



CBCtelevision

CBC Arts & Entertainment

Looking Forward

Development Priorities 2008/2009

Overall Perspective



CBCtelevision

- ❁ **Canadian Content for Canadian Audiences**
- ❁ **Part of an International Television Industry**
- ❁ **360 Content Development, Production and Distribution**
- ❁ **Engaging Our Audiences**

CBC Genres and Creative Heads



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- ❁ **Drama – Sally Catto**
- ❁ **Comedy – Anton Leo**
- ❁ **Arts, Music & Variety – Fred Nicolaidis**
- ❁ **Childrens & Youth – Kim Wilson**
- ❁ **Interactive Content – Shawn Bailey**

CBC Current Schedule



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- ❁ **2 Launch Seasons per year**
- ❁ **6 One Hour Canadian Drama Series**
- ❁ **9 Half Hour Canadian Comedy Series**
- ❁ **Performing Arts Series, Music Specials, Variety Specials**
- ❁ **29.5 Hours of Children's Programming per week**
- ❁ **KidsCBC.ca, TheOutlet.ca, TV Show Sites, Original Online Content**

DRAMA



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Approaches to Engaging Drama Projects

- ❁ **Building Partnerships: with Producers, Writers, Talent, Broadcasters, Our Audience**
- ❁ **Can Con 10/10**
- ❁ **Strong, entertaining, relevant stories that reflect a modern, diverse Canada for Canadians**
- ❁ **Degree of International appeal**
- ❁ **Financed with CTF**



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- ❁ **Can Con 6/10**
- ❁ **Strong, entertaining projects showcasing internationally appealing talent and stories**
- ❁ **Afford opportunities for US co-ventures**
- ❁ **Strong Canadian and International talent, production values and story-telling**
- ❁ **Substantially financed through International Partnerships**

- ❁ **International Treaty Co-Productions**
- ❁ **Stories that will resonate with Canadians and yet have international appeal**
- ❁ **Showcase talents of Canadians, treaty countries and option of using American stars**
- ❁ **Substantially financed with little or no CTF**

DRAMA



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Adult Series 1 Hour – 9PM

- ❁ **Stories that resonate with Canadian Audiences and have International appeal**
- ❁ **Contemporary, episodic, distinctive, character-driven, sustainable for several seasons**
- ❁ **Appeal to, and entertain, a broad audience**
- ❁ **Continued commitment to regional voices and regional production**
- ❁ **NOT seeking heavily serialized, procedural, teen or limited series**

DRAMA



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Family Series

1 Hour – 7PM and ½ Hour – 7:30PM

- ❁ **Stories that resonate with Canadian families, and have International appeal**
- ❁ **Multi-generational characters and story lines that engage both adults and children**
- ❁ **Contemporary, episodic, distinctive, character driven projects sustainable for several seasons**
- ❁ **Ideas that can extend across a variety of media platforms**
- ❁ **Continued commitment to regional voices and regional production**
- ❁ **NOT seeking teen, youth or limited series**

DRAMA



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Long Form (MOWs, Mini-Series, Features)

- ❁ **Lower priority due to current strategy**
- ❁ **Adaptations of Can-Lit and plays (branded 'From Page & Stage')**
- ❁ **Contemporary stories appealing primarily to female audience**
- ❁ **Holiday and family event movies**
- ❁ **Must be highly promotable**
- ❁ **Continued commitment to regional voices and regional production**
- ❁ **Features**

COMEDY



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Approaches to Entertaining Comedy Projects

- **Building Partnerships with Producers, Writers, Talent, Broadcasters, Our Audience**
 - **Can Con 10/10**
 - **Strong, diverse, entertaining stories for Canadians**
 - **Financed with CTF**
 - **Can Con 6/10**
 - **Strong, entertaining projects showcasing Canadian and International Talent and story-telling; substantially financed through International Partnerships.**
- **Afford opportunities for US co-ventures**

COMEDY



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1/2 Hour Series Weeknights 7:30 – 9:00PM

- **Appeal to broad audience, primarily women 30s/40s**
- **Single camera comedy, multi-camera sitcom and to a lesser extent family-oriented animation**
- **Contemporary, episodic, distinctive, sustain several seasons**
- **Accessible humour, traditional story structure, archetypal comedic characters**
- **Star potential: a current star or a proven comedian with significant live performance appeal and a well crafted stage persona**



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- **Regional voices and regional productions**
- **Offer viewers a chance to see themselves reflected through ethnic, demographic and socio-economic diversity**
- **Program concepts that are highly promotable**
- **Ideas that can extend across a variety of media**

COMEDY



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1/2 Hour Late Night Comedy Series and Original Interactive Content

- **Intended for younger viewers/users**
- **Water cooler content, provocative, audacious, politically incorrect**
- **Innovative program concepts and devices**
- **Cost effective production models and financing**



Performing Arts Programs

- ❁ **Several high-end Canadian Performing Arts Special Event programs**
- ❁ **Performing Arts programs that are accessible for a broad audience demographic, as well as being highly marketable**
- ❁ **Looking at other media platforms for Performing Arts content in addition to television component**
- ❁ **Genre hybrids (for example, music/drama or performance/music)**

ARTS, MUSIC & VARIETY



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Music Programs

- ❁ **Music programs for all media platforms: television, radio, streaming and downloads**
- ❁ **Specials highlighting Canada's most celebrated artists**
- ❁ **Music programs that are suitable for late night and on-line programming**



Variety Programs

- ❁ **Projects in which artists can blend their talents from different genres – for example, combining music into performance skating programs**
- ❁ **Programs that can be shaped for specific new media platforms – for example, a television program that can easily work on radio or as on-line content**

CHILDRENS & YOUTH



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Preschool Content : *Kids' CBC*

- ❁ **Entertaining, Developmentally appropriate and Canadian focused programs for 2-6 year olds (27 hours)**
- ❁ **Schedule runs weekdays 7 - 11am, Saturdays from 6 - 9:30am and Sundays from 6 - 7:30am**
- ❁ **Child-Centred programs designed to promote preschoolers' developmental tendency to Explore, Discover and Learn**
- ❁ **Non-Commercial On-Air Content**
- ❁ **Deep and rich online portal full of activities, games and parent information as well as community events and tour listings**



Preschool Content: *Kids' CBC*: Needs

- ❁ **Live action or hybrid live action/animation (looking to have more real faces on-screen)**
- ❁ **Ongoing interest in animation that is a big idea with long term potential to build a brand around**
- ❁ **Series of 3-5 minute live action or animated Shorts (aside from content already produced as Kids' CBC Interstitials)**
- ❁ **“Anchor” program to run in the 7 – 8am block, targeting older preschoolers (before they leave for school); also developmentally appropriate for 3 year olds (Best Example: ‘Arthur’)**

CHILDRENS & YOUTH



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School Aged Content: *The Outlet*

- ❁ **Targeted at children aged 7-12, Saturdays from 9:30am – 12:00pm**
- ❁ **Focused on “Escape” programming for kids to relax with on Saturday mornings**
- ❁ **CBC looks for clever, high quality writing and aesthetic**
- ❁ **Shows are surrounded by User Generated Content *from* kids – their chance to take over the network**
- ❁ **Online site full of interactive and engaging games, as well as original content**

School Aged Content:*The Outlet: Needs*

- ❁ **Looking for one new strong Animated Comedy to add to CBC Schedule each year**
- ❁ **Not gender skewed**
- ❁ **High quality writing and look**
- ❁ **Original Content for web, or Television concepts designed to initially start on the web**
- ❁ **Innovative use of technology, not for technology sake – but because it makes sense based on our target group and the project**



Approaches to Engaging Interactive Content

- ❁ **Building Partnerships: with producers, writers, talent and other interactive content broadcasters**
- ❁ **Introducing our audience to new ways of consuming and interacting with CBC entertainment**
- ❁ **Provoking an ongoing dialogue with Canadians and the world, using updated web tools that will become standard on our sites**



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- ❁ **Interactive entertainment that reflects a modern, diverse Canada for Canadians – both those who are the current demographic, primarily consuming content on the internet – and those who haven't jumped on board quite yet**
- ❁ **Enabling the creative community in Canada and across the internet to contribute to, and offer feedback about our content offerings**



On-Line Extensions of Television Shows

- ❁ **Develop interactive and web-based extensions of existing television brands including websites, new content, behind-the-scenes, unseen footage, contests and any new ideas to apply to this platform.**
- ❁ **Create broadcast information services in the form of a well-designed and updated web-page that can appropriately integrate into other parts of the network's promotional campaigns.**

INTERACTIVE



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Original Comedy Series 3-5 Minutes in Length

- ❁ **Short serialized comedy that's aware of the form (NOT sitcom TV crammed into a 5 minute container)**
- ❁ **Contemporary, episodic, distinctive, character-driven and high concept projects**
- ❁ **Appealing to and entertaining a broad audience**
- ❁ **Ideas that can extend across a variety of platforms**
- ❁ **Commitment to regional voice/ production**
- ❁ **Projects with a low-budget sensibility (few characters, locations, effects etc)**

INTERACTIVE



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Drama Series 3-5 Minutes in Length

- ❁ **Short, serialized Drama that's aware of the form (NOT TV Drama crammed into a 5 minute container)**
- ❁ **Contemporary, episodic, distinctive, character-drive, high concept projects**
- ❁ **Appealing to & entertaining a broad audience**
- ❁ **Genre and well structured Drama (Horror, Sci-Fi, Mystery etc)**
- ❁ **Ideas that can bridge a variety of platforms**
- ❁ **Commitment to regional voices/ production**
- ❁ **Looking for a low-budget sensibility (few characters, locations effects etc)**

INTERACTIVE



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Variety, Comedy & Music 1-3 Minutes in Length

- ❁ **Sketch Comedy or Music Video/ Performance**
- ❁ **Viral qualities**
- ❁ **Appealing to and entertaining a broad audience**
- ❁ **Ideas that can extend across a variety of platforms**
- ❁ **Ideas could be audio, video or rich media**
- ❁ **Available Rights – CBC could acquire property for various media platforms in Canada exclusively (minimum), and perhaps enjoy revenue shares in other territories and on other platforms (mobile, VOD)**

INTERACTIVE



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Rich Media

Games/ User Tools/ Interactive Story

- ❁ **Narrative or entertainment environments where audiences step into an interactive relationship with the material**
- ❁ **Potential to engage both youth and adult audiences at the same level as sophisticated gaming does**
- ❁ **Any genre (Sci-Fi, Action, Mystery)**
- ❁ **Straight forward, high-impact online games**
- ❁ **Ideas that can extend to various platforms**
- ❁ **User tools that enable mash-ups, build-your-own shows, collaboration, networking**



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CBC Arts and Entertainment.

**Looking Forward
to sharing your vision.**

