

Television

Broadcasting is one of the largest and fastest-growing components of Canada's cultural industries. Canada has three national English-language television networks and three French networks, several provincial educational television services, 48 specialty programming services, 15 French specialty services, one national French specialty service, five third-language specialty services, five premium services, four pay-per-view services and two direct-to-home satellite licensees. Canada also operates an 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 1998-99, the value of television production grew to reach \$2.8 billion. Given the increased number of private, specialty and pay-TV services, an all-time high of \$215 million was spent in 1998 on the acquisition of Canadian programming.

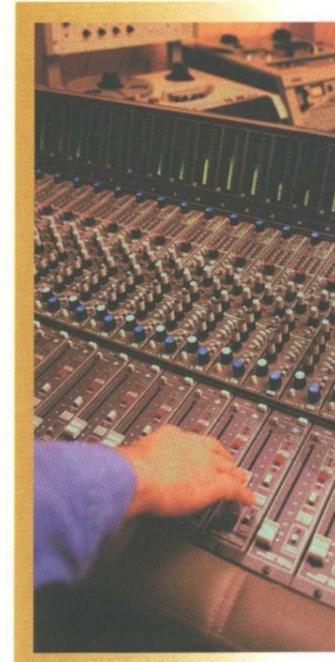
As new cable, pay-TV and satellite broadcast services emerge around the world, Canadians are well equipped to provide their expertise. Already, many Canadian television programming service holdings such as CanWest Global and Chum City International are active in international markets, including Australia, New Zealand and Ireland.

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 at 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.

VISUAL ARTS

The visual arts sector has experienced significant growth in Canada over the past three decades. The domestic market has seen a healthy development, both in expansion of market and in creative activity on the production side. The sector is in a good position to develop its export markets. In the past decade, we have already witnessed important penetration on the international scene, mostly by individual artists. They are often invited to participate in major international events such as the Venice Biennale, São Paulo Biennale, Sydney Biennale, and Documenta in Kassel. A number of associations, including the Professional Art Dealers Association of Canada (PADAC), the Saskatchewan Professional Art Galleries Association and the Association des galeries d'art contemporain (Montreal), support their members in the promotion of Canadian art and artists around the world. Art fairs are key to familiarizing international art collectors, dealers and curators with Canadian art.



Canada is also gaining international attention through domestic events that feature an international component, including exhibitions organized by the Ydessa Hendeles Foundation in Toronto and the Musée d'art contemporain in Montreal, and international cultural events such as "Le mois de la photo" in Montreal, the photo festival "Contact" in Toronto, the Biennale de Montréal, and the Toronto International Art Fair.

CRAFTS

The export of Canadian arts and crafts is a growth sector, thanks in large part to the creativity of Canadian artists and artisans and the quality of their products. There are about 250 to 300 export-ready craft and giftware producers in Canada. The contemporary crafts sector represents a range of products from unique, handmade and individually created collectable goods to some larger production objects. The main export markets for giftware and luxury items are the United States, France, Italy and the United Kingdom.

With native wholesalers and producers attending international trade shows in Canada, the United States and Europe, arts and crafts products are making their way into the export market. To date, efforts have been focussed on the U.S. and German markets, but there is increased emphasis on the potential offered by other European markets such as Italy, Belgium and the Netherlands, and Asia. Canadian producers often sell to European and Asian buyers through U.S. trade shows.

MUSEUM GOODS AND SERVICES

Canadian museums and museum consulting firms have achieved international recognition for their expertise in museum planning and managing, in museum training programs, and in information technology. Some of the larger museums such as the Royal Ontario Museum, the Glenbow Museum and the Royal British Columbia Museum have begun to develop and to export consulting services, making the expertise of senior staff members available to other museums and to the private sector. At the Ontario Science Centre, the International Marketing Department's Museum Development Services have been active internationally for a number of years. Principal activities include feasibility studies, advice on the creation and operation of new science centres, and conceptual exhibit design plans. There are also a number of Canadian consulting firms specializing in museums who work both nationally and internationally. They have been active internationally in recent years with, among others, the development of new "turnkey" museums in Singapore, the Philippines and Saudi Arabia.

