



CBC/Radio-Canada Fact Sheet

**CBC/Radio-Canada is one of Canada's largest cultural institutions.
It touches the lives of our citizens on a daily basis.**

CBC/Radio-Canada was created as a Crown Corporation in 1936 by an Act of Parliament following a Royal Commission that was concerned about the growing American influence in radio.

CBC/Radio-Canada's Mandate

- ▶ CBC/Radio-Canada's mandate stems from the 1991 *Broadcasting Act*.
- ▶ As Canada's public broadcaster, CBC/Radio-Canada provides services in English, French, and eight Aboriginal languages in the North.
- ▶ CBC/Radio-Canada is mandated to provide Radio, Television and New Media services incorporating a wide range of programming that informs, enlightens and entertains.
- ▶ CBC/Radio-Canada's programming is to:
 - ▶ be predominantly and distinctively Canadian;
 - ▶ reflect Canada and its regions to national and regional audiences;
 - ▶ actively contribute to the flow and exchange of cultural expression;
 - ▶ be in English and French reflecting the different needs and circumstances of each official language community.

Home of Canadian Content

- ▶ CBC/Radio-Canada is the nation's greatest supplier of Canadian cultural content.
- ▶ All CBC/Radio-Canada's Television services far exceed Canadian content requirements (CBC/Radio-Canada's English and French Television are each 90 per cent Canadian content in prime time; CBC Newsworld and RDI exceed levels of 95 per cent).

Corporate Priorities, 2004-2005

1. Ensure distinctive programming of the highest quality.
2. Recognise the importance of regional reflection and of the changing face of Canada.
3. Ensure the sustainability of CBC/Radio-Canada's Canadian schedules.
4. Demonstrate that CBC/Radio-Canada is a well-managed company and generate cash flow to re-invest in programming.
5. Strengthen CBC/Radio-Canada's commitment to all its employees – to those who create and those who support them.
6. Position CBC/Radio-Canada to enhance its ability to fulfil its mandate through selective alliances and partnerships.
7. Reinforce the capacity of CBC/Radio-Canada to work as one integrated company.
8. Enhance/strengthen CBC/Radio-Canada's stakeholder relationships.

CBC/Radio-Canada Operating Budget

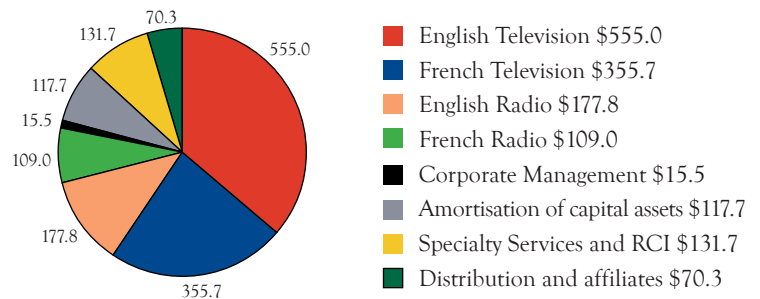
In 2003-2004, CBC/Radio-Canada's overall operating budget is approximately \$1.33 billion*, which includes CBC/Radio-Canada's Operating Parliamentary Appropriation, as well as other revenues, primarily advertising.

Cost of CBC/Radio-Canada to Canadians

CBC/Radio-Canada costs each Canadian approximately \$29 per year.

CBC/Radio-Canada's Annual Operating Sources of funds for 2002-2003.
Appropriation: \$937M*
Advertising: \$284M
Miscellaneous revenues: \$73M
 Funds two national Television networks, four national Radio networks operating coast-to-coast in two official languages and eight Aboriginal languages in the North.

2002-2003 Operating Expenditures – 1,532.7 million of \$ (millions of \$)



* Includes one-time funding of \$60M. In 2002-2003, this funding was directed to programming initiatives and allocated to English Television (\$27M), French Television (\$18M), English Radio (\$5.5M), French Radio (\$5M), New Media (\$1.5M), and Host Broadcaster (\$3M).

NOTES:

- ▶ **CBC/Radio-Canada's Capital Appropriation for 2002-2003:** approximately \$105M funds long-term capital expenditures (transmission and distribution infrastructure, vehicles, technical equipment, etc.).
- ▶ **Specialty Services:** CBC Newsworld, RDI, Galaxie, and Country Canada funded separately through subscriber and advertising revenue, as well as two Television specialty services – ARTV and The Documentary Channel through partnerships with the private sector.