



WHO WE ARE

HGTV is an English language, Canadian specialty service, launched in October 1997. The channel is available on a subscription basis to customers of cable and direct-to-home satellite services.

In January 2004, the CRTC renewed HGTV's broadcasting license for another 7 years, from March 1st 2004-August 31st 2010.

HGTV is majority owned and operated by Canwest Broadcasting. The network is minority owned by Scripps Howard Inc., the owner and operator of HGTV in the United States.

OUR AUDIENCE

HGTV is in 7.5 million homes across the country. Our primary target audience is adults 25-54.

OUR PROGRAMMING

HGTV is a lifestyle destination, with a robust mix of entertainment and information. It's the nation's only 24-hour home resource, offering viewers equal doses of inspiration and guidance on everything from buying and selling their property, to renovating and redecorating their home, to landscaping and expanding their living spaces.

The network has shifted its mandate in recent years. We are not about "how-to" programming anymore. We are focused on bringing entertaining, transformative and story-driven shows to the network, while informing and enlightening our viewers.

Whether it's Sandra Rinomato of *Property Virgins* helping first-time house hunters locate their dream home, or design diva Sarah Richardson pulling together a high-style space in *Sarah's House* or *Sarah 101*, or Mike Holmes offering to make right home inspections gone wrong on *Holmes Inspection*, our most successful and beloved shows all share the same qualities. They are fun, informative, stylish, sexy, dramatic, and the hosts are passionate about what they do.

Our schedule is dominated by the following five key formats:

Transformation: *Sarah 101* inspires us to change our lives by changing our living spaces.

Drama: *Holmes Inspection* and *House of Bryan* – these shows go behind the scenes of real life home owning challenges.

Improvement: *Disaster DIY* helps us solve problems and provide real information on how to improve your living space.

Inside Real Estate: *Property Virgins*, *House Hunters* and *Property Shop* chase the inside story on buying and selling real estate and *For Rent* helps us maximize our value in the rental market.

Spectacle: *Extreme Makeover: Home Edition* and *Million Dollar Listing* – these are big-ticket prime-time shows that are dramatic and entertaining.

HOW CAN YOU GET INVOLVED?

If you hope to pitch an idea to HGTV, and eventually join our roster of producers, it's very important for you to understand that we are no longer "the how-to channel." Just watch our network and study the range of programming. And don't stop there. Watch the other major lifestyle channels and study their programming too. By watching our channel you will notice that our shows embody the following **core values** – your program idea should also be:

Transformative: Visually and emotionally inspiring viewers to change their space and their lives.

Informative: Giving viewers useful content that solves everyday conflicts and challenges.

Relatable: Viewer friendly, engaging, and connected to what matters most to viewers.

Generous: Encouraging viewers to enjoy and take pride in their home because that is where the heart is.

What qualities make this kind of programming very successful?

- Strong characters and hosts who are personable, enthusiastic and genuine
- Inspiring, informative, and relevant storylines
- Simple but dynamic formats
- Dramatic tension

SUBMISSION FACTS

- Currently looking for weekly series of 13 to 28 half-hour and hour-long episodes.
- Selection will be based on the following:
 - Suitability of content to the mandate of HGTV
 - Needs of the programming schedule
 - Innovations in proposed form and content
 - Producer's experience and ability, both creative and financial
 - Evidence of portrayal equity
 - Regional representation of producers

WHAT WE NEED FROM YOU

Program proposals for Food should include the following:

1. Concept synopsis
2. Treatment
3. Suggested show format and rundown
4. Biographies of principal creative personnel, including executive producer
5. Tape, if available (of producer's work or demo of proposed program idea or host).
6. Signed Submission Release Form

If possible please include:

7. Production budget summary
8. Financing plan

IMPORTANT

It is possible that one proposal may resemble, in whole or in part, another proposal originating from another source. Anyone submitting a proposal to HGTV assumes this risk, and may not hold HGTV accountable if it chooses to proceed with another proposal that is in any way similar. Therefore, proposals submitted to HGTV are not read or given any consideration until a signed **Submission Release Form** has been received.

The Programming Department of HGTV Canada receives a large number of proposals. Please allow at least 6 weeks for a reply to your proposal. Proposals will not be returned to sender.

Submissions can now be sent to:

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