



CFTPA
Representing television, film
and interactive production in Canada

ACPFT

Porte-parole de l'industrie de la production télévisuelle,
cinématographique et interactive au Canada



L'Alliance pour l'enfant et la télévision
The Alliance for Children and Television

PROTECT QUALITY OF CHILDREN'S TV IN CANADA, URGES STUDY

Banff, June 9, 2009 – Canada's reputation as a world leader in the production of quality children's and youth programming is at risk, according to a comprehensive study released today by the Canadian Film and Television Production Association (CFTPA), the Shaw Rocket Fund and The Alliance for Children and Television. [*The Case for Kids Programming: Children's and Youth Screen-Based Production in Canada – 2009 Edition*](#) was prepared by Nordicity Group Ltd.

Not only have production levels slumped dramatically over the past ten years, but smaller production budgets for animation and live-action shows have made our programs less competitive in the global marketplace.

The economic downturn, belt-tightening by broadcasters, and consumer viewing habits, are having a huge impact on the independent production sector overall. The study suggests a collective effort by industry stakeholders, including producers, broadcasters, government and funding agencies, is needed immediately to reverse the downward trends affecting the genre

Among the key findings:

- **Falling production volume.** Children's and youth audio-visual production peaked at \$389 million in 1999/00, and declined in the following years to a ten-year low of \$257 million by 2007/08.
- **Falling budgets.** Between 1998/99 and 2007/08, the average half-hour budget of a Canadian television production in the children's and youth genre dropped by 14%, from \$275,000 to \$236,000. To be internationally competitive, budgets need to be in the range of \$300,000 to \$350,000.
- **Falling levels of public funding.** Direct public funding for children's and youth production dropped to only \$87 million in 2007/08, the lowest level in ten years. BDUs and private sector sources partially filled the breach, however the study says policy makers need to invest more in this genre to remain viable in the global multi-platform world.

Not all news is bad. The study underscores that Canadian children's and youth programs – programs targeted at persons under the age of 18 – deliver strong audiences, generate fulfilling careers for skilled Canadians and offer solid economic returns in the domestic and international marketplace. These programs consistently rank among the top 10 television shows in both the English- and French-language markets in Canada, and have tremendous international sales potential. *Maggie and the Ferocious Beast*, *Toupie et Binou*, *The Mighty Jungle*, *Captain Flamingo*, *Blaise le blasé*, *Kid vs. Kat*, *Zimmer Twins*, *This is Daniel Cook*, *Max and Ruby*, *Mystery Hunters*, *The Doodlebops* and *Naturally Sadie* are just a few examples of shows enjoying international success on foreign airwaves.

The study also says the economic value of the sector is matched by its social and cultural importance: children's and youth programming not only provide a window to Canadian society, but to the world. These programs can also contribute to positive social development and a sense of belonging to Canadian society.

By making targeted investment into children's and youth programming today, industry stakeholders can attract more Canadian children and youth with stories that reflect our national reality to make them lifelong consumers of solid Canadian content.

A complete copy of the study is available at the following web sites:

CFTPA: www.cftpa.ca

Shaw Rocket Fund: www.rocketfund.ca

The Alliance for Children and Television: www.act-aet.tv

The Canadian Film and Television Production Association (CFTPA) is a non-profit trade organization that works on behalf of almost 400 companies engaged in the production and distribution of English-language television programs, feature films, and interactive media products in all regions of Canada. More specifically, it promotes the general interests of its members provincially, federally, and internationally; negotiates and manages labour agreements with guilds and unions; administers copyright collectives; trains new industry entrants through national internship programs; and undertakes a number of other specific initiatives that help increase awareness and enhance communication within the Canadian and international production communities.

The Shaw Rocket Fund is a permanent, independently governed, not-for-profit corporation that is dedicated to investing in the Canadian children's and youth production industry and being a champion for Canadian children's programming to the world. The Fund supports this important sector of the production industry through its investments and various initiatives including the much celebrated Shaw Rocket Prize. The Shaw Rocket Fund is supported by Shaw Communications Inc., Shaw Pay Per View Ltd. a division of Shaw Cablesystems G.P., Shaw Direct, EastLink Cablesystems and Delta Cable Communications.

The Alliance for Children and Television (ACT) positively affects Canadian children's lives by using advocacy, recognition, research and training to enrich the screen-based media they experience. More specifically, the ACT Awards of Excellence support creators and encourage the celebration of the best kids' programming in English and French Canada. ACT provides opportunities for creative and professional development through workshops, seminars and special events, such as Média-Jeunes and the Children, Youth & Media Conference. ACT also conducts studies on Canadian youth programming to better understand the media's impact on our young people. Lastly, ACT is at the forefront in lobbying governments and drawing attention to the cause of children's screen-based entertainment.

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