

sharing our stories





OUR  
**STORIES**  
OUR  
**VOICES**



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AVAILABLE IN OVER  
**10 MILLION**

households and commercial establishments

**5.1 MILLION**

combined users on APTN and APTN News websites

**HISTORIC BROADCAST**

of the first-ever NHL game in Plains Cree

ANNUALLY  
RECOGNIZED AS  
ONE OF CANADA'S  
**TOP 100  
EMPLOYERS**

since 2013

ANNUALLY  
RECOGNIZED AS  
ONE OF MANITOBA'S  
**TOP  
EMPLOYERS**

since 2009

INDIGENOUS  
PEOPLE MAKE UP

**62%**

of APTN employees

ANNUALLY  
REVIEWS OVER

**100**

production and development proposals in English, French and a variety of Indigenous languages

BROADCASTS  
MORE THAN

**80%**

Canadian programming content through three regional channels: aptn w, aptn e, aptn n and its national channel, aptn hd

WORKS WITH  
MORE THAN

**100**

Indigenous producers, writers and directors across Canada

BROADCASTS  
**PROGRAMMING**

in English, French and a variety of Indigenous languages

IMPORTANT AND ENTERTAINING  
PROGRAMMING, INCLUDING

***FIRST CONTACT CANADA,  
THE OTHER SIDE AND  
MOOSEMEAT & MARMALADE***

all of which have been a hit with critics and audiences alike

# About APTN

APTN launched in 1999 as the world's first national Indigenous television broadcaster, creating a window into the remarkably diverse mosaic of Indigenous Peoples. Offering a unique perspective on multiple platforms, APTN shares Indigenous cultures and traditions through award-winning programming that is genuine, inspiring and engaging for all Canadians.

The network does not receive government funding for operations. Instead, it generates revenue through subscriber fees, advertising sales and strategic partnerships. As a result, APTN maintains its status as an independent broadcaster through the programming offered to its audiences.

Throughout its illustrious history, APTN has continued to push the envelope — most notably with the launch of APTN lumi in the fall of 2019. This Indigenous-focused streaming platform allows viewers to enjoy their favourite programs anytime, anywhere.

APTN's unprecedented growth speaks to the importance of our mission and our effect on audiences across Canada, both Indigenous and non-Indigenous.

## BOARD OF GOVERNANCE

APTN is governed by a 12-member volunteer board of directors who represent all regions of Canada. The board sets policy and direction while guiding the organization in its ongoing mission — contributing to a greater understanding and mutual respect between Indigenous Peoples and all Canadians. With the guidance of the board, APTN fulfills its mandate to remain a true reflection of Indigenous Peoples across the country.

## DADAN SIVUNIVUT

APTN works with a variety of organizations to bring audiences high-quality Indigenous programming via digital media, television and radio. A new corporation, Dadan Sivunivut was established in late 2019 as a for-profit subsidiary of APTN. Jean La Rose, former CEO of APTN, assumed the position of President/CEO at Dadan Sivunivut. *Dadan* means “Our Peoples” in Southern Tutchone, and *Sivunivut* means “Our Future” in Inuktitut. Headquartered in Ottawa, Ont., this for-profit organization consolidates all past APTN subsidiaries under a new umbrella. These subsidiaries include: Animiki See Digital Production Inc., Animiki See Distribution Inc., First Peoples Radio Inc., Nagamo Publishing, All Nations Network and Red Music Rising.

## OUR MISSION

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

# Milestones

## **FEBRUARY 1998**

The Canadian Radio-television and Telecommunications Commission (CRTC) releases a public notice in support of Television Northern Canada (TVNC) and advocates for a nationally-available Indigenous channel.

## **JUNE 1998**

TVNC applies to the CRTC to grant a broadcast licence for APTN.

## **SEPT. 1, 1999**

APTN launches nationally in more than nine million homes via cable television, direct-to-home and wireless service viewers.

## **APRIL 2000**

*InVision News*, APTN's first national television news program, launches and airs twice a week.

## **JULY 28-AUG. 4, 2002**

The network serves as the national host broadcaster for the North American Indigenous Games.

## **OCTOBER 2002**

A daily news program, *APTN National News*, launches with the first Indigenous television journalism team in Canada and the world.

## **AUG. 31, 2005**

The CRTC grants a seven-year licence renewal to APTN.

## **OCT. 2, 2006**

Launch of the network's third channel, aptn w.

## **JUNE 21, 2007**

APTN hosts the inaugural APTN Indigenous Day Live and broadcasts nationally from the network's headquarters in Winnipeg.

## **MARCH 2008**

APTN becomes a founding member of the World Indigenous Television Broadcasters Network (WITBN), a global alliance that aims to unify Indigenous television broadcasters worldwide.

## **APRIL 2008**

The network launches aptn hd on Bell TV. The HD channel carries 17 hours of distinctive HD programming per week.

## **FEB. 12, 2010**

APTN hits the airwaves as the world's first Indigenous Official Broadcaster of any Olympic event at the Vancouver 2010 Winter Olympics, broadcasting up to 14 hours of daily coverage in eight Indigenous languages as well as French and English.

## **AUG. 8, 2013**

The CRTC renews APTN's broadcasting licence for a five-year term.

## **JUNE 19-23, 2014**

APTN hosts the World Indigenous Television Broadcasting Conference, a biennial international Indigenous media event established by the World Indigenous Television Broadcasters Network (WITBN). As a result, the network held the chairmanship of the organization for two years.

**DECEMBER 2015**

The Truth and Reconciliation Commission of Canada calls on APTN to support reconciliation by continuing to provide programming that reflects the cultures, languages and perspectives of Indigenous Peoples, as well as continuing to develop media initiatives that inform, educate and connect all Canadians.

**JANUARY 2016**

APTN presents a formal application to the CRTC for five urban radio licences to create a new national Indigenous radio network.

**JUNE 2017**

First Peoples Radio Inc., established by APTN, is awarded two radio licences from the CRTC to operate English and Indigenous-language Type B Native FM radio stations.

**JUNE 12, 2017**

Canadian Heritage partners with APTN and other associated partners to create an Indigenous Screen Office.

**JULY 26, 2017**

Stingray Music collaborates with APTN, NCI FM and ELMNT FM – First Peoples Radio Inc. and launches two channels to promote Indigenous music from Canada.

**AUG. 31, 2018**

The CRTC renews APTN's mandatory carriage broadcasting licence for a five-year term.

**OCT. 24, 2018**

ELMNT FM, an urban Indigenous radio station, launches in Ottawa and Ontario.

**JANUARY 2019**

APTN conducts a National Indigenous Music Impact Study (NIMIS), the first of its kind in Canada.

**MARCH 24, 2019**

APTN teams up with Sportsnet to broadcast the first NHL game in Plains Cree.

**AUG. 26, 2019**

APTN launches its very first French-language national news program, *Nouvelles Nationales d'APTN*.

**SEPT. 1, 2019**

APTN celebrates its 20th anniversary and launches APTN lumi, the network's first Indigenous-focused streaming platform.

**NOVEMBER 2019**

APTN releases the results of the NIMIS report, conducted earlier that year, which examined the contributions made by the Indigenous music community.

**DEC. 16, 2019**

Monika Ille is appointed CEO of APTN.

**DECEMBER 2019**

Dadan Sivunivut, a new for-profit organization, is established to gather all of APTN's subsidiaries under one umbrella. Jean La Rose, former CEO of APTN, assumes position of President/CEO at Dadan Sivunivut.

**MAY 2020**

APTN and The Discourse launch IndigiNews with the goal of developing a new business model for independent Indigenous news.

**DEC. 17, 2020**

APTN lumi officially launches on Apple TV channels, enabling even more Canadians to access the network's unique Indigenous content.



APTN SHARING OUR STORIES



# Awards & Recognitions

**COMPANY OF THE YEAR AWARD  
– WOMEN IN COMMUNICATIONS  
AND TECHNOLOGY**

2019

**CANADA'S MOST ADMIRABLE  
CORPORATE CULTURES**  
*(formerly Canada's 10 Most  
Admired Corporate Cultures™  
– Waterstone Human Capital)*

2014, 2019, 2020

**THE WINNIPEG CHAMBER  
OF COMMERCE, SPIRIT OF  
WINNIPEG AWARD**

2018

**ONE OF CANADA'S BEST  
WORKPLACES FOR EMPLOYEES  
LIVING WITH ARTHRITIS**

2017

**CANADA'S TOP EMPLOYERS  
FOR YOUNG PEOPLE**

Since 2017

**MANITOBA TOURISM AWARDS**

2014, 2016

**CANADA'S OUTSTANDING  
EMPLOYER AWARD FROM THE  
LEARNING PARTNERSHIP**

2013–2015

**SIGNATURE AWARD IN SELF  
PROMOTION – WHERE WE  
CONNECT CAMPAIGN**

2014

**CANADA'S TOP 100 EMPLOYERS**

Since 2013

**MANITOBA'S TOP EMPLOYERS**

Since 2009



APTN **SHARING OUR STORIES**

# Programming

## **A MODERN INDIGENOUS EXPERIENCE**

APTN is Canada's only independent Indigenous television broadcaster that offers programming by, for and about First Nations, Inuit and Métis Peoples, as well as content from around the world that reflects Indigenous pride and heritage.

By broadcasting programs in Indigenous languages — not just English and French — the network actively supports the preservation of these languages for future generations, allowing all Canadians to learn about the beauty and diversity of the many Indigenous cultures across the country.

## **A HUB FOR INDIGENOUS TALENT**

APTN develops, commissions and acquires distinctive and compelling television series and digital media components that appeal to all Canadians. Nearly half of the network's programming is exclusive to APTN. Canadian content makes

up over 80% of all of APTN's programming, and the network also acquires international programming from Indigenous broadcasters and television producers.

On a national level, APTN has developed strong working relationships and alliances with the Indigenous independent production community. The network regularly works with more than 100 Indigenous producers, writers and directors who are supported by an award-winning group of First Nations, Inuit and Métis actors, musicians, editors and cinematographers.

## **CANADA MEDIA FUND**

The network greatly depends on the Canada Media Fund (CMF) as a funding partner. Funding from the CMF helps APTN meet the expectations of the CRTC and the network's audience about broadcasting different genres and languages.

## **A NEW CHAPTER**

As the news and media industry continues to evolve, so too do the strategies and programs spearheaded by APTN. After connecting with Indigenous youth for over a decade, Digital Drum was renamed Content Creation (CC) in 2019 and moved to the programming department.

Like Digital Drum before it, CC aims to be a window of diversity that connects APTN's audiences through Indigenous stories and delivers inspirational content that speaks to self-expression, perseverance, pride and identity from an Indigenous perspective.

Under its new moniker, this in-house production team creates original content for APTN platforms including television, radio, web and the network's new streaming platform, APTN lumi.

There's something for everyone!

**OUR PROGRAMMING**

Award-winning programming that is genuine, inspiring, engaging and above all — entertaining!



Our streaming platform lets audiences enjoy our captivating and Indigenous-focused programming anytime, anywhere. This exciting initiative connects APTN with new viewers while strengthening our existing relationships with audiences across the country.

APTN lumi has seen excellent growth since its launch in September 2019, with users surpassing 25,000.

A new partnership between Apple and APTN was launched in December 2020, enabling Canadian audiences to tune in to APTN lumi content on Apple TV channels, expanding our audiences even further.



*Chuck and the First Peoples' Kitchen*

*Spirit Talker*



*Teepee Time*



*Coyote's Crazy Smart Science Show*



*Tshakapesh Superhero*



*Tribal*



*Crazy Like a Lynx*



APTN SHARING OUR STORIES

# News & Current Affairs

## OUR STORIES, TOLD OUR WAY

APTN News launched in 2000 as the world's first Indigenous television journalism team. Today, reporters in bureaus across the country report on stories that focus on the political and social conversations that are either ignored, under-reported or misunderstood by mainstream news media. All the while, they share award-winning and unprecedented news perspectives with Indigenous Peoples and all Canadians.

With six stand-alone shows, APTN News delivers unparalleled newscasts to the nation every week.



*APTN National News brings audiences our stories, told our way.*



The network's first French national news program focuses on the 11 First Nations in Quebec and provides profiles of community members, investigations, extended news stories and interviews to put the weekly national news in perspective.



The latest news stories are put into focus, providing in-depth analysis to tell the "story behind the story." Informational and educational, *InFocus* provides a detailed examination of the issues affecting our communities.



Tune in to APTN's political talk show for inspiring stories of resistance and reconciliation as our Peoples reclaim their place in Canada.



The first Indigenous investigative news program in Canada offers hard-hitting investigative reports and stories that influence communities, as told by award-winning journalists.



Meet fascinating people in our communities as they share their stories, inspire us and change the way we understand Canada.

# NEWS AND CURRENT AFFAIRS: MILESTONES

## **MARCH 2000**

*Contact*, the first national live television call-in current affair program about Indigenous issues, launches.

## **APRIL 2000**

*InVision News*, APTN's first national television news program, launches and airs twice a week.

## **OCTOBER 2002**

A daily news program, *APTN National News*, launches with the first Indigenous television journalism team in Canada and the world.

## **2003**

APTN News provides extensive coverage of the Assembly of First Nations National Chief Election for the first time. This will become a recurring broadcast event for the network.

## **2004**

*APTN National News* covers the Canadian federal election for the first time.

## **2004-2006**

*APTN National News* provides years-long coverage of the Ipperwash Inquiry, established by the Government of Ontario after Dudley George was shot and killed by police at a protest organized by First Nations representatives in 1995.

## **JANUARY 2012**

*APTN National News* provides special coverage of the historic Crown-First Nation Gathering in Ottawa, Ont.

## **JULY 2012**

APTN and media partners successfully appeal a ban prohibiting the identification of the social workers involved in the care of Phoenix Sinclair during an inquiry into the death of the five-year-old girl on a Manitoba First Nation.

## **AUGUST 2012**

The network streams the Canadian Human Rights Tribunal proceedings on a complaint that the government discriminates against First Nations. Made possible by APTN winning a court case in 2001, allowing recordings of in camera sessions.

## **JANUARY 2014**

APTN News launches home-based bureaus in North West River, N.L., and Toronto, Ont.

## **MARCH 27-30, 2014**

APTN provides coverage of the national Truth and Reconciliation Commission event in Edmonton, Alta.

## **SEPTEMBER 2014**

APTN News launches a home-based bureau in Thunder Bay, Ont.

## **SEPTEMBER 2014**

APTN News welcomes four new specialty half-hour newscasts: *Nation to Nation*, *Face to Face*, *APTN InFocus* and *The Laughing Drum*.

## **OCTOBER 2015**

The APTN News team provides special coverage of the 2015 federal election, including virtual town halls with party leaders, a panel discussion with French candidates and live election-night coverage.



**JUNE 2016**

APTN News makes history by securing the first in-depth interview between a sitting prime minister and Indigenous-owned media. The live show featured call-in and social media interaction between the prime minister and viewers.

**OCT. 5, 2016**

*APTN InFocus* becomes a live one-hour interactive show on social media.

**MAY 28, 2017**

APTN and the Canadian Association of Journalists announce the creation of a new Indigenous Investigative Fellowship, which offers a 12-week paid placement with the *APTN Investigates* team in Winnipeg, Man.

**JUNE 19, 2017**

*APTN National News* hits the three-month mark of sustained daily coverage reporting from Standing Rock, N.D., where thousands of Indigenous Peoples from all over the world gathered to oppose a controversial oil pipeline.

**JULY 24, 2017**

APTN intervenes in the press freedom case regarding coverage of Muskrat Falls.

**APRIL 2018**

APTN partners with the Canadian Association of Journalists to create a new award which recognizes exemplary journalism that educates and informs Canadians about Indigenous experiences through reconciliation.

**OCT. 10, 2018**

*APTN Investigates* celebrates 10 years of Indigenous investigative news programming in Canada, airing more than 150 episodes since its inception.

**AUG. 26, 2019**

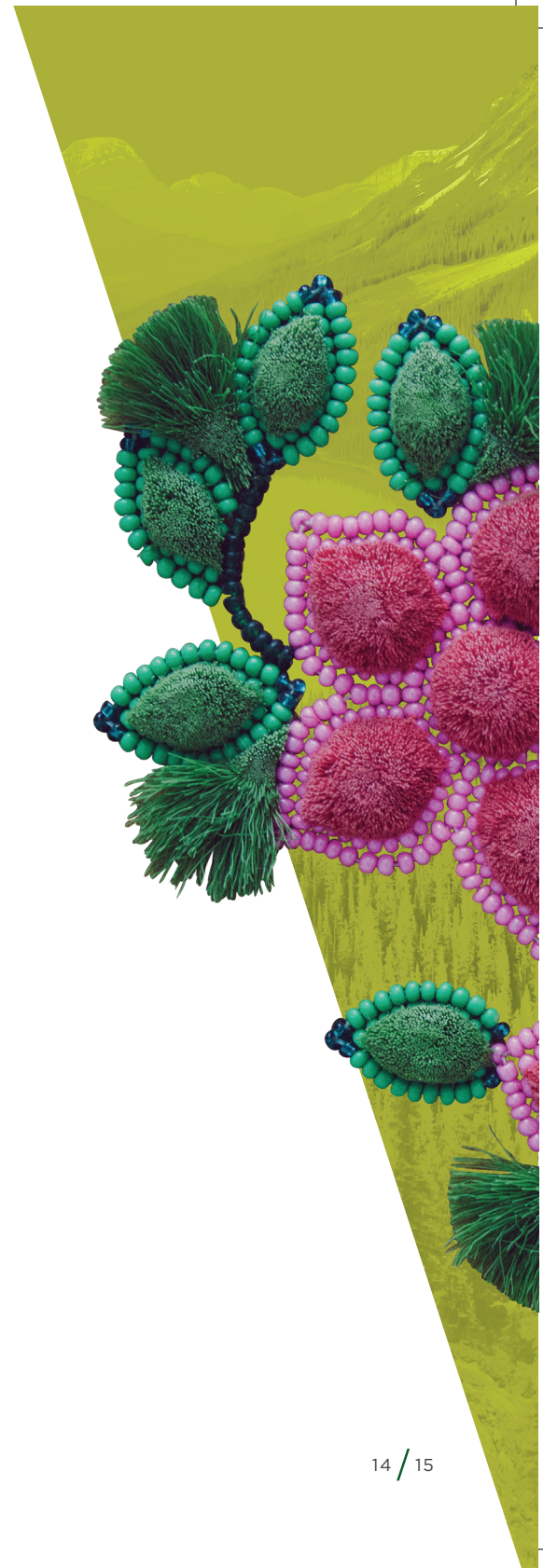
APTN launches *Nouvelles Nationales d'APTN*, Canada's very first national Indigenous news program in French.

**OCT. 7, 10, 2019**

*APTN National News* presents the federal leaders' debates in English and French ahead of the 2019 federal election. The live broadcasts aired online with Ojibway, Cree and Inuktitut translations.

**APRIL 2020**

APTN News celebrates its 20th anniversary.



# NEWS AND CURRENT AFFAIRS: AWARDS & RECOGNITIONS

## **CANADIAN ASSOCIATION OF JOURNALISTS (CAJ) AWARDS**

**2018–2019**

Open Broadcast Feature  
Open Broadcast News  
Daily Excellence  
JHR/CAJ Emerging Indigenous  
Journalist Award

**2017**

Charles Bury Award

**2016**

Communications Workers of  
America/Canada Award  
Journalists for Human Rights/  
CAJ Award for Human  
Rights Reporting

**2012**

Investigative Journalism Award,  
Open Television (less than  
five minutes)

## **THE CANADIAN COMMITTEE FOR WORLD PRESS FREEDOM (CCWPF)**

**2020**

Press Freedom Award

## **CANADIAN JOURNALISM FOUNDATION (CJF) AWARDS**

**2019**

McLaughlin Centre Science  
Journalism Fellowship

## **NATIVE AMERICAN JOURNALISTS ASSOCIATION (NAJA)**

**2020**

Richard LaCourse Award

**2020**

1st Place - Best Environmental  
Coverage (Charlotte  
Morritt-Jacobs)

1st Place - Online - Best News  
Story (Kenneth Jackson)

1st Place - TV Best News Story  
(Priscilla Wolf)

1st Place - Best Multimedia  
(Cullen Crozier)

2nd Place - Online - Best News  
Story (Charlotte Morritt-Jacobs)

2nd Place - Best Feature Photo  
(Charlotte Morritt-Jacobs)

2nd Place - TV - Best News Story  
(Brittany Hobson)

3rd Place - Best Multimedia Online  
(Tom Fennario)

**2019**

2019 Elias Boudinot Free  
Press Award

Print/Online - Best Feature Photo  
TV - Best Coverage of  
Native America

TV - Best Feature Story

TV - General Excellence

## **RADIO TELEVISION DIGITAL NEWS ASSOCIATION AWARDS**

**2019**

Data Storytelling

## **ANNUAL PRESS FREEDOM AWARD**

**2018**

## **CANADIAN SCREEN AWARDS**

**2018**

Gordon Sinclair Award for  
Broadcast Journalism  
Best News or Information Segment

## **MICHENER AWARD (NOMINATION)**

**2018**

## **PEN CANADA/KEN FILKOW PRIZE**

**2018**

## **AMNESTY INTERNATIONAL MEDIA AWARD**

**2020**

Long-Form Video

**2018**

Video Award

**2012**

Online Award

**2010**

Audio/Video Report Award

**CANADIAN HILLMAN PRIZE**  
2017

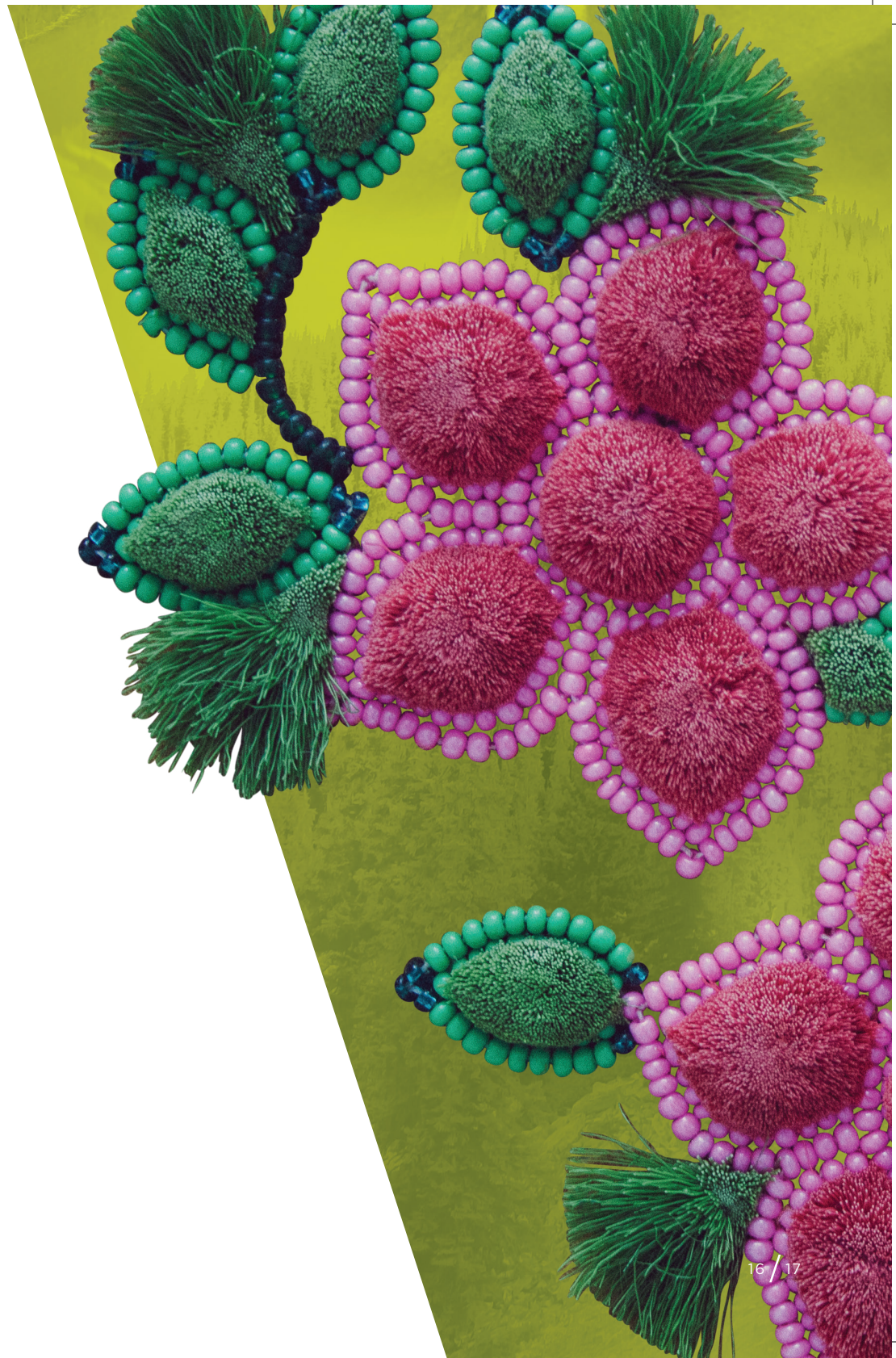
**BEYOND BORDERS ECPAT  
CANADA MEDIA AWARD**  
2016  
English Electronic

**JOURNALISTS FOR HUMAN  
RIGHTS AWARDS**  
2016  
JHR Lifetime Achievement Human  
Rights Reporting Award

**WORLD INDIGENOUS  
JOURNALISM AWARDS**  
2014  
Best Videography

2012  
WIJ Honour  
WIJ Special Recognition

**J-SOURCE CANADIAN  
NEWSPERSON OF THE  
YEAR AWARD**  
2012





# Our Audience

While APTN continues to play a leadership role in producing and broadcasting Indigenous-language productions, viewers' attention has been migrating to Over the Top (OTT) content in recent years. As a result, APTN has strengthened its position as a national broadcaster in Canada through its specialized cultural content.

## OUR PRIMARY AUDIENCE

APTN's Indigenous-specific programming has been created by, for and about Indigenous Peoples. The network conducts its own annual national Indigenous survey, which gathers reliable data about viewership and perceptions of the network. This ensures its programming continues to connect with audiences across Canada.

In this shifting landscape, annual viewership numbers reflect that APTN holds its own as a broadcast network.



- APTN is the most-watched channel for almost one in 10 of those with a TV provider.
- The network has maintained its viewership numbers among Indigenous Peoples. APTN is the most-watched TV channel for 10% of Indigenous people.

- Overall viewership is staying the course, with 48% of Indigenous people watching some of the channel on a typical day.
- 45% of Indigenous people view the network at least once per week.

Only 14% of Indigenous people reside within major Numeris sample markets. As a result, APTN's primary audience is not accurately measured by Numeris TV ratings.

*Source: APTN 2019–20 Tracking Survey Final Report, Indigenous Peoples 18+, Canada, with TV providers.*

## GENERAL CANADIAN AUDIENCE

APTN's programming increases awareness of Indigenous Peoples, cultures and languages among all Canadians. Sparking the interest of this market generates ratings and revenue.

## APTN HD<sup>1</sup>

- 712,000 Primetime Average Weekly Reach
- 1.2 million Run of Schedule Average Weekly Reach
- 1.7 million Primetime Average Monthly Reach
- 2.9 million Run of Schedule Average Monthly Reach

## APTN+ (aptn e, aptn n, aptn w)<sup>2</sup>

- 409,000 Primetime Average Weekly Reach
- 787,000 Run of Schedule Average Weekly Reach
- 914,000 Primetime Average Monthly Reach
- 1,684,000 Run of Schedule Average Monthly Reach

<sup>1</sup> Statistics based on Numeris: Ind 2+, Total Canada, Fall 2019, AvWkRch, AvMRch

<sup>2</sup> Statistics based on Numeris: Ind 2+, Total Canada, Fall 2018, AvWkRch, AvMRch

## KEY DEMOGRAPHICS

We strive to create unique program offerings for key demographics within the Indigenous population.

### Kids & Youth

# 40%

of Canada's 1.7 million Indigenous people are under the age of 25.

# 32.1 YEARS OLD

is the average age of Indigenous population (almost a decade younger than non-Indigenous populations).

Source: National Household Survey Indigenous Population Profile, Statistics Canada, 2016.

### Indigenous-Language Speakers

# 88%

 of Indigenous people believe that APTN is the only station trying to preserve and protect Indigenous languages.

Source: APTN 2019\_20 Tracking Survey Final Report, Indigenous Peoples 18+, Canada, with TV providers.

### News Viewers



One in five Indigenous people say they view APTN news content online at least once a week. *APTN National News* is the top program mentioned by those who watch APTN on a typical weekday/weekend.

*Source: APTN 2019–20 Tracking Survey Final Report, Indigenous Peoples 18+, Canada, with TV providers.*

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### French-Speaking Indigenous Peoples

**4.7%**

of the Indigenous population are French-speaking, most of which reside within the province of Quebec.

*Source: Statistics Canada, National Household Survey, 2011.*

**10.5%**

of Indigenous people are bilingual.

---

### Over the Top-Content Viewers

**72%**

of Indigenous people have high-speed Internet at home.

*Source: APTN 2019–20 Tracking Survey Final Report, Indigenous Peoples 18+, Canada*

**50%**

have streamed TV or movies in the past three months.



APT<sup>N</sup> SHARING OUR STORIES



# Our People

The network creates significant employment opportunities and offers a healthy and positive workplace for employees to learn, thrive and grow — both professionally and personally. APTN's ultimate goal is to help its employees reach their true potential, celebrate their achievements and encourage employee excellence, volunteerism and community involvement.

The network understands that continued success is paramount and contingent upon the people that each department recruits. That is why, in addition to supporting the professional development of staff, APTN is committed to fostering the talent and skills of young and emerging Indigenous people. Through work placement, internship and mentorship programs, the network offers unprecedented opportunities for First Nations, Inuit and Métis media professionals.

APTN is committed to the ongoing success of attracting and retaining a high number of Indigenous employees. Sixty-two per cent of all APTN employees are Indigenous.

## INDIGENOUS SENIOR MANAGERS

71%

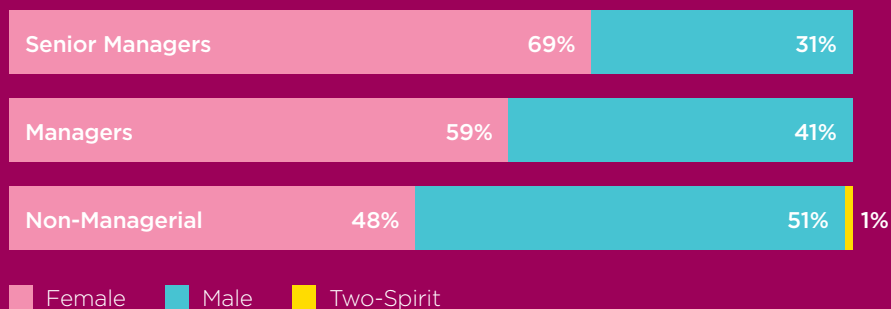
## INDIGENOUS MANAGERS

52%

## INDIGENOUS NON-MANAGERIAL

66%

### APTN EMPLOYEE GENDER IDENTITY BREAKDOWN





APT<sub>N</sub> SHARING OUR STORIES

# In Our Communities

Since its inception in 1999, APTN has built a reputation working for and with Indigenous Peoples across Canada. This reputation is rooted in the community relations department. This department aims to foster, enhance and build relationships with Indigenous community members at every level of organizations and agencies.

The community relations department makes a pointed effort to attend and support a number of community events across the country on an annual basis. These events range from award ceremonies, festivals, forums and galas that are essential to Indigenous Peoples and cultures.

In addition to these events, the network connects with potential and fringe audiences by collaborating with events and organizations nationwide. Reaching our growing audience through sponsorships creates a better understanding of the network and its important work — all while increasing loyalty and viewership.



# APTN Indigenous Day Live

APTN **SHARING OUR STORIES**

## HONOURING NATIONAL INDIGENOUS PEOPLES DAY

Every year, APTN produces the largest celebration of National Indigenous Peoples Day in Canada. Thousands attend APTN Indigenous Day Live (IDL) to show their support as they watch the best and brightest Indigenous artists from across North America perform live.

Delighting audiences since 2007, this annual event features some of the biggest names in Indigenous music and television, including JUNO Award-winners

and up-and-coming artists. IDL highlights talent from all genres, regions and Nations — both Indigenous and non-Indigenous — and ensures the recognition and inclusion of all First Nations, Inuit and Métis Peoples.

IDL made its debut in a park outside the network's headquarters in downtown Winnipeg and has since moved to the historic Forks site in Winnipeg, Man., and several different Canadian cities each year. The event has grown year after year, extending its reach to more Indigenous communities across the country.

In 2020, IDL had to be postponed and a new pre-recorded, televised and streamed event, the Summer Solstice Concerts, aired in June 2020. Later that year, the network held a unique pre-recorded edition of IDL called *APTN Indigenous Day Live Winter Solstice*, which aired on the network from Dec. 21-25, 2020.

## WHO TUNES IN?

Traditionally, IDL has seen more than one million people tune in to the live broadcast on all four APTN channels, radio stations across Canada and the U.S., as well as via the livestream on [indigenoustodaylive.ca](https://www.indigenoustodaylive.ca).

Here are the cities that have previously hosted IDL:



City	Year
Winnipeg	2007-2019
Yellowknife	2008, 2017
Whitehorse	2009, 2019
Ottawa	2010, 2017, 2018
Regina	2012
Iqaluit	2013
Halifax	2014, 2017
Edmonton	2015, 2017
Vancouver	2017
Toronto	2017, 2018
Montreal	2017
Calgary	2019



APTN **SHARING OUR STORIES**

# Our Future

In recent years, the explosion of high-quality content on digital platforms and the erosion of linear TV viewing time have contributed to major shifts in the media and broadcasting industry. APTN has taken these shifts in stride, using it as an opportunity to build stronger relationships with its audiences.

These audiences consist of distinct and overlapping sub-audiences, both Indigenous and non-Indigenous, who want their programming broadcast on multiple platforms. Recognizing this need, APTN has continued to invest in and implement infrastructure, technological and workflow improvements to meet the demand for multi-platform programming and content.

This includes the network's implementation of an Over the Top (OTT) product strategy, the subsequent launch of APTN lumi, the implementation of a new Media Asset Management System (MAM) and the optimization of [aptn.ca](http://aptn.ca).

In addition, we plan on expanding APTN lumi even further as well as striking a balance between linear and digital content in the years to come. We also aim to place greater emphasis on our APTN kids programming and our Indigenous-language content.

As we move along the path of reconciliation, we recognize the need to showcase Indigenous cultures from all over the world, not just those closer to home. While we have already acquired fantastic Indigenous programs from places like New Zealand, Australia, Thailand and the Netherlands, we'd like to see even more foreign Indigenous content grace our screens.

As the most influential platform for Indigenous storytellers in Canada, APTN strives to commission programs that meet the highest standards for on-air talent, writing and production values. The network stays true to its mission and values, raises the bar for television networks and media outlets everywhere and is building the brightest future possible for its stakeholders.

Sharing Our Stories is the essence of APTN, and maintains our momentum in the Canadian broadcast industry.



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