

BRITISH
COLUMBIA'S

**Knowledge
Network:**



A Year of Knowledge
2024-2025





The Society Page



Midsomer Murders

*“Curiosity is,
in great and
generous minds,
the first passion
and the last.”*

Samuel Johnson



Lucas: An Endangered Human Species



Grace

We're delighted to share the highlights of our 2024-25 fiscal year with you - our passionate Knowledge Partner community. After all, it's because of your generosity that 2.5 million curious viewers every year benefit from the mind-expanding and life-enriching stories shared on Knowledge.

**On behalf of all of them
and all of us, thank you.**



Tiddler



Donizetti Queens in Concert

Sharing the love

Over my 30-year career in broadcasting I have never seen the kind of kinship and connection between a broadcaster and its audience as I have witnessed at Knowledge. Since I arrived in 2023, I've had the pleasure of talking with many of you one-on-one and have spent many hours reading and responding to audience feedback and donor letters.

I'm simply astounded by you.

Not only do you share your love, thoughts and ideas with us, but your hard-earned money as well. And it's because of your generosity that Knowledge Network still exists – delighting, enriching and connecting curious viewers to the world for nearly 45 years.

It would be easy in our ever-expanding media universe to ignore a service like Knowledge. To assume someone else will pay for it; to pass the buck. But you don't. Those of you who have the means (and many who have little to spare), give what you can to support independent voices and enable the telling and sharing of stories from our own backyard and around the world. And, quite simply, to learn something new.

We are so very grateful.

The independent voices fostered by public broadcasters are under threat like never before, here at home and elsewhere too. Ensuring people have access to diverse stories and perspectives is a critical foundation of our democracy, fostering



the understanding necessary to create a more informed and inclusive society – to keep us all strong and free.

I hope as you browse the pages of this report you will remember that the achievements and activities we've highlighted are all thanks to you.

You are the public in public broadcasting. Thank you for being our Partner.

A handwritten signature in blue ink that reads "Michelle".

Michelle van Beusekom
President & CEO
Knowledge Network

We're here for you because you're here for us.

MORE TV VIEWERS CHOOSE KNOWLEDGE

In an increasingly competitive television environment, Knowledge Network achieved a 26% increase in share of viewership in 2024-25. In prime time, Knowledge remained one of the top 5 Canadian channels watched by British Columbians (#4 to be precise).

THE MOVE TO STREAMING CONTINUES

The number of video streams played from our website and apps increased by 10% over 2023-24 levels. Thanks to your support, investments in brand awareness initiatives and audience engagement have paid off by bringing more viewers to Knowledge.

WHAT'S ON?

Staying in the know became more important than ever for Knowledge fans. This year we saw subscribers to our Now Streaming - Documentaries weekly email grow by 30%. More than 100,000 people across Canada now hear from Knowledge every week about the latest documentaries they can stream online at Knowledge.ca.

EQUITY ON SCREEN

Our three-year Equity, Diversity and Inclusion Plan concluded this year with actions and results provided in our final report. A particular point of pride among the results is that we've broadened our filmmaker partnerships, working with a growing number of talented Indigenous, Black and Persons of Colour-owned production companies to tell authentic and often untold stories that expand our understanding of life in BC (see page



#4 MOST-WATCHED CHANNEL

Knowledge ranked #4 among Canadian channels watched by British Columbians.



STREAMING UP 10%

Video streams from our website and apps rose 10% over last year.



IN THE KNOW

100,000+ people across Canada get emails on what they can watch on Knowledge.ca and on our app!

18 of the [2022-25 EDI Action Plan Report](#)). Online, we continued our partnership with the National Film Board, providing a rich collection of BC and Canadian Indigenous Cinema titles on our streaming service.

We also curated special programming collections on air and online to celebrate Pride, Black History Month, Asian Heritage Month and National Indigenous History Month.

We're now airing an increasing number of premium international dramas including titles from Japan, Turkey, China, Australia, South Africa and Singapore.

At a time when equity, diversity, inclusion and accessibility initiatives are being actively and recklessly dismantled south of the border, our firm commitment continues with new goals and actions established for the next three years.



Knowledge programming with described video grew 90% in 2024-25 with an average of more than 36 hours per week.

Annual Highlights

MORE STORIES (UN)TOLD

The first project under the *Stories (Un)told* commissioning stream, a partnership between Knowledge and Creative BC to create premium limited documentary series by BC producers and directors, was greenlit for production. *Seeking Saltwater City* is a bold, cinematic three-part series that weaves present and past to reveal how history lives within BC's Chinese-Canadian population and echoes through the generations.

Also with the support of Creative BC, we commissioned a short, animated documentary about the life and career of globally renowned BC soccer legend Christine Sinclair, which will debut in 2026 when the FIFA World Cup comes to Vancouver.



ON TARGET

Thanks to our loyal Knowledge Partners, despite a challenging year with an uncertain economic

outlook and a 32-day mail strike, we surpassed our annual fundraising target of \$5.8 million, raising \$5.94 million in 2024-25.

LOYALTY MATTERS

Each year, the number of Partners who choose to give monthly to Knowledge grows. We saw revenue from monthly donors grow by 1.6% this year despite a rocky economy. Monthly donors are now about 1/3 of the donor base, and in 2024-25 they generously contributed nearly \$2.4 million in donations.



EQUITY IN ACTION

We partnered with Indigenous and BPOC-owned companies to share more stories that matter.



WE DID IT!

\$5.94M was raised this year surpassing our fundraising target of \$5.8M.



GROWING TOGETHER

Monthly donors gave 1.6% more in 2024-25.

SPLENDOURS OF SPAIN CONTEST

Bill B. of Victoria won our Splendours of Spain contest, calling the trip "...one of the most memorable of our lives" with its "food, glorious food" and amazing tour guides throughout.



Annual Highlights

YOUR LEGACY IS OUR FUTURE

The Legacy Circle at Knowledge has grown to 1,062 members, including every Partner who has confirmed a bequest for Knowledge in their will since our Planned Giving program started.

Bequests and Gifts in Memory are all directed to the Knowledge Endowment Fund, and the capital from those gifts is never spent. With the fund's current market value approaching \$36 million, income from the fund is already a vital building block in ensuring a sustainable future for Knowledge.

A NEW HIGH

Legacy gifts of all sizes carry deep meaning for the donor. They recognize what mattered to the donor during their lifetime and their hopes for making the world a better place after they pass.

This year, we received the largest gift in the history of our Endowment Fund. A bequest in the amount of \$1.78 million was gratefully received and a beautiful legacy celebrated.



COMMUNITY CONNECTIONS

This year saw two large Knowledge Partner screening events. In April 2024, production crew, participants and Knowledge Partners got together at Capilano University in North Vancouver to watch the premiere of *Search and Rescue: North Shore* Season 2. Guests also enjoyed a panel discussion with series participants after the screening.

In November at the Vancouver Playhouse, we held a similar launch and celebration for the debut of *Transplant Stories*. Over 700 guests got a preview of this impactful Knowledge Original series and heard from those involved in its making.

We also supported other community and festival screenings for Knowledge Originals *Inay (Mama)* and *Arthur Erickson: Beauty Between the Lines*, as well as Chris Auchter's *The Stand*.



LARGEST LEGACY GIFT IN ENDOWMENT FUND HISTORY

In 2024, Knowledge received a \$1.78M bequest.



LEGACY CIRCLE HITS 1,000+

1,062 Partners have included Knowledge in their wills.



700+ GUESTS AT TRANSPLANT STORIES PREMIERE

Our screening brought together the community to celebrate this impactful series.



Celebrating Knowledge Partners

Meet the La Selvas

“As residents of BC, I think it’s important for us to give so we can get even better shows and keep it local.”

Living in a small town in Brazil, Eduardo and Graziela La Selva knew they had to move to a big city if they wanted more opportunities. But big cities in Brazil can be crowded and stressful. After learning they were eligible to come to Canada as skilled workers, the couple decided to take a chance on a new adventure.

“Here we are after 14 years and I think it was such a good decision that we made,” says Eduardo. “It opened our life to so many opportunities and so many different cultures.”

Eduardo came across Knowledge Network when he was browsing through streaming apps for their TV. He and Graziela saw all the amazing shows available on the Knowledge app, but what really caught their attention was *Canada Over the Edge* and its beautiful scenes of the country. The series remains a favourite, along with *Waterfront Cities of the World*, *The Island Diaries* and anything about local culture and history.

“To us, it’s very important to learn,” says Graziela. “I went to ESL school because when I came here I didn’t have any English, but Knowledge was my second school. Getting to know more about the country and North America, and the world as well, has been wonderful.”

The couple were happy to become Knowledge Partners after finding out about monthly giving and how easy it is to donate. “As residents of BC, I think it’s important for us to give so we can get even better shows and keep it local,” says Eduardo. Graziela agrees. “When we watch Knowledge, we are proud of contributing. It’s a nice feeling to have.”

K:

Because monthly donations provide regular, consistent support, they let us act quickly when great programming opportunities come up. We’ve been known to track specific programs for years just waiting for the rights to become available.

Meet Kum Heng Poon

One thing is certain - retired fish researcher Kum Heng Poon is hooked on Knowledge. He's been a fan since he discovered Knowledge some time after moving to BC from Singapore in 1991 to pursue his PhD in biology. Though he's always loved the "life aquatic," his viewing interests encompass more than lakes, rivers and seas.

Kum Heng was thrilled to see the period drama *This Land Is Mine* on Knowledge, about post-war, pre-independent Singapore. Every aspect of the series portrayed his homeland so authentically.

"I really appreciate that Knowledge casts their net so wide with shows about this small country and other places around the globe," Kum Heng says. "It helps people look at the world with a broader lens."

"They're fantastic quality and so uniquely BC. To have something produced right here really contributes to a sense of connectivity and community."

Along with programs about different cultures, human history, astronomy and science, Kum Heng also enjoys real-life Knowledge Original series like *Transplant Stories* and *Search and Rescue: North Shore*. "They're fantastic quality and so uniquely BC. To have something produced right here really contributes to a sense of connectivity and community."

As a Knowledge Partner in the Leadership Circle, Kum Heng feels it's a privilege to be part of the "public" in BC's public broadcaster. It's a feeling of contributing to something that's not just entertainment, but a shared experience. "I'm happy to be involved in something so precious," he says. "Knowledge feels like home."



K:

Before the Leadership Circle launched, Knowledge Partners donating \$600 or greater numbered 180 for a total of \$197K (2011-12). This year (2024-25), donors who were able to donate gifts of this size number nearly 1,000 and resulted in more than \$1.3 million in donation revenue. That's more than 500% growth in major donors and 650% growth in revenue.

Meet Trish Neufeld

It was a full circle moment for Trish Neufeld when her first feature-length documentary, *Dancing with Mom*, aired on Knowledge. The film, which follows Trish and her mother's journey together after she is diagnosed with a rare form of dementia, is a deeply touching portrait of their changing relationship. Trish grew up watching Knowledge with her mother, Pat, who was a longtime Partner.

"It was so special to not only be given the opportunity to make the film, but to show it on a platform that meant something to her," says Trish. "She would have been so proud. And so was I."

Trish was so grateful that Knowledge saw the story potential in her experiences of caring for a parent with dementia. "It was wonderful to have Knowledge as a partner to create the film," she says. "And then the response when it aired - the people who wrote and shared their own experiences - it just affirmed all the reasons why I made it."

Trish wants to ensure that other BC filmmakers have the same opportunities. It's why she became a Knowledge Legacy Circle donor on behalf of herself and her mother, who also left a gift to Knowledge in her will.

"I think in today's media landscape, the role that Knowledge plays is a hugely important one. It's a place where people can trust that the stories are true and honest. They are our own stories with our own way of telling them. They have heart. They reflect who we are in this province."



"It's a place where people can trust that the stories are true and honest. They are our own stories with our own way of telling them. They have heart. They reflect who we are in this province."



Since its inception in 2007, income from the Knowledge Endowment Fund has become a vital source of funding, resulting in nearly \$1 million directed to support programming initiatives in 2024-25. See page 15 for more details. We are profoundly grateful to all Knowledge fans, past and present, who have made the deeply meaningful and personal decision to include Knowledge in their wills.

Financial Highlights

Accountability is a key corporate value for Knowledge. And given you, our Partners, are largely both taxpayers and donors, we're proud to share our accountability documentation with you. Below is a very brief snapshot of our financial picture for 2024-25 but there is much more available on our website at knowledge.ca/about/governance including our Annual Service Plan Report that details our full audited financial statements.

Knowledge Network Financial Snapshot 2024-25

Revenue

Operating Grant from the Province of BC	6,611,000
Donations from Knowledge Partners*	6,294,072
Endowment Contributions from Partners	4,527,963
Endowment Income	1,305,868
Other Corporate Revenue (Royalties, Production Funding, Short Term Investments etc.)	954,602
Total Revenue	19,693,505

Expenses

Curation & Audience Engagement	2,986,191
Philanthropy & Communications/Research	2,470,205
Broadcast/Streaming Platforms & Corporate IT	2,816,981
Amortization of Broadcast Rights and Depreciation of Equipment	3,872,827
Corporate Administration	1,883,627
Total Expenses	14,029,831

Revenue Minus Expenses	5,663,674
Endowment Contributions directed to Endowment Fund	(4,527,963)
Excess of Revenue over Expenses	1,135,710

*Additional gift revenue formerly deferred was realized this year due to a change in accounting policy.

TRUST IN KNOWLEDGE

We're proud to have received another five-year accreditation from Imagine Canada in connection with their national Standards Program. Less than 1% of Canada's registered charities carry this designation. The trustmark signifies that Knowledge meets high standards in 73 different criteria ranging from governance to financial accountability to operations management and beyond.



Your Dollars at Work

Knowledge Originals

We ensure viewers see elements of their lives and those of their neighbours reflected on Knowledge through the pre-licensing and commissioning of made-in-BC films and series.

Our work with BC independent producers actively strengthens British Columbia's domestic production sector by enabling local producers to leverage additional financing from several federal sources which in turn creates good jobs, strengthens local companies and ensures stories that are "by us and for us" are shared.

This year, four projects were completed and had their broadcast premieres on Knowledge.



Search and Rescue: North Shore

Search and Rescue: North Shore Season 2 is a series following the dedicated volunteer members of North Shore Rescue as they seek to reunite missing and injured people with their loved ones.

K: Search and Rescue exceeded 100,000 viewers on television.

Transplant Stories is a four-part series that journeys into the world of BC transplant recipients, donors and the incredible team of medical professionals who perform and support these life-giving procedures.



Transplant Stories

K: In a viewer impact survey conducted during and after the series, a high proportion of respondents expressed a strong intention to verify or register as organ donors and to help raise awareness of the need for organ donation among their social circles.



Inay

Inay (Mama) is a personal film exploring the impact of Canada's Live-In Caregiver Program on children who were left behind when their mothers came from the Philippines to work in Canada.

K: Inay won the Arbutus Award for Best BC Film at the 2024 Vancouver International Film Festival.

Arthur Erickson: Beauty Between the Lines is a film exploring the extraordinary life of visionary BC architect Arthur Erickson.



Arthur Erickson

K: This candid film has already been selected and screened in multiple film festivals spanning the globe and was named by the Vancouver Sun as one of the 7 best movies of 2024 that have a link to BC.

Drama

We continue to bring you audience favourites while searching the globe for fresh whodunits and other riveting drama series.

Alongside the return of Anne Cleeve's irascible yet lovable *Vera* and *Midsomer Murders'* alarming homicide rate, we introduced a slew of new nailbiters this year, including dramas from around the world:

The Long Call - This series follows another Anne Cleeves sleuth, Detective Inspector Matthew Venn, as he returns to his hometown in Devon with his husband for his estranged father's funeral, only to find himself investigating a local murder.

Maternal - Inspired by the real-life experiences of a UK surgeon, this critically acclaimed series follows the trials of three doctors returning from maternity



leave and their attempts to find work-life balance amidst demanding careers in an overstretched healthcare system.

Fence - In our first international drama from Japan, two women team up to get to the truth behind a sexual assault near a US military base on the island of Okinawa.

The Long Season - A deeply poignant yet humorous story of murder, loss and revenge spanning 20 years in northeast China. This was the Canadian premiere and our first drama series from China.

Persona - In our first drama series from Turkey, an unassuming retired court clerk recently diagnosed with Alzheimer's sets out on a revenge crime spree.

Negotiator - In this tense drama series from Brazil, an emotionally tortured hostage negotiator returns to the job after a leave of absence only to find himself embroiled in an unexpected crisis.

And many, many more...

Performing Arts

In July and August 2024, we curated a stunning 12-hour package of new performing arts programs for our *Radio City* timeslot on Sunday afternoons. Summer never sounded so good.

Audience Favourites

Armchair travellers put a few new stamps on their virtual passports this year on Knowledge, travelling not just around the world but also through time. Audience favourites on-air and online this year included:

World's Most Scenic River Journeys – Actor Bill Nighy narrates this stunning series that takes us on 16 legendary journeys through rivers and waterways in the UK, Europe, USA, New Zealand and our very own Canada too.

London: 2000 Years of History – Dan Jones, Suzannah Lipscomb and Rob Bell tell the glorious and sometimes gory story of London's meteoric rise from an uninhabited swamp to the thriving megacity of today.

Deciphering... the Philippines, India, South Korea – This collection of programs continued on from 2023-24, featuring an in-depth look at how culture, politics and issues have collided and converged in each of these nations to make them what they are today.

WW2: Women on the Frontline – This popular series highlights stories of wartime peril, courage and heroism of women from across the globe. From fighter pilots and bombing squadrons to snipers, spies and resistance fighters, these are the untold stories of women who put themselves in the thick of danger for the greater good.



WW2: Women on the Frontline



London: 2000 Years of History



Portillo's Andalusia

World's Most Scenic Railway Journeys – Knowledge viewers hopped aboard for an unforgettable ride through some of the most spectacular landscapes on Earth.

K: *World's Most Scenic Railway Journeys was our most-watched travel program on-air.*

After 30 years in politics, Michael Portillo gave up his boring monochrome suits for a different life dabbling in radio, television and even writing. As an engaging TV tour guide, this year Michael took Knowledge viewers on four exciting trips in the series *The Pyrenees with Michael Portillo*, *Portillo's Andalusia*, *Great Australian Railway Journeys* and *Great Alaskan and Canadian Railway Journeys*.

K: *When asked what he would never leave the house without when he's travelling, Portillo's response was "Five jackets of different colours."*

Knowledge Kids

Luna, Chip and Inkie Win Big

Many Knowledge Kids series and specials win accolades on the global stage, from the Banff Rockie Awards to MIPCOM Cannes Diversify TV Awards, from Peabodies to International Emmies. We're honoured that our own Knowledge Kids Original production, *Luna, Chip & Inkie: Adventure Rangers Go!*, received two nominations and a win from the WGC (Writers Guild of Canada) Screenwriting Awards, plus a nomination from the Youth Media Alliance in 2025.

This year, as part of our continuing efforts to improve inclusivity, we were delighted to present new kids series that highlight diversity, including *Carl the Collector* and *Ready Eddie Go*, both featuring a variety of neurodivergent characters, and *Mixmups*, featuring characters with physical disabilities.



Luna, Chip & Inkie: Adventure Rangers Go!

And ready for a whole new crop of young fans, the lovable puppy Blue returned in the newest reinvention called *Blue's Clues & You!* While "Josh" is Blue's new human friend, former pals Steve and Joe also make appearances.



The production crew of Carl the Collector included neurodiverse writers, animators, advisors and voice talent.



Ready Eddie Go!



Isadora Moon



Blue's Clues & You!

Creator Rebecca Atkinson spent seven years getting Mixmups from idea to launch.



Knowledge Kids had the Canadian premiere of *Isadora Moon*, a series based on wildly popular books about a half fairy, half vampire who is 100% unique. Themes of self-acceptance help our young viewers feel it's okay to not fit in.

The Knowledge Endowment

Working Today and Tomorrow

As the Endowment Fund continues to grow for the future, we're also reaping the benefits now by directing the income generated by the fund to programming. This year we allocated \$950K from Endowment income to a number of programming initiatives.

Among the acquisitions was a large collection of documentaries and series from around the world including fan favourites *Hallelujah: Leonard Cohen, A Journey, A Song*; *Joan Baez: I Am a Noise* and several Michael Portillo series including *Portillo's Andalusia*, *The Pyrenees with Michael Portillo* and (coming soon) *Great Continental Railway Journeys VII* (\$500K allocated).

Knowledge Original documentary commissions include *Treasure of the Rice Terraces*, *Illustrated Legacies* and *EMERGENCE: Women in the Storm* (\$353K allocated). These titles are currently in various stages of production and will be coming to Knowledge in the months ahead.

Finally, Knowledge Partners love their twisty mysteries. We allocated \$97K of Endowment income to returning drama favourites including *The Brokenwood Mysteries*, *McDonald and Dodds* and *The Bay*.



Hallelujah: Leonard Cohen, A Journey, A Song



Joan Baez: I Am a Noise



EMERGENCE: Women in the Storm



The Brokenwood Mysteries

Looking Ahead

A NEW STREAMING PLATFORM IS COMING!

We've been working hard on a full re-imagining of our streaming platform. The discovery phase started in early 2024 and through this past fiscal year we've been designing, building and coding for the future of our service. The new platform will enhance the viewer experience and accessibility of our programming and will include new security features and improved recommendations.

KNOWLEDGE ORIGINALS IN THE WORKS

We have a number of new Knowledge Original documentaries that are in production or airing soon on our broadcast channel and streaming platforms.

Illustrated Legacies - Tells the story of gunboat diplomacy on the West Coast centering around the 1864 sinking of the Kingfisher from an Indigenous perspective, drawing from oral traditions, recorded history and community memory.



Spring After Spring - Follows the story of Vancouver Chinatown legend Maria Mimie Ho, the founder of the Strathcona Chinese Dance Company.

Reclaim My Skin - A creatively audacious three-part limited series by Marie Clements reclaiming the story of Indigenous women's history from colonization to the present day.

The Painted Life of E.J. Hughes - Infused with a love of place, this film travels through painted landscapes, through history, through communities and through 70 years in the life of one of the most esteemed artists in our country.

Treasure of the Rice Terraces - Filipino Canadian filmmaker Kent Donguines heads back to the Philippines to explore the ancient art of Kalinga tattooing—now a global fashion phenomenon. At the heart of it all is 108-year-old Apo Whang-od,



Coming Soon

the legendary mambabatok and Vogue cover star, whose hand-tapped tattoos are turning heads from the Cordilleras to catwalks. This documentary dives into the cultural roots behind the trend and what it means for Filipino identity today.



Have You Heard Judi Singh? – Director Baljit Sangra tells the story of Judi Singh, a pitch perfect Punjabi-Black singer-songwriter who was a prominent fixture in the Edmonton jazz scene from the 1950s to 1970s, and her rocky rise towards stardom.

COMING SOON TO YOUR SCREENS

Premiering in October, we're bringing you a wonderful limited series called *Shakespeare: Rise of a Genius*. This program, presented by a range of experts and actors including Judi Dench, Helen Mirren and Brian Cox, details the beginnings of Shakespeare's success and how he became history's most famous playwright.

She's back! In November, ride along on another stunning trip with *Joanna Lumley's Great Cities*. The absolutely fabulous Lumley explores the equally fabulous Paris, Rome and Berlin.



Ralf Little returns as DI Neville Parker for another season of murder on the island of St. Marie. *Death in Paradise* Season 13 is coming to Knowledge in December.

Thanks to the enduring loyalty and generous support of our Knowledge Partners, we look forward to another exciting year ahead as we bring our viewers entertaining, enlightening and inspiring programs from our own backyard and around the world.

Thank
you!



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