

BROADCASTING

Broadcasting is one of the largest and fastest-growing components of Canada's cultural industries. Exports of television programming increased by 441 per cent between 1989 and 1994. In 1994 the industry contributed \$3.5 billion to Canada's GDP. Canada has three national English television networks and three French networks, several provincial educational television services, 21 specialty programming services, 6 pay-TV services and 3 pay-per-view services. 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 1994 more than 100 private television stations were operating in Canada, with total revenues of close to \$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 Chile.

FILM AND VIDEO

International partners are attracted to Canada's expertise in the filmmaking industry, and Canadian companies are active in sharing this expertise. Official co-production agreements with international partners in film and video 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. A new generation of dynamic Canadian filmmakers such as Atom Egoyan, David Cronenberg and Claude Gagnon is successfully penetrating international markets in Europe and Asia.

MULTIMEDIA

There are approximately 500 producers of multimedia of varying specializations in Canada. Advanced broadcasting and telecommunications industries, combined with a strong creative base in the cultural industries, make Canada a world leader in the development of multimedia products and services. 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 artworks range from exquisite Inuit soapstone carvings and many other aboriginal arts and crafts to photography by artists such as Jeff Wall and paintings by artists such as Betty Goodwin. Many of these visual works are exhibited internationally, joining Canada's performing artists as Canada's cultural ambassadors to the world.

Performing artists such as Canada's modern dance company La La La Human Steps, Canada's young Grammy winner Alanis Morissette, Quebec's extraordinary circus group Cirque du Soleil and concert pianist Louis Lortie regularly tour internationally.

International audiences are also drawn to Canada to witness the wide range of well established cultural festivals Canadian cities have to offer. Millions travel every year to enjoy such festivals as Montreal's International Jazz Festival, Stratford's theatre festival, Prince Edward Island's Charlottetown Festival and Toronto's Caribana festival, to name just a few.

