

BROADCASTING

Broadcasting is one of the largest and fastest-growing components of Canada's cultural industries. Preliminary estimates by Statistics Canada indicate that Canadian-based revenues for film, video and television programming exports reached approximately \$300 million in 1995, the fifth consecutive year of growth. In 1995, the industry contributed over \$5 billion to Canada's GDP. Canada has three national English television networks and three French networks, several provincial educational television services, 22 specialty programming services, one regional French specialty service, one national French specialty service, two regional third-language specialty services, five pay-TV services, three pay-per-view services and two direct-to-home satellite licensees. Canada also operates the international radio and broadcasting service, Radio Canada International, and is one of the founding partners of TV-5, the international French-language television service seen around the world. In 1995 more than 100 private television stations were operating in Canada, with total revenues of over \$1.5 billion.

Canada's team approach to working with international partners within the framework of co-production agreements is a key to its international success. Many Canadian broadcasters have entered into programming alliances with partners in Asia and Latin America and sell their programming in more than 100 countries. Similarly, Canadian independent television producers co-produce programming with partners in Europe, Latin America and Asia. Such Canadian television programs as "Anne of Green Gables" and "Due South" are seen around the world, from Japan to Germany.

As new cable and pay-TV services emerge around the world, Canadians are well equipped to provide their expertise in cable TV, broadcasting via satellite, and pay-TV services. Many Canadian television programming service holdings are active in international markets, including Australia, New Zealand and Ireland.

FILM AND VIDEO

International partners are attracted to Canada's expertise in the filmmaking industry, and Canadian companies are active in sharing this expertise. Canada has over 30 official audio-visual co-production agreements with international partners, which have led to wider distribution and success in international media. Moreover, Canada's highly skilled technical services and excellent infrastructure have made Canada a major centre for film location shooting. The influence of dynamic Canadian filmmakers such as Atom Egoyan, David Cronenberg and Claude Gagnon continues to grow in international markets in Europe, Asia and Latin America.

MULTIMEDIA

There are more than 500 producers of multimedia of varying specializations in Canada. Canada has the right mix of education, content, technology, infrastructure, skills and savvy to nurture multimedia development. Canadian-based companies such as Alias, SoftImage and Corel have been in the forefront of developing graphics, animation and special-effects software, while courses such as the animation program at Sheridan College in Toronto offer students a world-class education in this highly specialized area. It is estimated that 60 percent of the software used in Hollywood was developed in Canada. Many Canadian companies, such as McGill Multimedia, Animatics and DNA Multimedia, are recipients of international awards, such as the New Media Invision Award and International Digital Media Awards. Canada is well positioned to take advantage of the opportunities offered by the emergence of new media.

VISUAL AND PERFORMING ARTS

Canada's rich collection of visual artwork is gaining increased international recognition with its high quality and its wide range of styles and media. Canada's contemporary artists are invited to participate in major international events such as the Venice Biennale, São Paulo Biennale, Sydney Biennale, and Documenta in Kassel. For instance, Edward Poitras represented Canada at the 1995 Venice Biennale, and Jeff Wall's work is being shown in Europe and the United States.



Canadians enjoy and collect works of art to decorate their lives and make personal cultural statements, but the visual arts also have a domestic and international business dimension. According to Statistics Canada, in 1994, domestic exports of Canadian art (goods originating in Canada) were \$41 million; re-exports of art not originating in Canada amounted to \$34 million. Canada's national association of art dealers, the Professional Art Dealers Association of Canada (PADAC) promotes Canadian art and artists around the world. To enhance the success of artists and galleries abroad, PADAC supports the participation of the industry in international art events. Art fairs are key to familiarizing international art collectors, dealers and curators with Canadian arts and crafts. Canadian art galleries are participating in growing numbers in these fairs held annually, recognizing that venues such as Chicago, Madrid, New York, Berlin and Basel represent prime markets.

