

CHILDREN AND YOUTH

The programming year



SAFE, COMMERCIAL-FREE PROGRAMMING. INSPIRATION, LEARNING AND FUN. COMPLEX ISSUES EXPLORED COMPREHENSIBLY.



CBC | RADIO-CANADA IS A LEADER AMONG PUBLIC BROADCASTERS IN HELPING TO PREPARE THE NEXT GENERATION FOR THE CHALLENGES AHEAD. IN A COMPLEX WORLD, CBC | RADIO-CANADA DELIVERS STIMULATING, NON-VIOLENT, COMMERCIAL-FREE PROGRAMMING THAT REFLECTS THE TIMES, PRESENTS DIFFERENT POINTS OF VIEW, AND TREATS CHILDREN AS CITIZENS RATHER THAN CONSUMERS.

After launching the rebranded *Kids' CBC* last year, offering trusted, fun, innovative, and smart programming, CBC Television regained its ranking as Canada's number one preschool programming block. New Canadian programs and initiatives focusing on interaction between audiences and CBC were added on-air and online, such as *The Doodlebops*, *Dragon Booster*, and *Surprise! It's Edible Incredible!* Better connecting with our audiences onscreen, online and in person was a major priority this year: sold-out live shows with *Kids' CBC* hosts Patty and Dot were attended by 15,000 in 11 cities; and 3,900 Canadian teens and "tweens" appeared on *The X*. *CBC.ca's Kids' sites' traffic* has more than doubled since 2002-2003, to reach 203,583 unique visitors per month in 2003-2004 (*comScore Media Metrix*, Canadians 2 years and older at home).

ADOLESCENTS' FAVOURITES AND SOME "NERVE"

New, audacious youth Television and Web programming was seen in *nerve*, covering social and personal issue stories that matter to young people, while *Chilly Beach*, *Street Cents* and *Edgemont* returned.

For 2005-2006, CBC Television has renewed its commitment to providing more high-quality Canadian programming for children and youth, to satisfy appetites for entertainment with intellectual and social content.

Télévision de Radio-Canada continued to offer young audiences high-quality programming every day, including favourites like *Watatatow* and *Têtes @ Kat*. The network strengthened its weekday afternoon programming for adolescents, with bold animation and new Canadian drama such as *Match!* The need for innovative, challenging fare also brought new programming on weekend mornings. For children up to nine years old, Stéphanie Vecchio and *Les chatouilles* hosted animation. For those up to 12 years old, animation exploring adventure, action and emotions was woven together with an original concept, *La grosse minute* - "capsules" delivered by young, dynamic reporters.

In 2005-2006, Télévision de Radio-Canada will continue to reach out to and connect with its audiences. The network will put special emphasis on developing new programming targeted at different age groups.

Radio-Canada.ca's Jeunesse site offered a book club, educational games, and a contest in collaboration with the Orchestre Métropolitain de Montréal this year. The site's monthly traffic stood at 301,000 unique visitors this year. Radio de Radio-Canada presented interactive programs such as *275-allô/ados-radio* on the Première Chaîne to help children understand themselves.

Photo top left:
Nanalan, CBC Television

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