



Children and Youth

CBC/Radio-Canada is Canada's leading source of commercial-free, safe and educational content for Canada's next generation.

CBC/Radio-Canada is proud of its long tradition of excellence in Canadian children's programming. We recognise the need to provide children with respectful programming that values their learning and entertainment needs and offers a Canadian perspective on daily life. CBC/Radio-Canada offers non-violent programming for children, much of which is presented without commercials.

English Television again this year improved and expanded its services for young people as part of its transformation to a true public broadcaster. Last year, we reported that English Television had added 750 hours of programming, an increase of one-third to its existing schedule for children and youth. Continuing this year were the programming blocks, *Get Set for Life*, providing educational commercial-free programming focusing on the social, intellectual and emotional development of children aged 2-5; and *CBC4Kids*, offering entertaining, challenging, provocative programs for school-aged children. *CBC4Kids* is linked to and complemented by our award-winning website, *cbc4kids.ca* which presents original content plus re-versioned youth programming from English Television and CBC Radio. This year's redevelopment of *cbc4kids.ca* was a joint initiative of the two networks.

Following on last year's dynamic changes, English Television introduced additional innovative commercial-free programming for young viewers. In February 2002,

CBC Infomatrix was launched in the 4:00-5:00 p.m. after-school block, along with a website for 8-12-year-olds. *CBC Infomatrix* combines a hip host with a graphic interface to allow viewers to learn about current culture across the country. Included in this programming block are: *Spy Net*, a combined Television and Web-based series (*cbcSpyNet.ca* for an interactive adventure game) where the viewer experiences the action through the eyes of the program's spy heroes; *MythQuest*, a fantasy series that follows two contemporary teens to places where mythology and folk tales are "real"; *Incredible Story Studio*; *CBC News.Real*, a daily five-minute newscast; *Crash Zone*; Scholastic's *Horrible Histories*; and *Radio Active*.

In another joint venture, English Television also introduced *Smart Ask!*, a new quiz show featuring high school students from across the country competing in a high-energy game show. This is the first integrated, multi-platform program involving CBC Radio, English Television and the Internet. *Smart Ask!* began airing on CBC Radio in September 2001 with eight weeks of regional playoffs among 128 Canadian high schools. Winners moved on to national finals on English Television starting in December 2001.

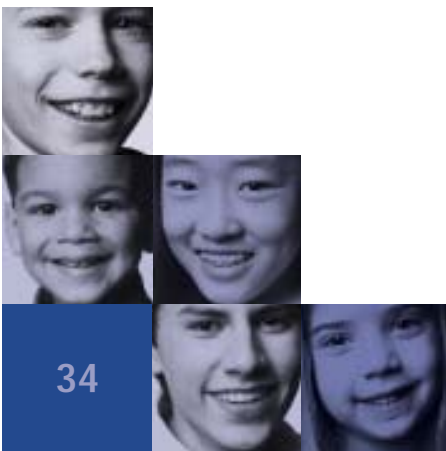
English Television continued to broadcast its most popular program series this year. *Street Cents*, in its 13th season, is the only

Children and Youth



1	2	3
4	5	
6		

1. Katerine-Lune Rollet, *0340*, French TV;
2. Martin, Chris Kratt, *Zoboomafoo*, English TV;
3. *Arthur*, English and French TV;
4. Martin Héroux, Isabelle Brouillette, *Ayoye !*, French TV;
5. Michie Mee, Justin Landry, *Smart Ask!*, English TV;
6. *Dragon Tales*, English TV.



television consumer show for young people in North America. This year *Street Cents* won both a Gemini Award for the Best Children's or Youth Program and a prestigious International Emmy Award. *Edgemont*, a realistic drama series in its second season, follows the lives of teens in Vancouver. Other returning series included *Pit Pony*; *Emily of New Moon*; and *Our Hero*.

In September 2001, English Television presented *Ice Beyond Cool*, a special documentary about teenage suicide, prepared in Vancouver. This program included a panel discussion and on-line chat.

In March 2002, English Television and *cbc.ca* launched a month-long pilot of *ZeD*, a new late-night innovative and interactive program from Vancouver showcasing emerging Canadian film and performance talent and content from interesting sources including the audience itself. The full series will return in Autumn 2002.

CBC Newsworld was also active in youth programming this year, presenting exclusive live coverage of the Governor General's Youth Forum from Ottawa. CBC Newsworld and RDI again jointly commissioned 22 new episodes of *Culture Shock/Culture-choc*, an award-winning independent production seen simultaneously in English and French on our networks and featuring young bilingual video journalists exploring different customs, traditions and lifestyles of Canadians.

French Television this year presented more than 1,200 hours of high-quality programming for children and youth. All programs were presented by friendly hosts in different contexts in order that children could recognise themselves in

these programs. Among the new programs this year was *Bric-à-Brac*; and *Ayoye !*, which looks at the world of 8-14-year-olds and focuses on a family of extraterrestrials who attempt to adapt to life on Earth.

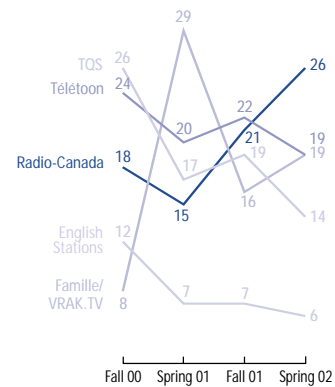
French Television brought back numerous successful series this year: *0340*, *Au m@x*, *La Boîte à lunch*, *Bouledogue bazar*, *Bêtes pas bêtes +*, *Les Chatouilles*, *Sciences point com*, *Tohu-bohu*, *Watatatow* (in its 11th season), and *Zoolympiques*.

Once again this year, RDI offered two information programs designed specially for young people aged eight to 12: the daily newscast *RDI Junior* (the first daily information program designed specifically for this audience) and the weekly magazine show *Bulletin des jeunes*. The host of *RDI Junior*, François Étienne Paré, won the Prix Gémeaux for best hosting of a youth program.

Since the inception of *radio-canada.ca*, we have put a special focus on our *Zone Jeunesse*. There, viewers can find a great deal of original content developed expressly for the site. In 2001, for example, young people could follow Bernard Voyer's Antarctic expedition via both telephone messages on the site and a logbook by Nico, a virtual character from one of Radio-Canada's most popular youth websites, *Fd6* (Filière des 6) who "accompanied" the voyage.

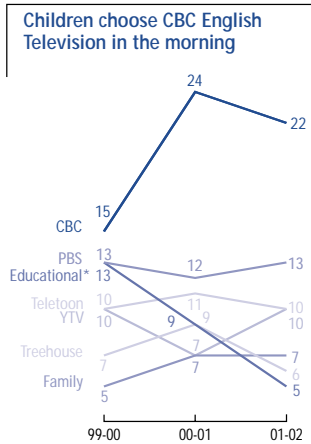
A prime illustration of convergence between our Internet and Television services was seen in *Habille Katerine-Lune* on *radio-canada.ca*, where young Web browsers could become involved directly in the content of our French Television program by choosing the host's clothing

CBC French Television first among children in the afternoon



Between 3 p.m. and 5 p.m.
Source: CBC/Radio-Canada Corporate Research (BBM)





No other broadcaster accounts for more than 5 per cent.
 *Educational Networks are: Access, Knowledge, TVO and Saskatchewan Ed. Network.
 Weeks 6 to 32 for 1999-2000, 2000-2001
 Weeks 1 to 30 for 2001-2002
 Source: Nielsen Media Research

from amongst a suggested selection. Viewers were able to see the impact of such participation by subsequently tuning in to discover which pieces of clothing were chosen by vote. There have been 10,000 participants since the launch of this project.

Other *Zone Jeunesse* initiatives have been very popular as well. The website complementing French Television's *Bouledogue Bazar*, which receives 20,000 visitors a week, had 74,000 participants in its contest this year. The regular cyberletter of *Zone Jeunesse* can boast of its 55,000 subscribers. *Zone Jeunesse*, which received a Prix Gêmeaux 2001 and a Prix Boomerangs 2001, has other impressive numbers, as well: nearly 10 million page views and nearly 600,000 visits per month which is a 100 per cent increase to the former and a 75 per cent increase to the latter (from October 2000 to October 2001). In fact, *radio-canada.ca* is the most popular site of young people between 2 and 11 years old (Media Metrix).

French Radio's Première Chaîne again this year broadcast its regular weekday programs, *275-Allô* and *ADOS-radio*. Hosted by Dominique Payette, *275-Allô* responds to the need amongst young people to know and to ask questions. In 2001, this host won the international "Jean-Pierre Goretta" prize given by Radio Suisse Romande for a very moving interview aired on *275-Allô*. The website, *Africado*, accompanied the special program of *ADOS-radio* entitled *Afrique-Ados*.

In 2000-2001, French Radio launched *bandeapart.fm* (for 13-21-year-olds) on the Internet and Galaxie (our pay-audio service), as a place for emerging talent and new musical styles. This is an exciting multi-platform initiative involving

Radio and the Internet. It is also an innovative tool for the development and promotion of new music and homegrown talent. This year, *bandeapart.tv* was created for broadcast on ARTV, one of CBC/Radio-Canada's new specialty channels, in partnership with the private sector. ARTV will carry 26 one-hour programs from this initiative. In March 2002, *bandeapart.fm* was officially launched during the international week of the Francophonie. The *bandeapart.fm* initiative encourages new Canadian talent and allows CBC/Radio-Canada to extend its reach to new audiences at home and abroad.

Also in 2000-2001, English Radio launched three new websites, *120seconds.com*, *justconcerts.com* and *newmusiccanada.com*, as part of the Radio Three youth initiative. Since their beginnings, these sites have been very successful with their loyal audiences and have received widespread acclaim, including, this past year, the Prix Italia for *120seconds.com*. Also this year, Radio Two launched *Just Concerts* 10-11:00 p.m. Saturday) and *New Music Canada* (11:00 p.m. to midnight Saturday) leveraging content from the Radio Three websites. As part of the Radio Three initiative, CBC Radio recorded and featured over 10,000 recordings by new Canadian bands.

