

	CBC Programming License Agreement: Heartland Season 11
TO:	Board of Directors
MEETING:	May 10, 2017
FROM:	Heather Conway, Executive Vice President, English Services Judith Purves, Executive Vice President and Chief Financial Officer
DECISION SOUGHT:	Approval of Heartland Season 11 program rights agreement
NEXT STEPS:	Execute the agreement with Rescued Horse Season Eleven Inc. (Licensor)
DATE:	May 5, 2017

1. CONTEXT

- Heartland is a family drama series; Season 11 is scheduled for 7pm on Sundays in the fall and is a pillar of CBC's Sunday family programming. Heartland has appeared on CBC Television for 10 seasons and is the longest running one hour scripted drama in the history of Canadian television.

2. KEY DECISION ELEMENTS

- CBC's license fee for Heartland Season 11 is Agreement is for 18 one
hour episodes produced in Alberta with estimated delivery of the completed episodes in
September 2017.

Summary of Agreement Terms:

3. KEY BENEFITS, IMPACTS & RISKS

- Heartland is a vital part of CBC's family Sunday night fall schedule. In an average week, Heartland Season 10 reached 1.6 million Canadians, higher than the CBC prime time average for the same season of about 1.3 million. In total, 8.2 million (23%) Canadians tuned in to Heartland Season 10.

4. RESOLUTION

That the President and CEO or the Executive Vice-President, English Services, together with the Executive Vice-President and Chief Financial Officer or their respective delegate(s), be authorized to do all things necessary to negotiate, enter into, and execute an agreement with Rescued Horse Season Eleven Inc. for season 11 of Heartland on essentially the same terms and conditions as those presented at the meeting and to do all things deemed necessary by them to give effect to the foregoing resolution and the Agreement.