation, such as the *Online Streaming Act,* and Bill C-27, the proposed AI and Data Act, as a threat to digital trade agreements. Evidence from CIIT committee meetings shows that key witnesses appearing before CIIT such as Graham Davies of the Digital Media Association (DiMA) ("the voice of music streaming," based in Washington, DC[85]), and Sean Heather, Senior-Vice President of International Regulatory Affairs and Antitrust at the U.S. Chamber of Commerce, both raised concerns about the *Online Streaming Act* and the Canadian Radio-television and Telecommunications Commission's (CRTC) to impose a 5% tax on U.S. and international streaming services operating in Canada.[86]

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[81]Government of Canada. "Canada-United States-Mexico Agreement (CUSMA) - Digital Trade Chapter Summary." Global Affairs Canada, June 17, 2019. https://www.international.gc.ca/trade-commerce/trade-agreements-accords-commerciaux/agr-acc/cusma-aceum/digital_trade-commerce_numerique.aspx?lang=eng.

[82]Ibid.

[83] Parliament of Canada. "Evidence - CIIT (44-1) - No. 108 - House of Commons of Canada." House of Commons, May 30, 2024. https://www.ourcommons.ca/DocumentViewer/en/44-1/CIIT/meeting-108/evidence.

[84] Ibid.

[85] https://dima.org/

[86] Parliament of Canada. "Evidence - CIIT (44-1) - No. 111 - House of Commons of Canada." House of Commons, June 11, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/CIIT/meeting-111/evidence.

Standing before CIIT on June 6, 2024, Mr. Davies took issue with CRTC's 5% tax, stating:

> the CRTC introduced an unprecedented and discriminatory 5% tax on music streaming services. We are concerned that this action will undermine the investments made by DiMA's members in the Canadian music industry… The CRTC decision is now forcing U.S. and international companies to pay large sums into a fund they cannot access. In addition to the upward pressure on consumer affordability, we believe this is a discriminatory trade policy that comes on top of other digital trade-related concerns.[87]

Mr. Heather voiced concerns about Canadian legislators' aims for Bill C-27 to regulate artificial intelligence systems and accompanying data, echoing tech corps concerns that the Bill's broad approach to AI systems problematically captures low-risk AI systems that "risk putting Canada out of step with the U.S. and other important trading partners on AI regulation."[88] Mr. Heather's conclusion remarks reveal that the *Online Streaming Act*, along with pending Canadian tech regulation such as Bill C-27, and Canada's proposed Digital Service Tax, would complicate a review of CUSMA between Canada, the U.S. and Mexico.

MP Randy Hoback (Conservative) - the most lobbied MP in 2024 by the list of tech corps followed by the Tech Lobby - met with lobbyists from both Amazon and Google on four occasions. Seven of those meetings included 'international trade' as a subject matter tag. The snapshot provided (below) of a communication report submitted by Google shows that CUSMA has been a topic discussed between Google and MP Hoback. MP Hoback is also "adviser to the leader of the official opposition on Canada-U.S. relations"[89]

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[87]Parliament of Canada. "Evidence - CIIT (44-1) - No. 110 - House of Commons of Canada." House of Commons, June 6, 2024. https://www.ourcommons.ca/DocumentViewer/en/44-1/CIIT/meeting-110/evidence

[88] Parliament of Canada. "Evidence - CIIT (44-1) - No. 111 - House of Commons of Canada." House of Commons, June 11, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/CIIT/meeting-111/evidence.

[89] Parliament of Canada. "Debates (Hansard) No. 295 - April 8, 2024 (44-1) - House of Commons of Canada." House of Commons, April 8, 2024. https://www.ourcommons.ca/documentviewer/en/44-1/house/sitting-295/hansard#Int-12659783.

Figure 12: Google communication report

Subject matter	Detail
Science and Technology	Communicating with government officials about technological developments related to artificial intelligence.
Intellectual Property, International Trade, Science and Technology	Communicating with government officials about the Canada-United States-Mexico Agreement (CUSMA), formerly known as the North American Free Trade Agreement (NAFTA), more specifically about intellectual property and digital trade.
Science and Technology	Communicating with government officials as part of the Department of Innovation, Science and Economic Development's consultation on "Artificial Intelligence (AI) Compute", including the design and development of the AI Compute Access Fund and the Canadian AI Sovereign Compute Strategy.

In 2024, MP Hoback, along with MPs Kyle Seeback and Matt Jeneroux were associate members of CIIT. In the same June 6, 2024 CIIT meeting, MP Hoback suggested that the CRTC's 5% tax might have the unintended consequence of forcing "companies like Netflix and those doing video productions here in Canada" and "that have already invested heavily in Canada" to discontinue their investments due to the tax.[90] While tech corps did not stand before CIIT to discuss CUSMA, tech corps like Google, have generally had a positive view of CUSMA as it modernizes trade rules to align with the digital economy.[91] However, It is possible that tech corps have lobbied MPs about CUSMA to discuss their belief that Canadian domestic digital regulation such as Bill C-27 and the Online Streaming Act complicated digital trade agreements.

While it is unclear whether tech lobbyists lobbied Senators about CUSMA, several Senators were approached by tech lobbyists to discuss matters related to 'international trade.'

Table 9: CUSMA lobbying

Senator	Tech Corp	Date
Claude Carignan	Amazon Web Services	2024-11-19
Leo Housakos	Amazon Web Services	2024-11-20
Mohamed-Iqbal Ravalia (ISG)	Amazon Web Services	2024-10-23
Peter M. Boehm (ISG)	Amazon Web Services	2024-11-22
Rosemary Moodie (ISG)	Amazon Web Services	2024-10-03

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[90] Parliament of Canada. "Evidence - CIIT (44-1) - No. 110 - House of Commons of Canada." House of Commons, June 6, 2024. https://www.ourcommons.ca/DocumentViewer/en/44-1/CIIT/meeting-110/evidence
[91] Bhatia, Karan. "USMCA: A Trade Framework for the Digital Age." Google - The Keyword, April 11, 2019. https://blog.google/outreach-initiatives/public-policy/usmca-trade-framework-digital-age/.

The Artificial Intelligence Compute Access Fund

Between June 26 and September 9, 2024, Innovation, Science and Economic Development Canada (ISED) conducted public consultations on a new Canadian Artificial Intelligence (AI) Sovereign Compute Strategy and AI Compute Access Fund, a "$2 billion investment that will provide Canadian researchers and AI companies with the tools needed to be competitive in a rapidly advancing global AI landscape."[92] AI compute refers to "the computational resources required for AI systems to perform tasks, such as processing data, running algorithms and training machine learning models."[93]

The Sovereign AI Compute Strategy, intended to position Canada as a global leader in AI, will funnel funding into three key areas:

1) Through the AI Compute Challenge, it will mobilize private sector investment (up to $700 million), to support Canada's AI ecosystem.[94] The AI Compute Challenge targets projects developed by "commercial entities, industry consortia, and partnerships between industry and academic pursuing commercially viable AI compute infrastructure projects"[95]

2) It invests $1 billion towards building sovereign public supercomputing infrastructure to "meet the needs of researchers, government and industry." While this appears to be a long-term project, in the near term, the Strategy will make $200 million of this funding available for "immediate needs" which might include expanding existing public AI infrastructure such as "the resources managed by the NRC, the AI Institutes and the Digital Research Alliance of Canada."[96]

3) The AI Compute Access Fund invests $300 million to "support the purchase of AI compute resources by Canadian innovators and businesses."[97] The program is set to work closely with "AI ecosystem organizations"[98]

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[92] Government of Canada. "What We Heard Report: Consultations on AI Compute." Innovation, Science and Economic Development Canada. November 22, 2024. https://ised-isde.canada.ca/site/ised/en/what-we-heard-report-consultations-ai-compute.

[93] Ibid.

[94] Government of Canada. "Canadian Sovereign AI Compute Strategy." Innovation, Science and Economic Development Canada. March 7, 2023. https://ised-isde.canada.ca/site/ised/en/canadian-sovereign-ai-compute-strategy.

[95] Government of Canada. "AI Compute Challenge." Innovation, Science and Economic Development Canada, December 5, 2024. https://ised-isde.canada.ca/site/ised/en/canadian-sovereign-ai-compute-strategy/ai-compute-challenge.

[96] Government of Canada. "Canadian Sovereign AI Compute Strategy." Innovation, Science and Economic Development Canada. March 7, 2023. https://ised-isde.canada.ca/site/ised/en/canadian-sovereign-ai-compute-strategy.

[97] Government of Canada. "Canadian Sovereign AI Compute Strategy." Innovation, Science and Economic Development Canada. March 7, 2023. https://ised-isde.canada.ca/site/ised/en/canadian-sovereign-ai-compute-strategy.

[98] Ibid.

The ISED consultation called on "AI developers, Universities and Researchers, Research and Ecosystem Organizations, AI hubs, Incubators and Accelerators, Cloud/Data Center Operators, Semiconductor/Advanced Electronics firms, Infrastructure Providers and Investors, Indigenous Groups, Federal Departments and Agencies, Provinces/Territories/Municipalities, and International Partners." It received input from more than 1,000 stakeholders. In 2024, a number of MPs were lobbied about the Artificial Intelligence Compute Access Fund.

Google's lobbying registration states that they lobbied about the ISED consultation on Artificial Intelligence (AI) Compute, "including the design and development of the AI Compute Access Fund and the Canadian AI Sovereign Compute Strategy."[99] In 2024, Google lobbied on this topic with some of the MPs most popular with tech corps followed by the TechLobby, such as MP Hoback, MP Chambers, and MP Rempel Garner. They also lobbied MP James Bezan and MP Rick Perkins on this topic.[100] Google's ability to lobby MPs on the ISED Sovereign AI consultation demonstrates the degree of access and influence that these powerful stakeholders have over other less powerful stakeholders in the consultation.

Bill C-63 (Online Harms Act)

Some of the MPs most frequently lobbied by tech corps followed by the Tech Lobby were approached about Bill C-63, the proposed Online Harms Act. On December 5, 2024, the Standing Committee on Justice and Human Rights (JUST) began its study of Bill C-63.[101] The JUST committee met only three times in 2024 to study Bill C-63. Some of the MPs most frequently lobbied by tech corps followed by the Tech Lobby, such as MP Rempel Garner (Conservative) and MP Jamil Jivani (Conservative) are JUST committee members that were lobbied by Google. MP Jivani was lobbied about Bill C-63 on October 29, 2024.[102] MP James Maloney (Liberal) and MP Tako Van Popta (Conservative) were also lobbied on Bill C-63. Many digital platforms voiced their concerns about the Online Harms Bill when it was proposed by the Liberal government in 2021. While Google is the only tech corp that listed Bill C-63 as a subject matter detail lobbied about in 2024, other tech corps such as Apple and Microsoft mention they lobby about content regulation policies, although they do not specifically mention Bill C-63.

[99]Registry of Lobbyists. "Registration - In-House Corporation - Google Canada Corporation/Sabrina Geremia, Managing Director." Office of the Commissioner of Lobbying Canada, March 13, 2025. https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/vwRg?cno=16607&regId=965512#regStart

[100] Registry of Lobbyists. "Monthly Communication Report - Google Canada." Office of the Commissioner of Lobbying Canada, December 15, 2024. https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/cmmLgPblcVw?comlogId=627164&blnk=1.

[101]Parliament of Canada. "Evidence - JUST (44-1) - No. 125 - House of Commons of Canada." House of Commons, December 5, 2024. https://www.ourcommons.ca/DocumentViewer/en/44-1/JUST/meeting-125/evidence.

[102]Registry of Lobbyists. "Monthly Communication Report - Google Canada Corporation." Office of the Commissioner of Lobbying Canada, November 15, 2024. https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/cmmLgPblcVw?comlogId=622446&searchPage=clientOrgCorpSummary&sMdKy=1733848111370.

Responding to the government's 2021 consultation on the Online Harms proposal, Google warned that the proposed legislation would risk the "blocking of legitimate content."[103] Twitter even compared the creation of a Digital Safety Commissioner possessing the power to block websites to the practices of authoritarian governments of China, North Korea and Iran.[104] Since JUST began its study of Bill C-63, Google has not commented on the Online Harms bill. No digital platform has sat before the JUST committee yet, making it difficult to interpret what their interests are regarding Bill C-63.

Bill C-11 and C-18

In 2023, tech lobbyists lobbied heavily about Bill C-18 the *Online News Act* and Bill C-11 the *Online Streaming Act*. With Bill C-18 being assented to on June 22, 2023 and Bill C-11 assented to on April 27, 2023, there was less lobbying of MPs and Senators on subject matters such as 'broadcasting', 'arts and culture' or 'science and technology' as related to these two bills. However, in 2024 there was still some lobbying on these topics, and several tech corps still list Bill C-18 and C-11 as legislation they lobby about in 2024 such as Apple, Disney, Google, and Microsoft.

The following table presents the MPs and Senators who were most lobbied by tech corps followed by the Tech Lobby in 2024 who were lobbied on the topic of 'Broadcasting'.

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[103] Karadeglija, Anja. "Google Warns Liberals' Online Harms Bill 'Will Result in the Blocking of Legitimate Content.'" National Post, November 5, 2021. https://nationalpost.com/news/politics/google-warns-liberals-online-harms-bill-will-result-in-the-blocking-of-legitimate-content.

[104] Curry, Bill. "Ottawa Faces Blowback for Plan to Regulate Internet." The Globe and Mail, April 22, 2022. https://www.theglobeandmail.com/politics/article-twitter-compared-liberal-governments-online-harms-plan-to-china-north/.

Table 10: C-11 and C-18 lobbying

MP	Tech Company	Communication Date
Adam Chambers	Apple	2024-09-18
Brian Masse	Apple	2024-09-18
Jamil Jivani	Amazon CDN FS, ULC	2024-05-07
Karen Vecchio	Apple	2024-07-16
Michelle Rempel Garner	Disney	2024-11-18
Randy Hoback	Amazon CDN FS, ULC	2024-06-04
Michelle Rempel Garner	Apple	2024-04-12

Senator	Tech Company	Tech Company
Leo Housakos	Amazon CDN FS, ULC	2024-06-03

While the subject matter 'broadcasting' suggests that tech corps may have been lobbying about the implications of Bill C-11, it is more difficult to interpret how often Bill C-18 was lobbied about in 2024. This is because the subject matters typically assigned to lobbying about Bill C-18 such as 'science and technology' or 'industry' also capture many issues beyond Bill C-18. In 2024, Bill C-18 is a topic that Microsoft and Google stated that they lobbied about in 2024.

It is possible that this lobbying might have been about the payments that the *Online News Act* forces search engines and social media companies with a total global revenue of $1 billion or more and 20 million or more Canadian average monthly unique visitors or average monthly active users to make to Canadian journalism. In 2024, Working with the Canadian Radio-television and Telecommunications Commission (CRTC) Google secured a five-year exemption from the Online News Act when the tech giant agreed to pay $100 million a year to media organizations through the Canadian Journalism Collective-Collectif Canadien de Journalisme (CJC-CCJ) Other tech corps, such as Meta, opted to block access to Canadian news on its platforms to avoid the payments.

Transparency Changes to the Registry of Lobbyist and Method of Analysis

Ideally, monthly communication reports submitted by tech corporations to the Office of the Lobbying Commissioner of Canada would provide Canadians with accurate and specific information possible on the topics raised in meetings between tech lobbyists and MPs/Senators. However, (as previously noted), some tech companies provide better information than others.

For instance, because Amazon FS, ULC groups several subject matters together for a single lobbying communication, it is difficult to distinguish what is actually discussed in Amazon's meetings with government officials. This reporting style means that subject matters listed on a monthly communication report are often obfuscated by a flood of subject matters. Apart from Amazon, most tech corps provide at least enough information between their monthly communication reports and lobbying profiles to gain a better idea of what their lobbying might have been about.

The Registry of Lobbyists is designed to enhance transparency around corporate lobbying of the Canadian government, and functions as the primary tool for transparency about the lobbying of federal government officials. The Office of the Commissioner of Lobbying of Canada has recently made changes to the way that lobbyists report their lobbying information and activities on the Registry of Lobbyists website to improve transparency. Two of these changes—one concerning the presentation of corporations' lobbying information and the other concerning the reporting of monthly communication reports—are discussed here, demonstrating how these changes have improved transparency in lobbying reporting in Canada.

Transparency Improvements to Corporation's Lobbying Information Profile

The Commissioner of Lobbying's 2023 Annual Report announced that the Registry of Lobbyists would require lobbyists to reorganize their registration details to ensure that the subject matters they lobby about align with specific subject matter details.

Effective April 1, 2024, lobbyists must update their active registrations before their next reporting period by linking each subject matter to its corresponding details in the "Lobbying Information" tab. The updates came into effect in October of 2024.

- **Subject matters** refer to broad lobbying topics, such as Education, Art and Culture, or Broadcasting.

- **Subject matter details** provide specifics, including legislative proposals, bills, regulations, policies, programs, grants, financial benefits, or contracts related to the lobbying activity.[105]

Prior to this change, 'subject matters' and 'subject matter details' were displayed as two separate columns, making it unclear which subject matter was related to which details.[106] For instance, while a corporation may have listed 'industry' as a subject matter, it was difficult to know which details actually corresponded to that topic. The figures below provide screenshots of Microsoft's lobbying information before and after the described changes.

Figure 13: Microsoft lobbying registration before changes

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[105] Legislative Services Branch. "Consolidated Federal Laws of Canada, Lobbying Act." Justice Laws Website, July 26, 2022. https://laws.justice.gc.ca/eng/acts/l-12.4/page-2.html#h-339192. (section 5(2)(H)
[106] Office of the Commissioner of Lobbying of. "Annual Report 2023-24," April 22, 2024. https://lobbycanada.gc.ca/en/reports-and-publications/annual-report-2023-24/#transparency.

Figure 14: Microsoft lobbying registration after changes

Transparency Improvements to Reporting on Lobbying Communications

This change had a carry over effect changing how lobbyists report their communications with government officials. Previously, corporations were only required to list the general subject matters discussed in meetings. Now, they must provide more detailed information about the specific topics addressed. Under Section 7(3)(i) of the Lobbying Act, in-house lobbyists (including corporations and organizations) are required to disclose the "particulars to identify any relevant legislative proposal, Bill, resolution, regulation, policy, program, grant, contribution, or financial benefit"[107] in their monthly communication reports. This change enhances transparency by offering clearer insight into the content of lobbying meetings between lobbyists and government officials. The figures below provide snapshots of communication reports submitted by Microsoft before and after these transparency improvements.

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[107] Legislative Services Branch. "Consolidated Federal Laws of Canada, Lobbying Act." Justice Laws Website, July 26, 2022. https://laws.justice.gc.ca/eng/acts/l-12.4/page-2.html#h-339192. (Section 7 (3)(i))

Figure 15: Microsoft communication report before changes

🗨 **Monthly Communication Report**

13088-579027	
Corporation:	**Microsoft Canada Inc.**
Associated registration:	🔗 952493-13088-64
Communication date:	2023-09-13
Posted date:	2023-10-13
Designated Public Office Holders who participated in the communication:	**Surdas Mohit**, Director Innovation, Science and Economic Development Canada (ISED) **Samir Chhabra**, Director General Innovation, Science and Economic Development Canada (ISED)
Subject Matter of the communication:	Privacy and Access to Information

Figure 16: Microsoft communication report after changes

🗨 **Monthly Communication Report**

13088-630849	
Corporation:	**Microsoft Canada Inc.**
Associated registration:	🔗 952493-13088-70
Communication date:	2025-01-27
Posted date:	2025-02-12
Designated Public Office Holders who participated in the communication:	**Matthew O'Connell**, Policy Advisor Innovation, Science and Economic Development Canada (ISED)

Subject matter	Detail
Industry	Policies or programs related to innovation, the digital economy and the adoption of information and communication technologies.

Before this change, lobbyists only had to disclose broad 'subject matter' labels for their discussions with government officials. This made it unclear what specific details were actually discussed during lobbying communications. While it was once necessary for Tech Lobby analysts to draw on external data sources—such as senators' personal websites and LinkedIn profiles, interventions in Senate debates (Hansard), and evidence from House of Commons

committee meetings—to provide insight into the key issues tech corporations likely discussed with the most frequently targeted MPs and Senators, this welcomed transparency improvement makes it easier to learn what was discussed during specific lobbying communications. Because these changes came into effect in October 2024, this Annual Report must still draw on external data sources to understand what might have been discussed between lobbyists and government officials through the year.

Despite these improvements, lack of standards for how corporations fill out their lobbying information profiles enable some tech corporations to remain vague about their lobbying targets and activities. Although subject matters must now correspond to subject matter details, some tech corps such as Amazon Canada Fulfillment Services manage to link multiple subject matters to one subject matter detail. Grouping several subject matters together with one detail makes it difficult to interpret what an organization is lobbying about.

Figure 17: Amazon Canada Fulfillment Services communication report

💬 Monthly Communication Report

361329-626253

Corporation:	**Amazon Canada Fulfillment Services, ULC**
Associated registration:	🔗 954196-361329-31
Communication date:	2024-11-28
Posted date:	2024-12-16
Designated Public Office Holders who participated in the communication:	**Steven MacKinnon**, Member of Parliament House of Commons

Subject matter	Detail
Aboriginal Affairs, Agriculture, Arts and Culture, Broadcasting, Consumer Issues, Economic Development, Employment and Training, Environment, Health, Immigration, Industry, Intellectual Property, International Trade, Media, Privacy and Access to Information, Regional Development, Research and Development, Science and Technology, Small Business, Taxation and Finance, Telecommunications, Transportation	Work with government to facilitate the process of selling goods and services online, and delivering them to consumers.