

COMMUNIQUÉ 2018



mission

APTN is sharing our Peoples' journey, celebrating our cultures, inspiring our children and honouring the wisdom of our Elders.

about aptn

The launch of APTN on September 1, 1999 represented a significant milestone for Indigenous Peoples across Canada. The network has since become an important entertainment, news and educational programming choice for more than 11 million households in Canada. APTN had its beginnings in the Canadian North more than 30 years ago. The dream of a national Indigenous television network has become a reality, and the rest, as they say, is broadcast history.



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	Appendix A Independent Production Activity (Original Productions) 2017-2018



message from our chairperson JOCELYN FORMSMA

Wachiya,

Every year, APTN continues to evolve as the community of producers, actors and behind the camera talent grows, and as our Peoples continue to find new (or old) stories to tell and innovative ways to share them. This year was no different.

APTN was successful in receiving a renewed licence from the Canadian Radio-television and Telecommunications Commission (CRTC), renewed mandatory carriage, and an increase in subscriber fees. This support will assist us in continuing to tell important stories, contributing

diverse perspectives to the national television landscape, and doing our part in building a robust and skilled Indigenous industry workforce. We are proud of the work that we have done to date to fuel a nationwide network of Indigenous producers, writers, directors, actors, broadcast professionals and Indigenous news teams in every province and territory.

APTN is deliberate in our work to change the digital content environment, provide interactive programming, invest in ongoing viewer research to better understand our audiences' preferences, media consumption and viewing habits. We partner with other Canadian agencies

to create platforms that support Indigenous talent and create an environment in which our team is given opportunities to grow both professionally and personally. The continued support and input from our communities provide us with essential feedback that we utilize to advance our purpose.

The APTN Board of Directors has adjusted to its new structure, which we enacted in December of 2016. The number of representatives on the Board was reduced from 21 members to 12 as part of our governance review. This past year, the Board developed a new process for recruiting board members and will continue to roll out and refine the process.

The network is also in the midst of a complex, multi-faceted and multi-phased digital transformation project. The core projects currently underway will help APTN achieve the development of digital competencies and expertise across the organization.

On behalf of the APTN Board of Directors, I would like to acknowledge those who supported us throughout the licence renewal process. Your letters and public expressions of support for us to continue and expand our work helped with our successful renewal. I would also like to acknowledge our hardworking Executive Management team and staff for

their enthusiasm and commitment to APTN. Each of you demonstrates admirable dedication that helps make the network the great organization that it is.

Jocelyn Formsma, Chairperson
APTN Board of Directors



message from our CEO

JEAN LA ROSE

APTN will look back on the 2017–2018 fiscal year with pride, as we remember the hard work that led to one of our most successful licence renewal campaigns. Canadians showed overwhelming support of the network, submitting 1,130 letters commenting on the network's licence renewal application. 99.8% of the letters received expressed support for APTN, support for APTN's continued distribution as a specialty channel service, support for APTN's plans for the next licence term, and support for APTN's proposed wholesale fee.

On August 31, 2018, the Canadian Radio-television and Telecommunications Commission (CRTC) renewed APTN's mandatory carriage licence for another five years; these changes are effective September 1, 2018 to August 31, 2023. The CRTC granted APTN an additional subscriber fee increase of four cents per month for a total of 35 cents a month per household, effective September 1, 2018. Although the network fell short in its request for a five cent increase, the increase awarded will not only keep APTN on the air, it will allow APTN to sustain a strong and talented Indigenous production industry and grow opportunities to better serve the needs of Indigenous communities.

This past fiscal year, the network moved forward on many fronts to increase its presence within our communities and create new relationships and opportunities for our Peoples and our communities. In February 2018, APTN and the National Film Board of Canada (NFB) announced their partnership to implement protocols, programs, training and other initiatives aimed at strengthening relations with Indigenous Peoples and creators, as well as to provide new opportunities. Jointly, they will review the content of the NFB's archives to determine the best protocol for either returning a copy to the communities where they originated or ensure they're airing with the community's approval.

This truly represents an innovative approach in working with long-established institutions in Canada. We hope it will lead the way.

APTN also helped launch First Peoples Radio, a company that will have radio stations in two major urban centres in Fall 2018. Ottawa and Toronto will see the introduction of ELMNT FM in both cities. It will offer unique programming with a minimum of 25% Indigenous music and will be a significant platform for our incredible musical talent.

APTN will continue engaging and serving the Indigenous population in Canada by strongly connecting with the younger segment of our

population. The next five years will be devoted to solidifying the network's position as a national network in a highly competitive environment offering programming that reflects this position. We will focus our attention on creating partnerships with the Indigenous entertainment industry, providing APTN viewers with an opportunity to view the work of Indigenous filmmakers and positioning APTN as a multi-platform broadcaster.

APTN's future is bright, with endless possibilities for growth and expansion. With a new licence comes a new chapter in our story; a chapter filled with enormous opportunities to bring more stories to more people, and more platforms

to showcase more programming by, for and about Indigenous Peoples in Canada. I invite you to read the Year in Review section to see some of our proudest accomplishments.

I would like to express my sincere thank you to the APTN Board of Directors, to our hardworking Executive Management team and staff for their valuable role in achieving a successful year. Your admirable dedication and enthusiasm help make APTN an organization that is always striving to go above and beyond and a great place to work.

Jean La Rose,
Chief Executive Officer
APTN

year in review

2017-2018 highlights

MORE THAN **86%**

Canadian programming content

94%

Canadian programming broadcast was independently produced

51 HOURS/WEEK

Indigenous-language programming in 24 different languages

22 HOURS/WEEK

French-language programming broadcast

9 JOURNALISM AWARDS

including the Gordon Sinclair Award for Broadcast Journalism - presented to a Canadian Broadcast Journalist for their exceptional body of work in television journalism, and best news or information segment category at the 2018 Canadian Screen Awards

Announcement of the signing of a **MEMORANDUM OF UNDERSTANDING**

between The National Film Board of Canada and APTN to pool the organizations' efforts and expertise in implementing protocols, programs, training and other initiatives aimed at strengthening relations with Indigenous Peoples and Indigenous creators

13 NEW ADVERTISERS

secured for TV and aptn.ca

66% OF EMPLOYEES

have Indigenous ancestry

30+ PARTNERED EVENTS

including Anisabka Film & Media Arts Festival, Movie Nights Across Canada, National Gathering of Elders, Dreamspeakers Film Festival, Journalists for Human Rights Night for Rights Gala, imagineNATIVE Film + Media Arts Festival, 13th Annual Dreamcatcher Gala, First Nations Language Keepers Conference, Whistler Film Festival 2017 – Aboriginal Filmmaker Fellowship, Inuvik Sunrise Festival, Talking Stick Festival, Soaring: Indigenous Youth Empowerment Gathering (Indspire), 25th Annual Indspire Awards, 2018 JUNOS – Indigenous Music Album of the Year, 2018 South Slave Arctic Winter Games, National Aboriginal Diabetes Association Conference, Atamiskakewak Gathering 2018, Eastlink East Coast Music Awards 2018, Vision Quest Conference, Indigenous Fashion Week, Two-Spirit Pow Wow, Alianait Arts Festival, Winnipeg Folk Festival – Indigenous Workshop and Round Dance Sponsor, 2018 Masters Indigenous Games, Montréal First Peoples Festival, Asinabka Film & Media Arts Festival, 2018 Eskasoni Mi'kmaw Summer Games, and more

MORE THAN 50

live streams from *APTN National News* across Canada on Missing and Murdered Indigenous Women and Girls inquiries

Reached an audience of

MORE THAN 1.2 MILLION

at *Indigenous Day Live* through multi-platform delivery

9 INDUSTRY AWARDS

for top programming commissioned by the network

3.7 MILLION

combined users on APTN and *APTN National News* websites

TOP EMPLOYER AWARDS

for Canada's Top 100 Employers, Canada's Top Employers for Young People, and Manitoba's Top 25 Employers

\$20,000

in Band Aid grants were presented in partnership with MusiCounts to Indigenous schools in Yukon Territory and Manitoba



indigenous production

APTN develops, commissions and acquires distinctive and compelling television series and digital components that appeal to all Canadians. APTN is honoured to support our communities' desire to be heard.

Language programming is integral to APTN, not only to preserve the languages but to celebrate our diversity.

spotlight on success 2017–2018 Accomplishments

REQUEST FOR PROPOSALS

On average, the Programming Department launches a minimum of three Request for Proposals (RFPs) specifically to commission stories shared in an Indigenous language: the Northern Members 2017 RFP, the Indigenous Language Programming – Series 2018 RFP, and the Aboriginal Language Programming – Emerging Director 2018 RFP.

Due to the positive response, APTN received in supporting Feature Film storytellers in 2016, APTN released the Feature Film 2017 RFP, which resulted in the production of the *Red Eye* feature, and development of two other film projects.

On November 27, 2017, APTN launched an RFP specifically for English and Indigenous language Linear Web Series, and two documentary series were greenlit for production.

MULTI-PLATFORM CONTENT

In 2018, APTN continued to support interesting and innovative

digital media components. Most commissioned programs offer stand-alone websites, including clips, recipes, airdates and behind-the-scenes footage. However, some programs created more enriched content.

- *Mohawk Girls*, our successful dramedy, once again offered a second-screen experience and created videos titled *Behind-The-Scenes* that showcased six dynamic scenes from Season 5. Each scene gave fans a little glimpse of the unseen action and quickly gained popularity.
- *Queen of the Oil Patch*, which has been very well received by the Canadian media, also offered a second-screen experience.
- *Arm Nation*, a documentary series, offered an arm wrestling, arcade-style game.
- *Anaana's Tent*, a children's series, delivered a rich and interactive website complete with an Inuktitut language learning section.
- *Caution: May Contain Nuts – Season 5*, a popular sketch comedy series released web sketches, which amassed remarkable views and impressions on YouTube.

AWARDS AND RECOGNITION

Recognition this year was significant for APTN and our talent. The network swept the 6th annual Canadian Screen Awards with 10 nominations including three wins for *Rumble: The Indians Who Rocked the World*, one win for *Taken* and one win for *Rise*.

The Alberta Film and Television Awards presented Best Documentary Series to *Red Earth Uncovered*, out of four nominations. APTN also received one nomination for *The Secret History of the Wild West*.

The Leo Awards honoured *1491: The Untold Story of the Americas Before Columbus* team with three awards in the categories Best Documentary Series, Best Screenwriting in a Documentary Series and Best Composition in a Documentary Series. APTN also received four nominations for *Nations at War* and one nomination for *Moosemeat & Marmalade*.

The network also enjoyed recognition in comedy from the Canadian Comedy Awards with two nominations in the categories Best TV Series and Best Writing toward *Guilt Free Zone* for the episode “Cops & Mobsters.”

Most recently, the network received three nominations from the prestigious 33rd Prix Gémeaux towards *Ce silence qui tue*.

STRATEGIC PARTNERSHIPS

APTN and the National Screen Institute (NSI) continued with their second-year partnership toward the NSI IndigiDocs program in September 2017. The program will continue to provide mentorship and training to Indigenous producer and director creative teams on the production of short documentary films.

APTN and imagineNATIVE collaborated on the first APTN and imagineNATIVE Web Series Open Call in October 2017, which resulted in a spectacular drama series *Colour of Scar Tissue* taking the prize. A second call was launched in July 2018 to Indigenous Canadian creatives. Three selected creative teams will learn how to conceive projects for the web, how to execute the components to a broadcast standard and how to pitch to industry decision makers for production funding.

In February 2018, APTN in partnership with TV5 selected *Kokum* as the fourth project for the *Ma websérie sur APTN* program.

Broadcast partnerships are imperative in an ever-changing market landscape. This fiscal year, the network saw a significant increase in partnerships:

- APTN and CBC have confirmed the fourth and final season of the documentary series *Taken*, which will showcase not only stories on missing and murdered Indigenous women and girls, but those of men and boys.
- Documentary Channel and APTN are partnering on a one-hour documentary: *Life and Death in the Prairies*, a story about the Colten Bushie trial.
- APTN and CBC came together to support the feature film *The Body Remembers When the World Broke Open* in Spring 2018.
- The Movie Network and APTN partnered on two feature-length documentaries: *Inconvenient Indian* and *Robbie Robertson: Testimony*.
- Telus' one-hour point-of-view (POV) documentary *Dust 'n Bones* caught APTN's attention with the gifted Harold Joe's mission in preservation and rededication of First Nations artifacts and remains.
- CBC joined as lead broadcaster on the 25th Annual Indspire Awards in 2018.
- Accessible Media Inc. once again joined APTN to co-broadcast the very successful annual *Indigenous Day Live* concert on June 23, 2018, broadcast from three cities across Canada.

The network continued its long-standing involvement with the Montréal First Peoples Festival in 2018. In August, APTN offered the fifth annual APTN Award to honour Alanis Obomsawin, for *Our People Will Be Healed*. APTN also sponsored four master classes – two in French and two in English.

These classes featured industry key players: Kim O'Bomsawin, Directing Documentary Films; Daniel Brière, Directing a Documentary Film with Special Effects; Wahiakeron Gilbert, Indigenous Languages in Cinema; and Brittany LeBorgne, Acting in Television and Cinema.

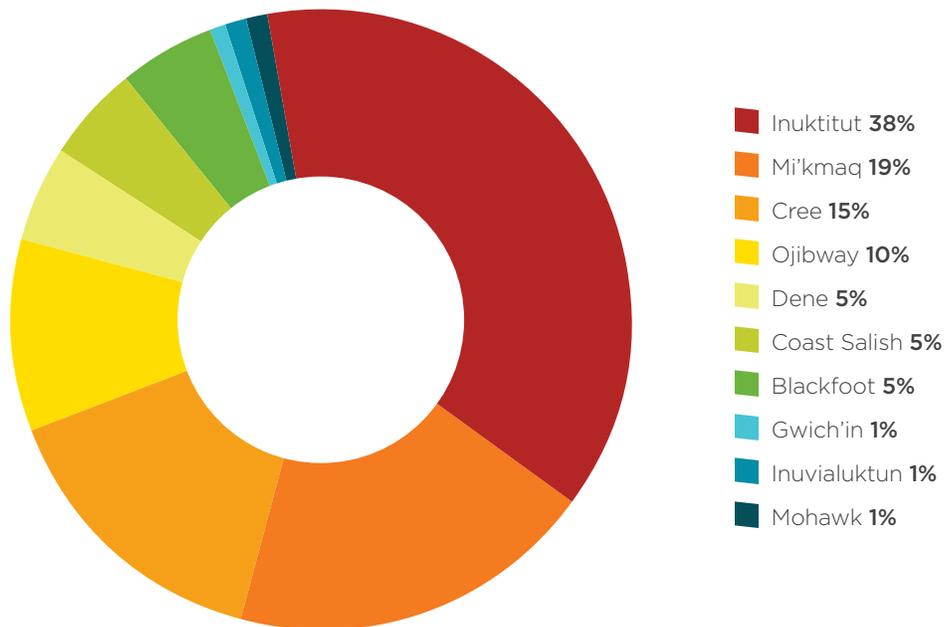
TERMS OF TRADE

The network has continued to abide by the Terms of Trade signed between APTN and the Alliance of Aboriginal Media Professionals on August 28, 2014.

PROGRAMMING COMMITMENTS (AS OF AUGUST 31, 2018)

This fiscal year, APTN Programming committed to 38 television productions and 24 original digital media components, representing 307 hours of original programming in English, French and 10 Indigenous languages.

Indigenous-Language Commitments 2017-2018



ACQUISITIONS

This fiscal year, Acquisitions secured 231 hours of programming. Back by popular demand, and thanks to a huge fan base and an online petition, APTN brought back all six seasons of *North of 60*, a drama series about the trials and tribulations of Indigenous Peoples set in the fictional town of Lynx River, Northwest Territories.

New seasons of *Wentworth* and *Longmire* return to the Fall schedule, and later in the year the newly acquired crime thriller series *Bite Club* will have its Canadian premiere and first year exclusive.

For movies, APTN secured the second window and exclusive rights for *The Sun at Midnight*, which tells the story of an unusual friendship between a hunter (Duane Howard) obsessed with finding a missing caribou herd and a teenage rebel (Devery Jacobs) who gets lost while on the run. This is the first time a feature film has been produced near the Arctic Circle on Gwich'in traditional lands. Shot entirely on location in Nunavut, *Uvanga* tells the story of a mixed-blood child discovering his roots in a remote Inuit community. International titles include *WARU*, a powerful New Zealand feature made up of eight, 10-minute short films, each written and directed by Maori women filmmakers. *The Dark*

Horse, based on a true story of a brilliant but troubled New Zealand chess champion (Cliff Curtis) who finds purpose by teaching underprivileged children about the rules of chess and life. *WARU* and *The Dark Horse* are also Canadian premieres. *Charlie's Country*, featuring an Australian Indigenous man named Charlie (David Gulpilil) who becomes lost between two cultures and heads into the wild on his own, to live the old way. Other notable Canadian films acquired are *Passchendaele*, *Take This Waltz*, *The Trotsky* and the five *North of 60* movies.

The network continues to support versioning of original productions, either into French or English.

CANADA MEDIA FUND (CMF) PERFORMANCE ENVELOPES (PE)

APTN continues to depend on CMF funding to meet its goals with the Canadian Radio-television and Communications Commission (CRTC) on expectations for licensed programming genres and languages of broadcast. APTN's English PE increased by 15% and French decreased by 30% in the CMF 2017-2018 fiscal year.

Being an independent broadcaster, APTN faces many challenges in its yearly operations, including competing against larger broadcasters for a share of PE funds.

However, APTN remains committed to delivering high-quality programming. Despite the challenges the network faces with ratings and smaller marketing and licensing budgets, and compared to the average decrease in envelopes among all broadcasters, APTN performed quite well.

The network triggered the totality of its PE and greenlit 90 hours of new programming during the CMF's 2017-2018 fiscal year, including English, French and Indigenous-language versions.

Summary of APTN's 2017-2018 CMF Performance Envelopes:

- 100% of English PE triggered: 83.5 hours of programming to be produced;
- 100% of French PE triggered: 6.5 hours of programming to be produced;
- 23.5 hours of Indigenous-language programming will also be produced;
- \$22,163,930 total production budgets to be triggered (English, French and Indigenous languages);
- APTN also triggered 100% of its CMF English and French development funds for 2017-2018.

APTN – CMF English Performance Envelope Comparison

Budget and Hours – English and Indigenous-Language Hours



APTN – CMF French Performance Envelope Comparison

Budget and Hours – French and Indigenous-Language Hours



APTN – CMF French and English Performance Envelope Total Comparison

Budget and Hours – English, French and Indigenous-Language Hours



■ Budget ■ Hours

CANADA MEDIA FUND (CMF) ABORIGINAL PROGRAM (AP)

The AP budget for the 2017-2018 fiscal year was \$8.5 million. APTN continues to be the main broadcaster triggering AP funding and the only regulated broadcaster that has a specific Condition of Licence (COL) to broadcast Indigenous-language programming. APTN broadcasts a minimum of 35 hours each week, and APTN strives to provide new and engaging content each broadcast season.

Summary of APTN's 2017-2018 AP (Production):

- 71% of projects supported by the AP were licenced by APTN;
- 78 hours of Indigenous-language programming to be produced for APTN;
- 13 hours of French-language programming to be produced for APTN;
- 65 hours of English-language programming to be produced for APTN;
- \$15,819,810 total production budgets to be triggered by APTN.

Summary of APTN's 2017-2018 AP (Development):

- APTN supported one TV project through the CMF AP development fund.

22 HOURS/WEEK

French-language
programming broadcast

51 HOURS/WEEK

Indigenous-language programming
in 24 different languages



our people

APTN is a top Canadian employer and is influential in creating in-house employee programs that are recognized by industry leaders.

spotlight on success

2017–2018 Accomplishments

COLLABORATIVE CULTURE

The organization's benefits exceed those offered by many other companies. Examples of successes in building the internal culture at the network included:

- “Share Your Talents” initiatives were launched for employees to share their talents such as beading, painting and crocheting during lunchtime workshops.
- Partnership with Canadian Blood Services for blood donations in December 2017 and March 2018.
- Take Our Kids to Work Day – APTN organized this event at its Winnipeg head office for employees who have children in Grade 9. The day included fun and interactive orientation and tour as well as a viewing of a live news broadcast and control room. APTN provided snacks, a pizza lunch, participation certificates and thank you gifts.
- The Employee Engagement Committee (EEC) continues to foster a culture of engaged employees collaboratively. The committee worked with employees and senior management to implement

healthy changes within the workspace and introduced a healthy eating vending machine. This has continued into the new fiscal year.

- Traditional Elder Healing Services continues to be made available to employees through the existing Employee and Family Assistance Program (EFAP).
- Peer-to-peer recognition is the genuine expression of appreciation exchanged between co-workers. APTN developed the Recognize Appreciate Praise (RAP) Program to encourage and motivate employees to recognize their peers' contributions and successes.

AWARDS AND RECOGNITION

APTN is committed to creating a nurturing work environment and to providing exciting career opportunities; it was recognized throughout the year for its dedication to employees:

- Canada's Top Employer for Young People for the second time.
- Canada's Top 100 Employers for the sixth consecutive year.
- Manitoba's Top Employers for the 10th consecutive year.

TRAINING FOR THE FUTURE

APTN is known as an incubator for Indigenous talent and is committed to the professional development of employees in the broadcasting sector. All employees receive support for ongoing training – in-house and online – to encourage growth within the organization.

New employees to the network receive training in Understanding Indigenous and Treaty Rights, Harassment in the Workplace, and Workplace Hazardous Materials Information System (WHMIS).

APTN also has a formalized mentorship program which provides Indigenous employees with developmental opportunities. Upon completion they have the opportunity to apply for mid-level, management and senior management vacancies as they arise.

As the network introduces new equipment or systems, our trainers regularly visit the remote bureaus. This will ensure the News Department employees are current in the operation of equipment and are utilizing the prescribed workflow and techniques for optimal efficiency.

LEVERAGING LEARNING

APTN is proud to play an important role in supporting the career development of Indigenous students. The network helps students of vocational schools and post-secondary institutions with internships and practical work experience that will introduce them to the real world of TV broadcasting. Highlights include:

- APTN's Work Experience Program is aimed at working collaboratively with educators in high school and post-

secondary educational institutions to identify suitable Indigenous students to enroll in the network's program. Students who complete the Work Experience Program are eligible to apply for a paid internship position.

- Partnership with the Canadian Association of Journalists (CAJ) successfully placed one journalist to complete an Indigenous Investigative Journalism Fellowship with the *APTN Investigates* team.

- Extensive Internship Program and Work Experience Program placed six students throughout the network and allowed them to acquire valuable work experience.
- Out of the six internships and work experiences, two students have now received a permanent contract as Reporter/Correspondents, and one student has received a full-time temporary contract as a Graphic Artist.

TOP EMPLOYER AWARDS

for Canada's Top 100 Employers, Canada's Top Employers for Young People, and Manitoba's Top 25 Employers



66% OF EMPLOYEES
have Indigenous ancestry

2017-2018 INTERNSHIPS | WORK EXPERIENCES | FELLOWSHIP

Institution	Program	Department	# of Students
Red River College	Digital Media Design	Operations/News	2
Assiniboine Community College	Interactive Media Arts	News	1
Northern Alberta Institute of Technology	Internship Practicum	News	1
Louis Riel School Division	Broadcast Media (Work Practicum)	Operations/Master Control	1
APTN/CAJ Fellowship Program	Fellowship	News/Investigates	1

REWARDING COMMUNITY

APTN is committed to the development of Indigenous media professionals across Canada. Our Scholarship Program is intended to provide support to First Nation, Inuit, and Métis students in the course of studies leading to full-

time employment in a television or film-making career.

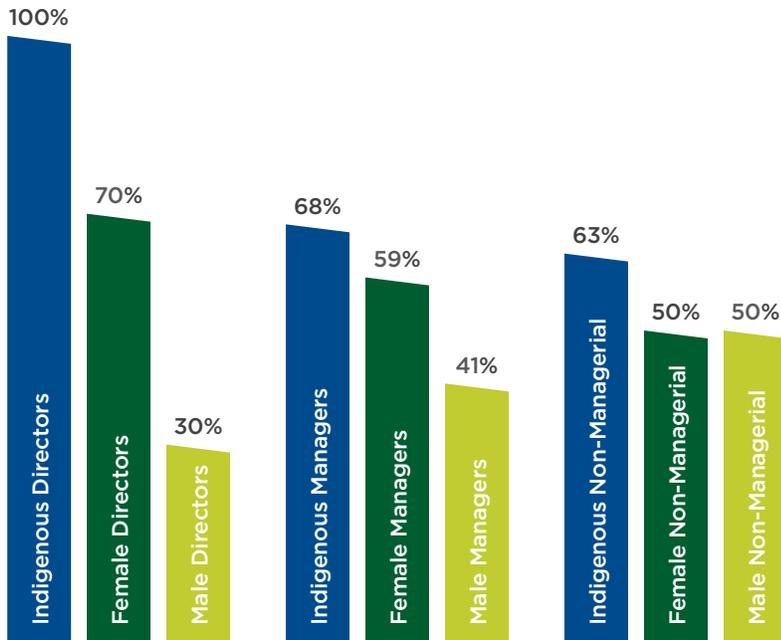
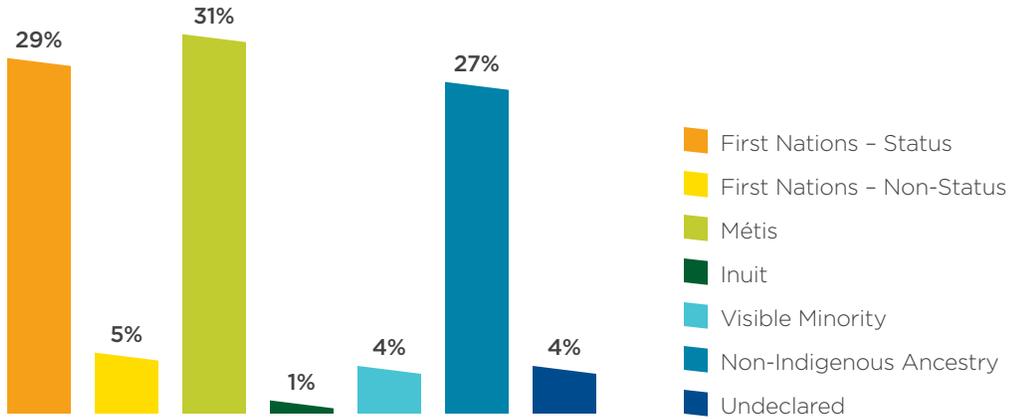
EMPLOYEE RECOGNITION

Employees receive recognition for their commitments and accomplishments that contribute to the organization's business

objectives and goals. Recognition also prepares the organization's potential future leaders, retaining APTN's workforce. This fiscal year, APTN presented six employees with 5-year gifts, eight employees with 10-year gifts and four employees with 15-year gifts.

APTN'S DIVERSITY UPFRONT

As of May 28, 2018, 66% of employees are of Indigenous ancestry.



APTN'S GENDER COMPARISON

As of May 28, 2018, 53% of employees are female and 47% are male.

understanding our audience

APTN understands the unique
differences within its audiences
and acknowledges the vast
diversity that occurs among
Indigenous Peoples in Canada.



spotlight on success

2017–2018 Accomplishments

FOCUSED ON MEDIA CONSUMPTION

It is imperative to fuel timely and relevant research to our internal stakeholders as APTN embarks upon exciting new initiatives to ensure the network's success.

This fiscal year, a key focus was to understand media consumption behaviours of our communities, which have their unique viewing and content needs apart from the rest of Canada.

APTN undertook a large-scale national study that examined the consumption behaviours within the over-the-top (OTT) market. The network uncovered that a large proportion of its non-viewing audience is very interested in exploring the opportunity to embrace Indigenous content in the OTT market. Furthermore, APTN's loyal viewers are interested in consuming content from the network via an OTT system as well.

The network continued to deploy its national tracking survey across the Indigenous population in Canada over three waves to better understand actual market penetration and key perceptual data from its primary audience. Again, APTN

found that approximately 50% of the 18+ Indigenous population continues to tune in on a regular basis. The survey also provides quantitative data that allow the network to understand the proportion of our communities who are using internet-based services to consume media.

CURRENCY DATA DOWNFALLS

The network has always faced limited access to industry measured data that adequately represents its audiences. APTN uses Numeris data as its currency. However, Numeris ratings for APTN channels reveal an incomplete picture of its diverse audiences; only 14% of our population reside within the sample areas and there have been some recent significant changes in the audience size it typically draws each season. An analysis conducted by Numeris could not conclude that all the data shift represented true market behaviour. APTN has remained doubtful this system can adequately measure its performance, and the network continues to explore other methods to support its data requirements.

APTN INSIDERS

APTN has created an online panel of core viewers – the APTN Insiders. Since 2010, this panel has participated in ongoing surveys about APTN programs and

initiatives. Its primary purpose is to gather an inventory of opinions about the network's programs and initiatives and consider the views of the people APTN serves.

REACHING OUR AUDIENCE

Our position as a network, the messaging we send to our audiences and the conversations we have with them are all part of the marketing excitement. Here are some of the fun projects this fiscal year:

Stay Original

This campaign began as a brand image piece and ended up becoming a wider conversation around what Indigenous identity is all about. The video was developed to convey the message “Stand up, stay proud, stay original.”

Our Peoples are the original Canadians, but being original doesn't mean living in the past. Indigenous cultures have many rich and beautiful traditions, and the network wants our communities to be free to honour those traditions in their authentic ways. This campaign shines a spotlight on originality and celebrates the stories, art, music, dance and new traditions that it inspires. The video was shared with our national audience in September 2017. The message was inspiring

and showed everyday Indigenous Peoples being themselves – not cultural markers.

Stay Original Interactive

The next evolution of the Stay Original campaign launched in June 2018 – just in time for National Indigenous History Month – as an online interactive experience: stayoriginal.ca. The conversation continued the thread of what it means to be Indigenous. For centuries, our communities have been given labels, but we wanted to hear the individual personal identity statements of our Peoples.

Now is the time to hold our heads high, speak with pride and stay original. The site does not ask “Which term do you use to identify yourself? Check all that apply.” It’s an exploration of what matters most to an Indigenous person and what defines them. This campaign provides them with the space to openly claim their identity, in their own words. Only an individual can say who they are – and APTN celebrates that.

APTN Kids

A campaign was developed to target Indigenous parents with children that would consume APTN Kids preschool content. The concept was a sweet look at life with children in this age group,

how they interact with media and the connection to culture provided by APTN.

The ad ran in tandem with the changes to the network’s kids’ interstitials in the Fall and continued throughout the broadcast year. With a strong focus on celebrating languages, the interstitial content showcased children from various communities teaching audiences how to say words in Indigenous languages. The network also revamped its APTN Kids promos using the voices of kids from our communities adding a real sense that this content is by, for and about the little ones APTN wants to inspire.

**MORE
THAN 50**

live streams from *APTN National News* across Canada on Missing and Murdered Indigenous Women and Girls inquiries

Reached an audience of

**MORE
THAN 1.2 MILLION**

at *Indigenous Day Live* through multi-platform delivery

A young Indigenous person is shown in profile, looking towards a digital drum. The drum is a complex structure of wooden poles and strings, with a mesh-like surface. The background is a dark, textured pattern. The overall color scheme is purple and teal.

digital drum

Connective Expression

Digital Drum is a place for cultural evolution. It is a unique and authentic form of storytelling, showcasing our next generation of Indigenous musicians.

This musical media platform showcases innovative Indigenous talent and reaches within our emerging communities to bring them closer to the music.

This unique in-house created marketing tool helps APTN grow its continually emerging youth audience. With the organization's ongoing commitment to reach that audience, *Digital Drum* provides a unique opportunity to engage with Indigenous youth, in a digital space.

spotlight on success 2017–2018 Accomplishments

DIGITAL CONTENT FOR THE INDIGENOUS YOUTH AUDIENCE

Always keeping its finger on the pulse of Canada's Indigenous music scene, *Digital Drum* provided live social media coverage and produced original content from some of the top award shows, concerts and music festivals across the country (The JUNO Awards, the Indigenous Music Awards, *Indigenous Day Live* and more).

The platform has continued to expand its reach, bolstering its reputation by building relationships with influencers, connecting with community programs and attending key industry events.

From a content strategy perspective, *Digital Drum* continues to focus on artist discovery and exceptional storytelling through multiple production streams. In addition to *DD Spotlight*, *DD Xposed* and the *DD Blog* (all ongoing), *Digital Drum* released the second season of *DD Studio Sessions* and the second season of the *DD Podcast* "Beyond The Mic."

Moving forward, there are plans to package various streams for APTN's linear and on-demand streaming platforms. The *Digital Drum* team knows from analytics that this presence in the Indigenous music scene is resonating with the youth audience and achieving its vision. This vision will be a mirror for Indigenous youth and a window on diversity that will connect the audience, both Indigenous and non-Indigenous, to Indigenous music. *Digital Drum* delivers inspirational stories, interviews, coverage, and musical content that speaks to self-expression, perseverance, pride and identity from the artists' perspectives.

A photograph of two young women sitting together, looking at a laptop screen. They are both smiling and laughing, appearing to be in a collaborative and enjoyable work environment. The image is overlaid with a semi-transparent orange-red color and a white diamond-shaped grid pattern. The word "advertising" is written in large, white, bold, lowercase letters across the bottom center of the image.

advertising



APTN is a Canadian national television network sharing our Peoples' stories for all Canadians. Our roots run deep in communities across the country and create meaningful connections with our audiences.

Revenue generation through advertising continues to be a significant hurdle for APTN. National advertisers, which comprise the majority of available revenue, utilize Numeris data to calculate audience numbers. Maintaining a balance between increased advertising revenue while ensuring APTN remains true to its mandate continues to be a challenge.

Additionally, the impact of competitive digital advertising platforms has made it increasingly difficult to generate TV advertising revenue. Digital advertising is growing at the expense of all media, including traditional television.

Below are some recent data on advertising revenue by media in Canada.

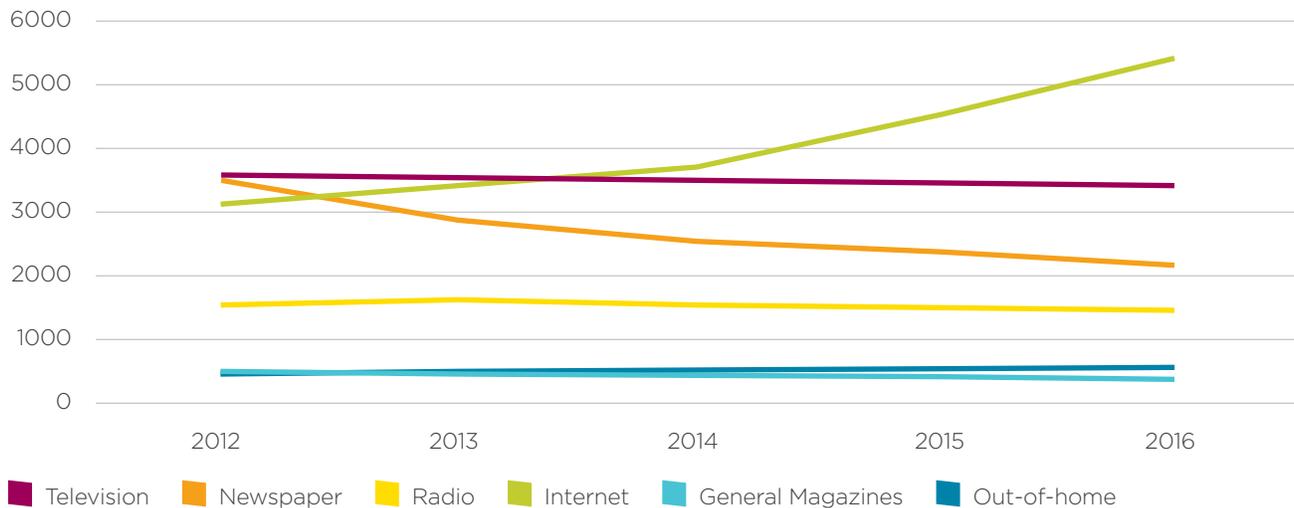
Based on our internal survey of Indigenous Peoples in Canada, we know that 72% of Indigenous

Peoples over 18 who receive APTN in their home are tuning in on a regular basis.

spotlight on success 2017-2018 Accomplishments

The network continues to commission quality television programs comparable to other national networks. With marketing budgets at a tiny proportion of other broadcasters, publicizing these programs to a national audience (Indigenous and non-Indigenous) is a challenge.

Advertising Revenue by Media \$ Net CDN - Millions



Source: thinktv Sept. 2017: Television - linear revenue - Statistics Canada; Online - thinktv estimate; Newspapers - Newspapers Canada; Radio - CRTC; Internet - IAB; General Magazine - estimate of net revenue based on NMR; OOH - estimate of net revenue based on NMR.

GENERAL CANADIAN AUDIENCE

- **1.9 million** total weekly reach*
Age 2+
- **1 million** Canadian adults reached each week during primetime*
Age 18+
- **1.8 million** Canadian adults reached each week in run of schedule* Age 18+

**Statistics based on weekly cumulative reach for Fall 2017 quarter one ratings.*

YOUNG AND LOYAL AUDIENCE

- Available in over **11 million** households across Canada. **5%** are Indigenous and **95%** are non-Indigenous.
- **44%** of Canada's **1.7 million** Indigenous Peoples are under the age of 25. **39%** are ages 25-54.
- **72%** of Indigenous Peoples age 18+ watch APTN on a regular basis.

ONLINE AUDIENCE - APTN.CA

- **250,000+** monthly users
- **500,000+** monthly page views

SALES STRATEGIES

APTN must continue cultivating sources of revenue from advertising to maintain the network's growth. The digital landscape is highly competitive for all television broadcasters. Capturing marketers' attention, gaining their interest and investments are arduous, as the options available to them are numerous.

In continued efforts to diversify its sources of revenue, APTN will continue to:

- **Stay Current** – Update APTN's highlight reel, media kit, and website regularly to keep clients and advertisers aware of the network's programming. Also, highlight APTN's role, successes and strength in the Canadian broadcasting landscape.

- **Leverage Data** – Offer the latest data as it pertains to primetime programming, for both established programs, as well as those newly acquired.
- **Increase Awareness** – Promote APTN's new commercial availability of non-standard formats among advertisers, including snipes and lower thirds.
- **APTN.ca Featured Advertising** – Big box ads, leaderboard and video pre-roll.
- **Utilize New Audience Tracking Tools** – Employ website audience demographic data to assist in selling aptn.ca for online advertising.
- **Focus on Continuous Engagement** – Share information with media buyers and industry personnel through presentations, bulletins and events about Indigenous Peoples and their cultures.

Advertising on APTN is currently restricted to national advertisers. This fiscal year, APTN continued its partnerships with many of its long-standing clients. Here are the new advertisers for linear television and aptn.ca:

- Fort McKay First Nations
- Canadian Mortgage and Housing Corporation
- TJX Canada – Winners
- Coady International Institute
- Elite Singles
- Canadian Environmental Assessment Agency
- United Nations
- Northern Alberta Institute of Technology
- Rice Point
- Shop4Charity
- Thunder Bay Art Gallery
- University of Regina
- Women Building Futures

A man with a beard and a headset is looking upwards and to the right, holding a mobile device. He is in a server room with racks of equipment, including a Hitachi server. The image has a green and blue color overlay.

setting the technological pace

APTN faces its challenges head-on and continues to adapt to digital spaces. The development of a digital transformation strategy will continue as the network builds its multi-platform approach for the organization.

spotlight on success

2017–2018 Accomplishments

UPGRADE OF APTN NATIONAL NEWS PRODUCTION INFRASTRUCTURE

The network diligently manages to keep our news production infrastructure on pace with the rapid technological changes that have become the norm in the entertainment industry.

APTN has adopted Avid's MediaCentral | UX platform. From a single interface APTN journalists, technicians and producers can gather material, edit, create and distribute content in real-time from almost anywhere using a wide variety of broadcast and consumer devices. MediaCentral enables the APTN news team to create and deliver content with very short turnaround times. The modular nature of this solution allows the network to add apps and services as APTN's needs grow and look to deliver content to new digital platforms.

NEW WEATHER PRESENTATION SYSTEM

This fiscal year, a newly developed weather presentation and forecasting module were implemented to provide meaningful weather forecast information to viewers of the nightly newscast edition of *APTN National News*. The new weather platform also provides up-to-the-minute weather information to our viewers in the far North during the overnight hours on aptn n. Throughout the broadcast day, APTN schedules weather forecast interstitials on aptn hd, aptn e and aptn w to provide viewers with current and short-term forecast information.

DIGITAL TRANSFORMATION PROJECT

APTN is in the midst of a complex, multi-faceted and multi-phased digital transformation project.

The six core projects currently underway will help the network achieve the following:

- Increase collaboration, interoperability and expertise sharing between the departments, work units and stakeholders;
- Utilize common tools and implementation of the latest technology;
- Reduce duplication of effort and increase automation to reduce costs and increase output;
- Remove silos in system architecture, standards, workflow and data;
- Invest in training and development of digital competencies and expertise across the organization;
- Set the stage to integrate new and emerging technology seamlessly and efficiently.

A woman in profile, looking towards the right, is shown against a background of a wall covered in numerous small photographs. The entire image is overlaid with a semi-transparent yellow filter. The text "uncovering the stories that others won't" is centered over the image, with "others won't" in a bold, green font.

uncovering
the stories that
others won't

A woman with long dark hair, wearing a dark top and a necklace, is speaking. She is positioned in the center-right of the frame. The background is a wall covered with numerous small, framed photographs of various people, including children and adults. The entire image has a warm, orange-brown color cast. A large, light green triangular graphic element is overlaid on the bottom right, containing white text.

APTN National News brings
viewers an in-depth look at the
stories impacting Indigenous
Peoples across Canada and the world.

APTN National News coverage includes political and social conversations which are ignored, under-reported or misunderstood by mainstream news media.

spotlight on success 2017–2018 Accomplishments

SPECIAL NEWS PROGRAMMING

Reporters in bureaus across the country focused on special news programming and events coverage to provide a regional representation of all nations.

Child Welfare was an ongoing theme in our coverage. *APTN National News* explored the issues which cause a high number of Indigenous children to enter the system, the lack of prevention services and the quality of care Indigenous children receive within the system.

Perspectives On was a three-part series that touched on three very hard topics.

- The first segment on *Helena Wood* chronicled a family suffering domestic violence and alcohol abuse. This reportage narrated a mother's journey to sobriety and reunification with her children.

- The second segment entitled *Twitter Mom* profiled a woman who risked her freedom by going public with her story. Her three children were taken into care following her son's physical abuse by her former partner. She desperately turned to social media, hoping to regain custody of her children. She is being threatened with fines and a three-year prison term.
- The third segment examined how the system failed *Karina Sue Turtle*, a 15-year-old girl who had a history of harming herself. If protocols were followed, she would have been placed on a suicide watch and not left unsupervised in a foster home. She videotaped her death by suicide. The foster agency has declined to tell the parents why the child was not under a 24-hour watch.

APTN InFocus aired three shows on the subject of child welfare: the first one examined the federal government's responsibility to equally fund services for children in care; the second one examined the 60s Scoop and the third one explored the consequences of children who age out of the foster system and are left floundering.

APTN Investigates ran a special episode titled *The Three Children Taken Away*. On October 6, the Government of Canada announced a settlement for survivors of the 60s Scoop. The story had a look at the \$800 million agreement and its history. Is it another verification for reconciliation or an acceptance of a historically flawed system that continues to fail today?

Here are some highlights from *APTN National News*:

- Media were permitted to cover the First Nations Child & Family Caring Society Inquiry in Ottawa, Ontario. They were authorized a one-day cross-examination of Canada's witness: the Government of Canada.
- *APTN National News* aired daily coverage of the trials for the murders of Colten Boushie and Tina Fontaine. APTN News also broke the story of RCMP officers who publicly posted that Colten Boushie "got what he deserved." That led to an RCMP investigation into racism in its ranks.

- Two APTN News reporters travelled along the proposed Kinder Morgan pipeline from BC to AB, to expose the truth about First Nations support and opposition to the pipeline. They discovered a broad range of opinions. Some supporters were deeply enthusiastic while others felt forced to agree. A few opponents felt they could accept the proposal if they were offered more control. However, other opponents of the pipeline indicated that they were concerned about the quality of the water.
- APTN News live-streamed all the Missing and Murdered Indigenous Women and Girls (MMIWG) inquiries. More than 50 were held in towns, reserves and cities across Canada. APTN News covered Quebec's parallel Public Inquiry Commission on relations between Indigenous Peoples and certain public services.

- The 2018 Arctic Winter Games were held at both Hay River and Fort Smith, NWT. In addition to the results, camera crews captured the spirit and emotion of the game and filed stories daily.

Here are some highlights of *APTN Nation to Nation*:

- Broadcast live and on location at the Assembly of First Nations Special Assembly, where federal legislation and Treaty rights were key topics;
- On the road special from Vancouver on pipelines;
- Season finale, a mini-documentary on children who ended up in the child welfare system. This episode traced the connection between child welfare and suicide. The Honourable Jane Philpott Minister of Indigenous Services was on set to view the documentary with Host Todd Lamirande. Minister Philpott then answered questions about reforming the system.

APTN INVESTIGATES

- The *Justice for Colten Boushie* rallies. *APTN Investigates* examined the verdict that shocked the nation and revealed deep divisions in the justice system for Indigenous Peoples.
- The *Standing Rock* coverage. *APTN Investigates* contemplated this story one year later. The Standing Rock Sioux Tribe received roughly \$11 million in donations.
- The *Reckoning at St Anne's*. *APTN Investigates* determined that many survivors of the St. Anne's Indian Residential School accused the federal government of suppressing evidence of widespread abuse, including the use of an electric chair on children.
- The *Racism in the Ranks* investigative news story. *APTN Investigates* exposed the racist Facebook posts by RCMP members. Subsequently, a former Mohawk police officer took the initiative in calling for public accountability on how the RCMP handles racism.
- The *MMIWG: After the stories are told*. *APTN Investigates* summarized the conclusion of the first phase of the

National Inquiry into MMIWG with its undetermined future. *APTN Investigates* travelled to the hearings in Yellowknife, Northwest Territories; Winnipeg, Manitoba and Thunder Bay, Ontario to speak with survivors, families and advocates.

MULTI-PLATFORM PROGRAMMING

- APTN produced a series of vignettes for aptnnews.ca, which celebrated Indigenous heroes and historical figures throughout National Indigenous History Month. Releasing one per day, the series went viral on social media and resulted in thousands of shares.
- *APTN National News* app was launched for iPhone and Android.

AWARDS AND RECOGNITION

Canadian Screen Awards 2018 – Gordon Sinclair Award for Broadcast Journalism

- APTN Executive Director of News and Current Affairs, for exceptional contribution to Canadian Television journalism.

Best News or Information Segment

- *APTN Investigates for Against Their Will*, a story about the sterilization of Indigenous women at a Saskatoon hospital.

Canadian Association of Journalist Awards 2018 – Open Broadcast Feature Nomination

- *APTN Investigates for Truth or Reconciliation?* had a second look at the compensation process set up for residential school survivors and revealed that most of the compensation money bypassed survivors, concluding that justice was not served.

Daily Excellence Award

- *APTN National News* for investigative work linking the deaths of three First Nations girls who were in care at Ontario group homes.

JHR Human Rights Reporting Award

- *APTN Investigates for Against their Will*, revealed how Indigenous women were sterilized without their consent in Saskatchewan.

JHR/CAJ Emerging Indigenous Journalist Award

- *APTN National News' Willow Fiddler* for a portfolio of work including renewed investigations into child deaths in Thunder Bay, ON. Series on youth who leave their family's remote communities to attend high school in Thunder Bay, and the

murder of Barbara Kentner along with her support and service to other emerging journalists garnered her this honour.

#CAJ18

- *APTN National News* initiated a new award: the Reconciliation Prize. The award recognizes work by a non-Indigenous journalist(s) who has opened the door for reconciliation, by creating better understanding of our Peoples and place in history at the same time recognizing that mainstream institutions have a responsibility to contribute to reconciliation. In its first year, the award was presented to CBC Radio, *The Current*, for *I want to understand*. This was a story about an Ottawa police officer who connected with the Indigenous community to overcome his racism. The winners were presented plaques, a cash prize and APTN representatives wrapped the three winners in star blankets. What a proud moment to see Indigenous culture welcomed and highlighted as part of the award ceremony!
- At the CAJ, APTN reporters participated as experts along with some of the best Canadian talent in the business on panels

and workshops to discuss news stories development in Thunder Bay, Ontario. This included reporting on Child Welfare, How to VJ, Journalist Rights and the #MeToo Movement.

- *APTN National News* sponsored a panel educating journalists on legal cases threatening to restrict media freedom. The panel included American Indian reporter Jenni Monet and APTN's own Justin Brake, both of whom are facing charges of trespassing for speaking to protestors. Ms. Monet's charges relate to Standing Rock; Justin Brake's charges are connected to Muskrat Falls. Charges against Ms. Monet were dismissed in court on June 1st. The panel also included Vice's Ben Makuch who is fighting a production order to turn over all his notes and recordings to the RCMP.

Press Freedom Awards

- *APTN National News* Reporter Justin Brake, who joined APTN earlier this year, was honoured on World Press Freedom Day with the 20th annual Press Freedom Award. The award is presented by the Canadian Committee for World Press Freedom in

partnership with the Canadian Commission for UNESCO to a journalist or media organization that has done the most for media freedom in the preceding year. The award led to positive press reports in *The Globe and Mail*, *Toronto Star*, *iPolitics*, and on *CBC News: The National*, *CBC Radio*, and others.

- Justin Brake also received PEN Canada's 2018 Ken Filkow award, given annually to an individual or institution in Canada who has demonstrated courage and integrity in the interest of freedom of expression.

HELPING TO DEVELOP JOURNALISM AND SUPPORTING INDIGENOUS JOURNALISTS

Supporting Indigenous Journalism

- Calgary Video Journalist and Western Executive Producer participated as trainers in a course aimed at teaching television storytelling to Indigenous students at the INCA Summer Institute in Journalism in Regina, SK. Twenty-four Indigenous students who have already earned a Bachelor of Journalism were trained. Feedback from students was very positive.

- *APTN Investigates* and CAJ announced its second joint fellowship at the annual national gala. The winner, an emerging Indigenous Journalist, will complete a documentary this year.
- Completed a four-week project with JHR Journalists for Human Rights training for 15 youth as citizen journalists in Hollow Water First Nation, MB. There are plans to expand the project in MB and in BC.
- APTN's Executive Director of News and Current Affairs spent two weeks working with journalists in South Sudan in August, 2018, and she presented on the subject of Reporting on Reconciliation at a two-day conference of South Sudan Journalists.

MEDIA INTERVENTIONS AND COLLABORATIONS

APTN was an intervener supporting Justin Brake's case before proven to his employment at APTN. The Newfoundland Supreme Court has reserved judgment in his case. *APTN National News'* success in this circumstance would confirm the constitutional rights of media in these cases and this may persuade

the court in similar cases involving Indigenous Peoples. There are further rights to be considered in the context of reconciliation and the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP). A decision is still pending.

APTN is part of an eight-member media coalition in an ongoing media intervention regarding Vice Media and the RCMP and a production order issued to journalist Ben Makuch. He was ordered by the Crown to hand over all documentation of his story on Farah Shirdon, who left Canada to join the Islamic State in Iraq and Syria (ISIS). This case is proving to be another important case in the freedom of the press. It has moved to the Supreme Court of Canada, and a decision is still pending.

PARTNERSHIPS

- Partnership with Discourse Media and the Huffington Post to cover the Kinder Morgan Pipeline.
- Exploring a partnership with Global TV and *APTN Investigates*.
- Media partner with the Royal Saskatchewan Museum as it celebrated 2018 Indigenous History Month and Reconciliation.

REPRESENTATION ON INDUSTRY BOARDS

- APTN's Executive Director News and Current Affairs attended Board of Governor meetings for the Canadian Association of Journalists and the Canadian Journalists for Free Expression.
- APTN's Executive Director News and Current Affairs was elected president of the Canadian Association of Journalists for a two-year term.
- APTN's Eastern Executive Producer of News was elected to the Board of the Canadian Committee for World Press Freedom.

OTHER GOVERNMENT / COMMUNITY WORK

- APTN's Montreal Reporter and Video Journalist participated in a panel of Indigenous Journalism at Concordia University. The panel was part of a series entitled Truth and Democracy, by the Concordia Centre for Broadcasting and Journalism.
- APTN's Ottawa reporter participated in a panel of Journalists for Human Rights at Carleton University.

- APTN Executive Director News and Current Affairs
 - Presented to the Senate Open Caucus in February 2018 regarding threats to traditional journalism in Canada, especially gaps in reporting in underserved communities.
 - Presented at Public Policy Forum in April 2018 regarding threats to traditional journalism, the government set aside in the federal budget

and how to support new journalism business models in underserved communities.

- Supported long-time partners at Journalist for Human Rights at Geoff Regan, P.C., M.P., Speaker of the House of Commons and the Honourable Jim Munson, Senator special reception discussing JHR's work for press freedom in Canada and abroad.

9 JOURNALISM AWARDS

including the Gordon Sinclair Award for Broadcast Journalism – Presented to a Canadian Broadcast Journalist for their exceptional body of work in television journalism, and best news or information segment category at the 2018 Canadian Screen Awards

9 INDUSTRY AWARDS

for top programming commissioned by the network

conditions of licence

On September 1, 2018, the Canadian
Radio-television and Telecommunications
Commission (CRTC) renewed APTN's
mandatory carriage licence for a
five-year term (September 1, 2018
to August 31, 2023).



The network is pleased to report APTN met all the mandated conditions, for a specialty channel, in the 2017-2018 fiscal year.

APTN CONDITIONS OF LICENCE STATUS REPORT, BROADCAST YEAR: SEPTEMBER 1, 2017 – AUGUST 31, 2018

Condition of Licence 1 [CRTC 2013-383] The licensee shall adhere to the conditions of licence for speciality Category A services set out in Appendix I to *Standard conditions of licence, expectations, and encouragements for speciality and pay television category A services*, broadcasting regulatory policy CRTC 2011-443, 27 July 2011, as amended from time to time.

Specialty Channel Conditions of Licence

1. The licensee shall adhere to the *Equitable Portrayal Code*, as amended from time to time and approved by the Commission. However, the application of the foregoing condition of licence will be suspended if the licensee is a member in good standing of the Canadian Broadcast Standards Council.

APTN is a member in good standing with the Canadian Broadcast Standards Council (CBSC), and network employees have continued to donate their time as CBSC's Panel Adjudicators when selected.

2. The licensee shall adhere to the *Broadcast Code for Advertising to Children*, as amended from time to time and approved by the Commission.

APTN continues to abide by the *Broadcast Code for Advertising to Children* and airs commercial-free programming in its children's block.

3. The licensee shall adhere to the *Violence Code*, as amended from time to time and approved by the Commission. However, the application of the foregoing condition of licence will be suspended if the licensee is a member in good standing of the Canadian Broadcast Standards Council.

APTN is a member in good standing with the CBSC, and network employees have continued to donate their time as CBSC's Panel Adjudicators when selected.

4. The licensee shall caption 100% of the English and French-language programs broadcast over the broadcast day, consistent with the approach set out in *A new policy with respect to closed captioning*, *Broadcasting Public Notice CRTC 2007-54*, 17 May 2007.

APTN captioned 100% of its English and French-language content, as well as all language programming is open captioned (subtitled in English or French) to ensure all audiences have access to programming.

5. Consistent with *Accessibility of telecommunications and broadcasting services*, *Broadcasting and Telecom Regulatory Policy CRTC 2009-430*, 21 July 2009, as subsequently amended by the Commission, [3] the licensee shall:

- ensure that advertising, sponsorship messages and promos in the English and French languages are closed captioned by no later than the fourth year of the licence term;
- adhere to the quality standards on closed captioning developed by television

industry working groups, as amended from time to time and approved by the Commission; and

- implement a monitoring system to ensure that, for any signal that is closed captioned, the correct signal is captioned, the captioning is included in its broadcast signal and this captioning reaches the distributor of that signal in its original form. "Original form" means, at a minimum, that the captioning provided by the licensee reaches the distributor unaltered, whether it is passed through in analog or in digital, including in high-definition.

APTN continued to caption all in-house content in advance of the required fourth year of the licence term and also all advertising content is closed-captioned.

APTN continued to adhere to the quality standards on all closed captioning developed by the industry working group. To ensure this COL is met, various monitoring methods are in place. They include:

Playback: APTN monitors during playback using multiple banks of monitors for all four

channels (aptn e, aptn w, aptn n and aptn hd). One bank shows what is on-air, and the other shows what viewers see at home. The network has a back-up caption encoder in the event of equipment failure during live captioned programming.

Post-Playback: To ensure the caption information is passing through its infrastructure in unaltered form, APTN regularly monitors its captioning from a variety of sources including satellite, cable and internet protocol television providers.

Live Monitoring: Every month, two live programs are randomly chosen for review of closed-captioned monitoring. The network compares what is captioned with what is spoken, and an accuracy rate is calculated using the formula determined by the Commission.

6. The licensee shall provide audio description for all the key elements of Canadian information programs, including news programming. For this condition of licence, "audio description" refers to announcers reading aloud the key textual and graphic information that is

displayed on the screen during information programs.

Audio description was provided via a narrator or voice-over for all APTN information programs, including news programming.

7. If the service devotes 50% or more of its program schedule to programming drawn from program categories 7 Drama and comedy or 2(b) Long-form documentary, set out in item 6 of Schedule I to the *Specialty Service Regulations*, 1990 (the Regulations), and/or to children's programming, the licensee shall provide described video for a minimum of four hours per broadcast week, of which two hours must be broadcast in described video for the first time on the service. The minimum four hours of described video programming broadcast during each broadcast week may be drawn from the following program categories, set out in item 6 of Schedule I to the Regulations: 2(b) Long-form documentary; 7 Drama and comedy; 9 Variety; 11(a) General entertainment and human interest; and 11(b) Reality television, and/or may be programming targeting children.

APTN provided 2,246 hours of Described Video (DV) content, including repeats. Of those 2,246 hours, 104 hours were new this fiscal year. This averages out to more than 43 hours of DV per week, including two hours of new content.

APTN continues to meet this COL and closely monitors DV content to ensure there are new DV hours each week.

8. In regard to the broadcast of advertising material:

- a) Except as otherwise provided in subparagraphs b) and c), the licensee shall not broadcast more than 12 minutes of advertising material during each clock hour.
- b) Where a program occupies time in two or more consecutive clock hours, the licensee may exceed the maximum number of minutes of advertising material allowed in those clock hours if the average number of minutes of advertising material allowed in the clock hours occupied by

the program does not exceed the maximum number of minutes that would otherwise be allowed per clock hour.

- c) In addition to the twelve (12) minutes of advertising material referred to in subparagraph a), the licensee may broadcast partisan political advertising during an election period.
- d) The licensee shall not broadcast any paid advertising material other than paid national advertising.

For the purposes of this condition of licence:

The expression “clock hour” shall have the same meaning as that set out in the *Television Broadcasting Regulations, 1987*. The expression “paid national advertising” shall mean advertising material as defined under the *Specialty Services Regulations, 1990* and that is purchased at a national rate and receives national distribution on the service.

APTN did not exceed the 12 minutes per hour of paid advertising.

9. The licensee is authorized to make available for distribution both a standard definition and a high definition version of its service, provided that not less than 95% of the video and audio components of the high-definition and standard definition versions of the service are the same, exclusive of commercial messages and of any part of the service carried on a subsidiary signal. Further, all of the programming making up the 5% allowance shall be provided in high-definition.

APTN abides by the 5% variation rule. In fact, all the content shown on aptn hd was available on our SD service except for 1.7%.

Condition of Licence 2 [CRTC

2013-383] The licensee shall provide a high-quality, general-interest television service offering a broad range of programming that reflects the diverse perspectives of Indigenous Peoples, their lives and their cultures. The service will provide a positive window on Indigenous life for all Canadians, whether living in northern or southern Canada. The schedule

will include programming in English, French and various Indigenous languages.

APTN has continued to uphold this COL as a national Indigenous television network with programming by, for and about Indigenous Peoples to share with all Canadians. This is evident in APTN's mandate to reflect the issues and points of view of Indigenous Peoples, and to act as a bridge to the broader Canadian society.

Condition of Licence 3 [CRTC 2013-383] The licensee shall devote at least 75% of the broadcast year and at least 75% of the evening broadcast period to the broadcast of Canadian programs.

Measuring Canadian Content

Results from the most recently completed broadcast year are shown in the table on the next page. APTN exceeded the CRTC's Canadian content expectations that came into effect September 1, 2013, both over the broadcast day and broadcast evening on all services.

**MORE
THAN** **86%**
Canadian programming content

Canadian Content	Results: Sept. 1, 2017 to Aug. 31, 2018	Yearly Regulatory Expectations
Broadcast Day (Monday – Sunday, 6 a.m. – 12 a.m.)	86.87%, aptn e 84.09%, aptn hd 85.21%, aptn w 86.96%, aptn n	75%
Broadcast Evening (Monday – Sunday, 6 p.m. – 12 a.m.)	79.72%, aptn e 77.92%, aptn hd 76.47%, aptn w 78.93%, aptn n	75%

Condition of Licence 4 [CRTC 2013-383] The Licensee shall broadcast a minimum of 35 hours of programming in Indigenous languages each broadcast week.

In this fiscal year, APTN broadcast an average of 51 hours of programming in Indigenous languages each broadcast week, based on aptn n. That amounts to 2,667 hours annually in 24 different Indigenous languages. It is also important to note that the hours of Indigenous-languages programming fluctuate each season as a result of inventory levels. The following statistics illustrate the total annual hours of programming in the various Indigenous languages offered this broadcast year.

Language	Total Hours	Language	Total Hours
Algonquin	14.5	Kwak'wala	10
Atikamekw	25	Maliseet	14.5
Blackfoot	6	Méchif	73
Chipewyan	6	Mi'kmaq	36
Coast Salish	52.5	Mohawk	113
Cree	609.5	Ojibway	103.5
Dakota	35.5	Oji-Cree	17
Dene	94.5	Salteaux	5
Halkomelem	17	St'at'limx	78.5
Innu	34	Sylix	52
Inuktitut	1248.5	Tahaltan	5
Inuvialuktun	13.5	Tsilhoqot'in	3
		Total	2,667

Condition of Licence 5 [CRTC 2013-383]

The licensee shall broadcast a minimum of 20 hours of French-language programming each broadcast year.

APTN broadcast an average of 22 hours of French-language programming per week in this fiscal year for a total of 1,144 hours. The average hours are based on the content aired on aptn e - the channel reaching the highest French population in Canada. French-language content includes promotional, interstitial and public service announcements.

Condition of Licence 6 [CRTC 2013-383]

In addition to the 12 minutes of advertising material permitted by subparagraph a: to condition of licence 8 set out in *Standard Conditions of licence, expectations and encouragements for specialty and pay television Category A services*, broadcasting policy CRTC 2011-443, 27 July 2011, as amended from time to time, the licensee may broadcast infomercials (program category 14 set out in item 6 of Schedule I to the *Specialty Services Regulations, 1990*).

Regarding advertising material, APTN continues to abide by the 12 minutes of advertising per hour condition.

Condition of Licence 7 [CRTC 2013-383]

The licensee shall broadcast at a minimum, an average of 8 hours of Canadian programs between 7 p.m. and 11 p.m. in each broadcast week that are drawn from the following program categories set out in Item 6 of Schedule I to the *Specialty Services Regulations, 1990*: 2(b) Long-form documentary, 7 Drama and comedy, 8(a) Music and dance, 9 Variety and 11(a) General entertainment and human interest, or that are Canadian regional Productions.

For the purpose of this condition of licence, “regional” productions shall have the meaning set out in *Group-based licence renewals for English language television groups - Introductory decision, Broadcasting Decision CRTC 2011-441, 27 July 2011*.

APTN's weekly broadcast average of Canadian programs from categories 2b, 7, 8a, 9, and 11a between 7 p.m. and 11 p.m. in this fiscal year was 13.1 hours; this is five hours

more than the minimum requirement. It should be noted that each season the category levels fluctuate based on broadcast schedules and available inventory, but never drops below the required eight hours.

Condition of Licence 8 [CRTC 2013-383]

At least 80% of all Canadian programming broadcast on the service, other than news (program category 1), current affairs (program categories 2(a) and 3) sports (program category 6) (see Item 6 of Schedule I to the *Specialty Services Regulations, 1990*), shall be produced by independent production companies not related to the licensee. An “independent production company” is defined as a Canadian company that is carrying on business in Canada with a Canadian business address, that is owned and controlled by Canadians, whose business is in the production of film, videotape or live programs for distribution, and in which the licensee and any company related to the licensee owns or controls, directly or indirectly in the aggregate, less than 30% of the equity.

In this fiscal year, 94.9% was the percentage average of independently produced Canadian programming (excluding news and current affairs) broadcast on APTN.

Condition of Licence 9 [CRTC 2013-383] The licensee shall have an adequate number of members on its Board of Directors, to represent northern and southern Canada, and at least one member who is selected by the Indigenous broadcasting societies that make up the Northern Native Broadcast Access Program.

APTN is governed by a 12-member volunteer Indigenous Board of Directors with representation from all regions of Canada. Three members represent each quadrant: Northwest, Northeast, Southwest and Southeast.

Condition of Licence 10 [CRTC 2013-383] The licensee shall file, by no later than 30 November in each year, a report signed by a senior officer of the corporation attesting that APTN has met the requirements set out in conditions of licence

5 and 6 above, as well as the requirements relating to the closed captioning of English and French language programs during the previous broadcast year. This report shall include the following information:

- Weekly amount (time) of programming in Indigenous languages;
- Weekly and annual amount of French-language programs broadcast;
- Annual amount of English-language programming broadcast; and
- Annual amount of closed captioning of the French-language and the English-language programming broadcast.

APTN continues to file monthly logs to the Commission, as well as the annual report.

Below are the fiscal year 2017-2018 statistics:

- Weekly amount (time) of programming in Indigenous languages:

51 hours (based on aptn n)

- Weekly and annual amount of French-language programs broadcast:

22 hours per week (based on aptn e and broadcast day reporting hours – Monday – Sunday, 6 a.m. – 12 a.m.) A total of 1,144 hours is broadcast annually based upon a 24-hour period.

- Annual amount of English-language programming broadcast:

6,916 hours

- Annual amount of closed captioning of the French-language and the English-language programming broadcast. (Annual amount of hours based on a 24-hour reporting period.)

French: 100% or 1,144 hours
English: 100% or 6,916 hours

Condition of Licence 11 [CRTC 2013-383] The licensee shall file, by no later than 30 November in each year, a report relating to its independent production activity that shall include:

- the name of the production for which APTN has entered into a new production commitment;
- the name of the production company;
- whether it is “related”;
- the region of production;
- the length of production (episodes and program running time); and
- the budget of production (to be filed in confidence with the Commission).

To view APTN’s Independent Production Activity (Original Productions) for this fiscal year, with the exemption of the production budget that will be filed in confidence with the Commission, please refer to Appendix A: Independent Production Activity (Original Production) 2017–2018.

Condition of Licence 12 [CRTC 2013-383] The broadcasting undertaking licenced hereby is designated as a Category A service. For the purposes of these conditions of licence:

- All time periods shall be calculated according to Eastern Standard Time.

Further, the terms “broadcast year” and “evening broadcast period” shall have the same meanings as those set out in the *Television Broadcasting Regulations, 1987*.

- “Paid national advertising” shall mean advertising material as defined under the *Television Broadcasting Regulations, 1987*, and that is purchased at a national rate and receives national distribution on the service.
- The term “broadcast week” shall have the same meaning as that set out in the *Radio Regulations, 1990*.

APTN abided by the Category A service regulations under Condition of Licence 12.

94%

Canadian programming broadcast was independently produced

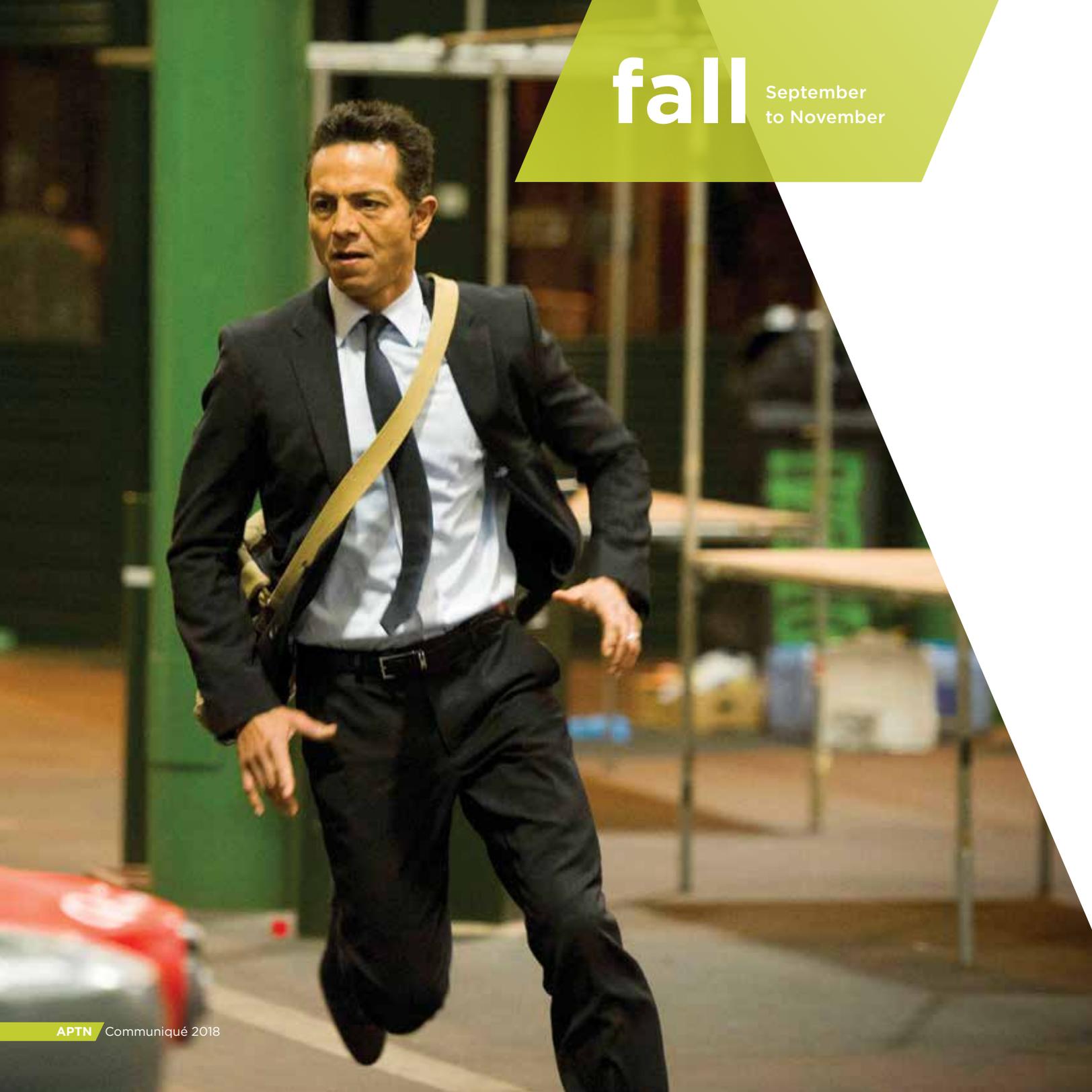
programming





What's On

APTN connects with its audience through genuine, inspiring and engaging entertainment through multiple platforms. Here is a sample list of series from the 2017-2018 broadcast season.



fall

September
to November

**LES MOHAWKS :
BÂTISSEURS DE LÉGENDES**

batisseursdelegendes.com

Launched:

September 4, 2017
(World Premiere – French)
13 x 30-minute episodes
Documentary Series

Celebrate the steely determination of “the best ironworkers on the planet!” The show highlights the reality of one of the most dangerous jobs on the planet.

**OUR PEOPLE, OUR LAND,
SEASON II**

aptn.ca/ourpeopleourland

Launched:

September 4, 2017
(World Premiere – Inuktitut)
13 x 30-minute episodes
Documentary Series

From the stark beauty of the mountain ranges to ancient Inuit hunting, resting and living grounds, Nunavik (the place where we live) is a vast Northern region of Québec.



NATIVE PLANET, SEASON II

nativeplanet.tv

Launched:

September 6, 2017
(World Premiere – English)
13 x 30-minute episodes
May 7, 2018
(World Premiere – Cree)
6 x 60-minute episodes
Documentary Series

Experience the passion and connection Indigenous Peoples have with Mother Earth – and their will to defend it.



**24: LIVE ANOTHER DAY,
SEASON I**

Launched:

September 6, 2017
(APTN Premiere – English)
12 x 60-minute episodes
Drama Series

Hearing rumours of an imminent attack against President Heller; a federal fugitive, Jack Bauer, resurfaces and is apprehended by the CIA and forcibly recruited into joining their investigation.

NATIONS AT WAR

nationsatwar.tv

Launched:

September 6, 2017
(World Premiere – English)
May 8, 2018
(World Premiere – Coast Salish)
13 x 30-minute episodes
Documentary Series

From the Viking invasion of Newfoundland to the desperate last stand of a Métis nation fighting for recognition, *Nations at War* takes a dramatic look at the deadly battles that shaped this continent.

TRIBAL POLICE FILES

tribalpolicefiles.com

Launched:

September 8, 2017
(World Premiere – Stl'atl'imx)
13 x 30-minute episodes
Documentary Series

Takes a journey into the action-packed and often dangerous world of Stl'atl'imx Police officers as they put their lives on the line to keep their communities safe, healthy and proud.



TAKEN, SEASON II

taketheseries.com

Launched:

September 8, 2017
(World Premiere – English)
January 9, 2018
(World Premiere – Cree)
13 x 30-minute episodes
Documentary Series

True crime documentary series confronting head-on the national epidemic of Canada's missing and murdered Indigenous women and girls. Presented by APTN and CBC.



LONGMIRE, SEASON IV

aptn.ca/longmire

Launched:

September 15, 2017
(Canadian Premiere – English)
10 x 60-minute episodes
Drama Series

Sheriff Walt Longmire and his deputies are in the midst of facing some troubling events. The mysterious White Warrior who tormented Branch is dead, Walt's best friend Henry Standing Bear is a free man. Longmire's right-hand deputy Victoria "Vic" Moretti is newly divorced.



1491: THE UNTOLD STORY OF THE AMERICAS BEFORE COLUMBUS

1491.ca

Launched:

November 8, 2017
(World Premiere – English)
8 x 60-minute episodes
Documentary Series

The origins and history of ancient Indigenous societies in North, Central and South America are interpreted by leading Indigenous scholars and cultural leaders in the fields of archaeology, art history, ethnology, genetics, geology and linguistics.



MOHAWK GIRLS, SEASON V

mohawkgirls.com

Launched:

November 14, 2017
(World Premiere – English)
6 x 60-minute episodes
Dramedy Series

Four twenty-something Mohawk women are trying to find their place in the world. But in a small world where you or your friends have dated everyone on the rez, or the hot new guy turns out to be your cousin, it ain't that simple.



winter

January
to April



QANURLI?, SEASON VI

qanurli.ca

Launched:

January 8, 2018
(World Premiere, Inuktitut)
13 x 30-minute episodes
Comedy Series

Inuk and Nipangi are two hilarious dudes both realizing their dreams in the successful launch of UqausivuTV. Now comes a whole new set of hilariously weird challenges.

ORIGINAL & MARMELADE, SEASON II

aptn.ca/orignaletmarmelade

Launched:

January 8, 2018
(World Premiere - French)
13 x 30-minute episodes
Documentary Series

Join two very different hunter/chefs - one Canadian Cree and one Brit/European. Both explore the contrasting cultures and traditions in the way we access, cook and present our food.



HELL ON WHEELS, SEASON III-V

aptn.ca/hellonwheels

Launched:

January 26, 2018 - Season 3
(APTN Premiere - English)
10 x 60-minute episodes
April 6, 2018 - Seasons 4 and 5
(APTN Premiere - English)
27 x 60-minute episodes
Drama Series

Fresh is the horrific memories of the death of former Confederate soldier Cullen Bohannon's wife, killed at the hands of the Union soldiers, an act that sets Bohannon on a course of revenge.



SENTIER

sentier-la-serie.com

Launched:

January 15, 2018
(World Premiere - French)
13 x 30-minute episodes
Documentary Series

Traces the path of young aspiring police officers. Through their often difficult training, discover the problems they will face before they can become police officers in various Indigenous communities.

QANUQ ISUMAVIT 2018

Launched:

January 16, 2018
(World Premiere - Inuktitut)
13 x 90-minute episodes
Live Call-in Show

Live Inuktitut call-in show from the Arctic, enabling the audience to discuss current issues and events.



MOOSEMEAT & MARMALADE, SEASON III

aptn.ca/moosemeatandmarmalade

Launched:

January 18, 2018
(World Premiere – English)
13 x 30-minute episodes
Documentary Series

Brings together Bush Cook, Art Napoleon, and classically trained British Chef, Dan Hayes to explore and compare Indigenous and European culture and cuisine.

HIT THE ICE, SEASON VI

hittheice.tv

Launched:

February 7, 2018
(World Premiere – English)
13 x 30-minute episodes
Children & Youth Series

See dreams come true as the best young Indigenous hockey players from across Canada come together for a two-week NHL-like training camp.



SKINDIGENOUS

skindigenous.tv

Launched:

February 13, 2018
(World Premiere – Dene)
February 20, 2018
(World Premiere – English)
13 x 30-minute episodes
Documentary Series

For millennia, humans have been marking their bodies with images and symbols giving visible form to what they hold sacred. Indigenous artists around the world continue to practice this ancient art using their techniques and traditions.



NORTH OF 60

aptn.ca/northof60

Launched:

February 19, 2018
90 x 60-minute episodes
Drama Series

One of the first shows that represented Indigenous Peoples in a real way. Day-to-day life was highlighted along with issues that mattered most including cultural preservation.



RED EARTH UNCOVERED

redearth.tv

Launched:

February 14, 2018
(World Premiere – Cree)
February 21, 2018
(World Premiere – English)
13 x 30-minute episodes
Documentary Series

Archaeological discoveries and ancient myths uncover how Indigenous Peoples play a role in historical events and legends.

CLEVERMAN

aptn.ca/cleverman

Launched:

February 21, 2018
(World Premiere – English)
6 x 60-minute episodes
Drama Series

An ancient species of super-humans from the Aboriginal Dreaming known as the Hairypeople battle for survival in a world that persecutes and exploits them with the ultimate goal of wiping them from the Earth.



CAUTION MAY CONTAIN NUTS, SEASON IV

cautiontv.com

Launched:

March 7, 2018
(World Premiere – English)
13 x 30-minute episodes
Comedy Series

A fast-paced and unique brand of Canadian Indigenous humour. From Indigenous culture and Canadian culture, to pop culture and multi-culture, the Nuts tackle anything.



HARD ROCK MEDICAL, SEASON IV

hardrockmedical.com

Launched:

April 3, 2018
(APTN Premiere – English)
9 x 30-minute episodes
Dramedy Series

The realities of being a medical student deep in the heart of the Canadian Shield are much different than one would expect. Eight students, who come from all walks of life will need a lot more than medical books to survive.



spring March
to May



SANS RÉSERVE

sansreserve.ca

Launched:

May 7, 2018

(World Premiere – French)

18 x 30-minute episodes

Talk Show Series

Portrays Indigenous and non-Indigenous personalities who have a social, political and cultural commitment to Indigenous Peoples.



MÉCHANT TRIP, SEASON II

mechanttrip.com

Launched:

May 7, 2018

(World Premiere – French)

13 x 30-minute episodes

Children & Youth Series

This action-packed youth series pairs youth with artists, taking them behind the scenes on wild adventures.



DENE: A JOURNEY, SEASON II

deneajourney.com

Launched:

May 9, 2018

(World Premiere – Dene)

6 x 60-minute episodes

Documentary Series

Trek with Indigenous urbanites on a journey to connect with their culture, discovering themselves along the way.



summer

June to
August



INDIGENOUS DAY LIVE 2017

indigenousdaylive.ca

Launched:

June 23, 2018
(World Premiere – English)
1 x 5-hour Live Event
Music & Variety Live Show

The country unites for the nation's largest event in recognition of National Indigenous Peoples Day. One great gathering, captured in a special 5-hour live broadcast, featuring talented Indigenous musicians and entertainers from across Turtle Island.



QUEEN OF THE OIL PATCH

aptn.ca/queenoftheoilpatch

Launched:

June 5, 2018
(World Premiere – English)
8 x 30-minute episodes
Documentary Series

Massey is Two-Spirited – and at night, it's Iceis who often hits the town. It's going to be a wild and fabulous ride as Massey and Iceis experience the reality of being in the oil sands.



2018 INDSPIRE AWARDS

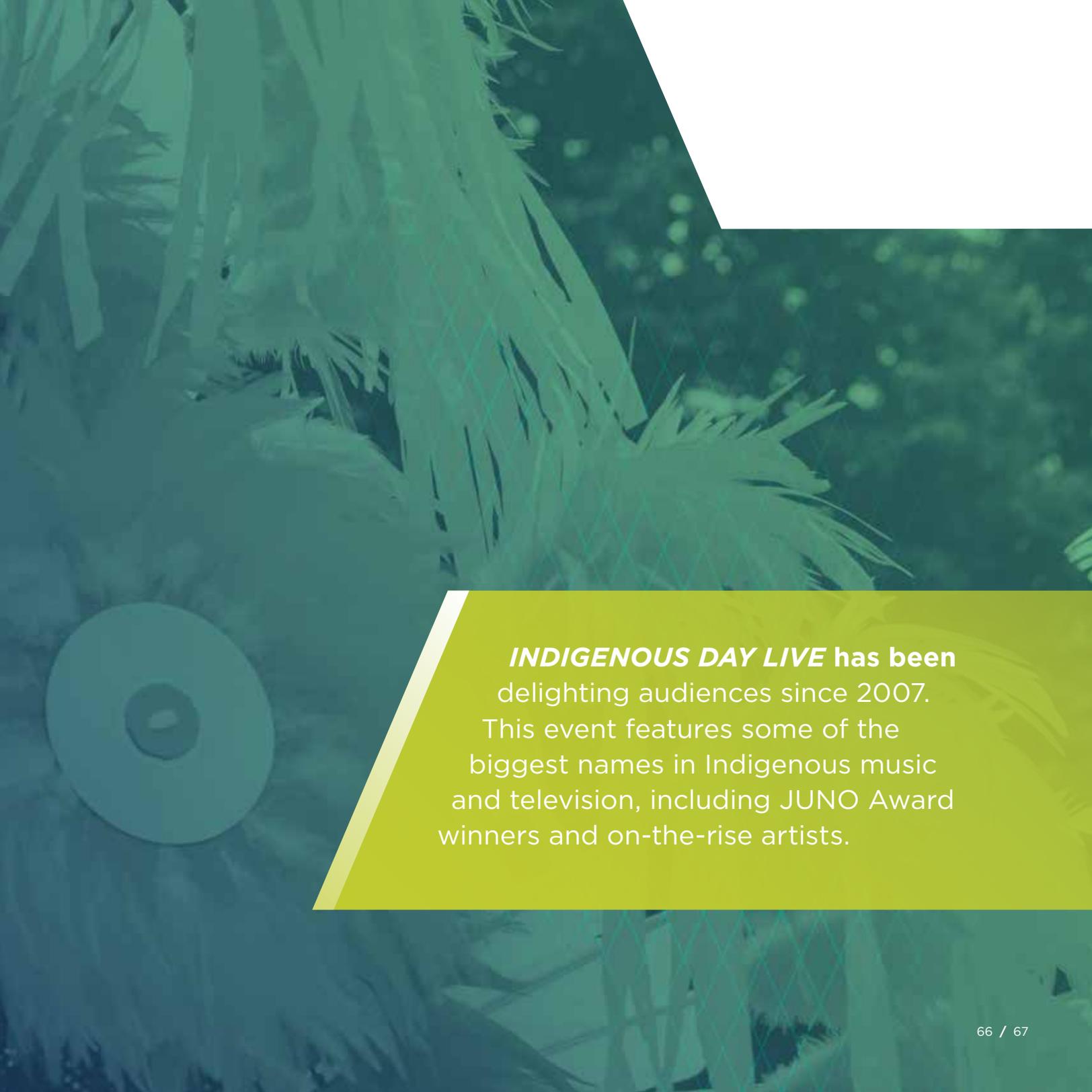
Launched:

June 24, 2018
(Network Premiere – English)
1 x 90-minute episode
Award Show

Indspire presents a celebration of Canada's Indigenous accomplishments, honouring 13 remarkable Indigenous Canadians who have achieved outstanding success in their respective fields.

A young Indigenous child is shown in profile, looking down. They are wearing a traditional headdress with a large, feathery plume on top and a circular ornament on the side. The child is also wearing a patterned turtleneck sweater. The background is a dark blue gradient with a faint diamond-shaped grid pattern.

indigenous **day live**



INDIGENOUS DAY LIVE has been delighting audiences since 2007. This event features some of the biggest names in Indigenous music and television, including JUNO Award winners and on-the-rise artists.

The 12th edition of *Indigenous Day Live (IDL)* brought Canadians together to acknowledge Indigenous Peoples' accomplishments, through cultural activities and live music while contributing to the nationwide movement of reconciliation.

spotlight on success 2017-2018 Accomplishments

ONE GREAT GATHERING

This year, *IDL* was hosted in three cities across Canada, including Winnipeg, Toronto, and Ottawa, making it the largest celebration of National Indigenous Peoples Day. The live multi-platform concert broadcast was available to all Canadians and beyond via APTN, radio waves and online. Viewer statistics reached more than 186,000 through the TV broadcast, with 6,778 online viewers, eight radio networks broadcasting to 1 million potential listeners for the total combined reach of over 1.2 million across all platforms.

IDL 2018 fused musical, and dance genres, languages, styles, and interdisciplinary arts from across Turtle Island. This merged on stage to paint an exciting experience of contemporary Indigenous expression.

Over 30 acts across three stages! The highlights included: Kardinal Offishall with Que Rock, Walk Off the Earth with Walking Wolf and Angela Gladue, Shawnee and Ria Mae, Lido Pimienta, Sister Says, William Prince, Tom Wilson, Brooke Simpson with Julian Taylor Band, Logan Staats, Kelly Fraser with Buffy Handel & Dancers and Oh My Darling with Kadanse.

Making its debut in a park outside APTN headquarters in downtown Winnipeg in 2007, *Indigenous Day Live* continues to expand its grassroots reach across the country.

Here are the cities that have hosted *Indigenous Day Live*.

City	Year
Winnipeg	2007-2018
Yellowknife	2008, 2017
Whitehorse	2009
Ottawa	2010, 2017, 2018
Regina	2012
Iqaluit	2013
Halifax	2014, 2017
Edmonton	2015, 2017
Vancouver	2017
Toronto	2017, 2018
Montréal	2017





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