

THE ABORIGINAL PEOPLES TELEVISION NETWORK (APTN)



COMPANY STATISTICS

Number of Employees

Approximately 4000 (*world-wide*)

Winnipeg Operation

Approximately 90 employees

2010 Gross Revenues

Approximately \$42 million

Market

National

Headquarters

Winnipeg, Manitoba

APTN Offices

Ottawa, Montreal, Vancouver

Year Founded

1999

Ownership

Non-profit corporation governed by a board of directors

CONTACT INFORMATION

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COMPANY PROFILE

Winnipeg based, The Aboriginal Peoples Television Network (APTN) is the first and only national aboriginal broadcaster in the world, with programming by, for and about aboriginal peoples, to share with all Canadians as well as viewers around the world. APTN was launched on September 1, 1999. This represented the first time in broadcast history that First Nations, Inuit and Métis Peoples realized the opportunity to share their stories on a national television network dedicated to aboriginal programming.

The network features documentaries, news magazines, dramas, entertainment specials, children's series, cooking shows and education programs focused on the diversity of Indigenous Peoples in Canada and throughout the world. APTN is a mandatory service available in approximately 10 million Canadian households and commercial establishments with cable, direct-to-home satellite (DTH), telco-delivered and fixed wireless television service providers. Nearly half of APTN programming is exclusive and cannot be seen on any other network.

APTN airs more than 80% Canadian content. The remaining content is sourced from Indigenous-based programming world-wide including Australia, New Zealand, Central and South America and the US. The majority of programming, except APTN's National News, is produced by independent aboriginal producers. Over 75% of APTN employees are aboriginal peoples.

APTN generates its revenues through subscriber fees, advertising sales and strategic partnerships. Advertising on APTN is restricted to national advertisers ranging from private businesses to governmental organizations, representing a wide range of goods and services. APTN broadcasts approximately 56% of its programming in English, 16% in French and 28% in a variety of aboriginal languages including Inuktitut, Cree, Inuinaqtuun, Ojibway, Inuvialuktun, Mohawk, Dene, Gwich'in, Miqma'aq, Slavey, Dogrib, Chipweyan, Tlingit and Mechif.

BROADCASTING CONTENT PRIORITIES

APTN encourages the development of innovative documentary, children and youth, music, dance and variety, drama, lifestyle, reality, sports, interactive (new media platform) and talk-show proposals. It seeks and encourages content that originates in aboriginal languages. Its 75% Canadian content requirement is unique amongst Canadian networks owing to its underlying purpose as an entity that connects, educates and promotes the awareness of aboriginal culture and heritage in Canada.

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APTN serves as a forum and catalyst for aboriginal artists and producers to develop and exhibit their skills and work. The network is committed to realizing an appropriate balance among the needs of all aboriginal people including First Nations, Inuit and Métis.

COMPANY HISTORY

The roots of APTN can be traced back to 1978. There was national recognition for the growing need for aboriginal people to preserve their language and culture. Primarily northern-centric, the opportunity to capture and apply various broadcasting mediums and emerging technologies as a means to connect, educate and foster recognition, understanding and enrichment of Canada's First Nation's Peoples became a significant national broadcasting priority. Following a series of pilot projects, legislative enhancements and organizational efforts, Canada's Federal Minister of Communications announced support for a northern aboriginal network to be known as Television Northern Canada (TVNC) in 1998. There was also recognition of a special place for aboriginal peoples in Canadian society included in Canada's new broadcasting act introduced in 1991.

In 1991, the CRTC licensed TVNC and the network was launched in 1992. In 1997 TVNC's board of directors voted to move towards the establishment of a national aboriginal television network. The group appeared before CRTC hearings on Third National Networks and contended that aboriginal broadcasting should be considered a vital broadcasting service later that year. TVNC representatives attended the Assembly of First Nations' Annual General Assembly where the organization unanimously passed a resolution supporting TVNC's efforts to establish APTN.

In a public notice CRTC recognized TVNC as a "unique and significant undertaking" with a nation-wide scope serving the diverse needs of Canada's aboriginal communities, as well as others. The commission also stated it would consider any application by TVNC designed to achieve these objectives. TVNC subsequently submitted an application for a broadcast license for the Aboriginal Peoples Television Network (APTN) containing full details on programming schedules, financial projections, technical specifications, marketing studies and structure. In 1999, APTN was granted a broadcast license. The new national network was launched to serve over 9 million Canadian households via cable television, direct-to-home and wireless service viewers.

CORPORATE LEADERSHIP

Jean LaRose, President and Chief Executive Officer