

THE INTERNATIONAL SCENE

CBC | RADIO-CANADA'S INTERNATIONAL MISSION: INCREASING UNDERSTANDING OF CANADIAN VALUES, CULTURE, SOCIAL AND ECONOMIC LIFE.

CBC | RADIO-CANADA'S INTERNATIONAL PRESENCE HAS LONG BEEN DRIVEN BY THE NECESSITY TO EMBRACE THE WORLD.

CANADA'S WINDOW

This includes sharing its programming, values and expertise with partners worldwide, while reciprocally taking advantage of the best the planet's other public broadcasters have to offer. The Corporation's international strategy allows it to enrich its programming with the best foreign content, export its productions to larger numbers of markets, and form productive strategic partnerships.

CBC | Radio-Canada belongs to the leading international broadcasting organisations, holding strategic positions that enable it to influence these bodies' key directions and participate fully in the global debates and issues that matter to Canadians.

INCREASING UNDERSTANDING OF CANADIAN VALUES,
CULTURE, SOCIAL AND ECONOMIC LIFE

TO THE WORLD



CBC | RADIO-CANADA PROGRAMMING ABROAD

PROGRAMMING HIGHLIGHTS:

- ▶ EXPOSURE OF **CBC RADIO** PROGRAMMING INTERNATIONALLY CONTINUES TO GROW: *AS IT HAPPENS* IS NOW HEARD ON 105 PUBLIC RADIO STATIONS IN THE US, AND *OUTFRONT* AND OTHER DOCUMENTARIES CAN BE HEARD ON PRX, A US-BASED PUBLIC RADIO INTERNET SITE THAT DISTRIBUTES PROGRAMMING TO PUBLIC RADIO STATIONS FOR TERRESTRIAL BROADCAST.
- ▶ IN 2005, **RADIO DE RADIO-CANADA** SIGNED A MAJOR AGREEMENT WITH RADIO FRANCE INTERNATIONALE (RFI) ALLOWING THE **PREMIÈRE CHAÎNE** TO AIR A LIVE DAILY NEWSCAST AS WELL AS A WEEKLY SELECTION OF RFI'S TOP ARTS AND ENTERTAINMENT SHOWS.
- ▶ **CBC TELEVISION'S** NEWS, DOCUMENTARY AND ARTS & ENTERTAINMENT DIVISIONS COLLABORATED ON MORE THAN TWO DOZEN MAJOR PROJECTS WITH BROADCASTERS IN AUSTRALIA, FRANCE, GERMANY, IRELAND, ITALY, THE UNITED KINGDOM, AND THE UNITED STATES, AMONG OTHER COUNTRIES.
- ▶ **CBC | RADIO-CANADA** IS A SHAREHOLDER IN TV5MONDE – AN INTERNATIONAL NETWORK AVAILABLE TO 263 MILLION HOUSEHOLDS IN 203 COUNTRIES AND TERRITORIES WORLDWIDE, WITH OVER 173 MILLION VIEWERS EACH WEEK (CUMULATIVE AUDIENCE). TV5MONDE ANNUALLY BROADCASTS 400 HOURS OF TÉLÉVISION DE RADIO-CANADA PROGRAMMING
- ▶ TORINO 2006 WAS THE MOST SUCCESSFUL OLYMPICS IN THE HISTORY OF **CBC.CA** AND **RADIO-CANADA.CA**, BREAKING ALL PREVIOUS OLYMPICS TRAFFIC RECORDS.
- ▶ **RADIO-CANADA.CA** PROVIDED OUTSTANDING NEWS COVERAGE AGAIN THIS YEAR, COVERING SUCH EVENTS AS HURRICANE KATRINA, THE DEATH OF JOHN PAUL II, AND THE ELECTION OF THE NEW POPE. **RADIO-CANADA.CA** WAS THE FIRST FRENCH-LANGUAGE SITE TO REPORT ON THE LONDON BOMBINGS.

RADIO CANADA INTERNATIONAL

Radio Canada International (RCI), CBC|Radio-Canada's international Radio service, broadcasts in nine languages via the Internet, digital and analog shortwave, satellite, and some 400 partner stations worldwide.

RCI has nearly completed its repositioning, having shifted its programming focus from News to the daily concerns of citizens. The result has been greater interaction between hosts and listeners on air, richer analysis of major social issues, and more room for human-interest and Arts and Entertainment content.

Since December 2005, RCI has been available in Canada via Sirius Satellite Radio. Its daily Arabic-, Spanish- and Chinese-language programs have been expanded to a one-hour format. Fifty-three new partnership agreements were signed with foreign broadcasters (32 in sub-Saharan Africa, in English and French; 19 in Latin America, including nine in Spanish and 10 in Portuguese; and two in Europe, in Spanish), adding to the 375 local stations that already carry selected Radio Canada International programming worldwide. In Canada, seven stations carry RCI programs or program segments in French, Mandarin, Spanish, and Arabic: two in Vancouver, one in Edmonton, one in Winnipeg, one in Toronto, and two in Montréal.

During the fiscal year, RCI carried out 12 co-productions with partner stations: five with RCI's target countries in Latin America (Argentina, Mexico, Colombia, and Venezuela); one in Portuguese with Brazil; four in Chinese with partners Radio Beijing, Radio Chongqing and China National Radio; one in French with Mali; and one in Arabic with the Voice of Lebanon.

RCI celebrated its 60th anniversary by hosting a number of live concerts and special events for broadcast on its airwaves. RCI also signed agreements with Deutsche Welle and Radio Netherlands, which helped give its programming considerably wider exposure.

The Conference of International Broadcasters' Audience Research Services (CIBAR) held its annual meeting in Montréal this year as part of RCI's 60th anniversary. To mark the last day of the 60th celebrations, RCI teamed up with Espace musique and CBC Radio Two to produce a cross-cultural project: a concert extravaganza featuring La Bottine Souriante and the Gran Orquesta Cubana de Montreal during the Montreal High Lights Festival on February 25, 2006.

A report produced by the Latin American section was chosen by the Gabriel Garcia Marquez-chaired Fundación para un Nuevo Periodismo Iberoamericano (FNPI) to be included in an anthology of the best reports in 2004.

RCI teams also covered selected events in Newfoundland, Edmonton and Calgary to better reflect Canada to the world.

THE CANADIAN INSTITUTE FOR TRAINING IN PUBLIC BROADCASTING

Since its launch in November 2004, CBC|Radio-Canada's Canadian Institute for Training in Public Broadcasting/ Institut canadien de formation en radiodiffusion publique has completed a number of projects in Africa and the Caribbean focused on election coverage, audiovisual trades and broadcast management.

The Institute implemented a training program for the Office de Radiodiffusion Télévision du Niger (ORTN) to help it enhance coverage of the Jeux de la Francophonie, which were held in Niamey, Niger, in December 2005. Together with the Hirondelle Foundation, the Institute offered a training seminar on election coverage to journalists from the United Nations-funded radio network Radio Okapi. The Institute also provided employees from Radio Dahra, one of the regional stations of Radio Nationale Algérienne, with basic training on hosting, producing, journalism and other radio professions, as well as digital production.

The Canadian Institute for Training in Public Broadcasting collaborated with Réseau Liberté and the NGO Alternatives on a program aimed at promoting democratic transition in Haiti. The Corporation's News professionals trained Haitian journalists to cover the February 2006 presidential election.

The Institute worked closely with The Broadcasting Corporation of the Bahamas to set up a training program for the public broadcaster's executives. The Institute also partnered with the Commonwealth Broadcasting



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Association to organise two seminars for some two dozen senior managers from Caribbean public television and radio on leadership and strategic broadcast management.

CBC|RADIO-CANADA PROGRAMMING ABROAD

The biggest achievement of 2005–2006 for CBC Radio was its launch on Sirius Satellite Radio of both CBC Radio One and CBC Radio 3. Exposure of CBC Radio programming internationally continues to grow: *As It Happens* is now heard on 105 public radio stations in the US, including four of the top 10 markets, and *Outfront* and other documentaries can be heard on PRX, a US-based public radio Internet site that distributes programming to public radio stations for terrestrial broadcast.

CBC Radio continues to collaborate with other public broadcasters and is an active participant in documentary, drama and music exchanges with broadcasters such as BBC, ABC, Radio Netherlands, Radio Hong Kong, Radio New Zealand, and through the European Broadcasting Union.

CBC Television's News, Documentary and Arts & Entertainment divisions collaborated on more than two dozen major projects with broadcasters in Australia, France, Germany, Ireland, Italy, the United Kingdom, and the United States, among other countries. *Passion and Fury: The Emotional Brain* was co-produced by CBC Television's

The Nature of Things and the Australian Broadcasting Corporation. CBC News created new Current Affairs programs with both the United States and Australia. CBC News and *The New York Times* collaborated on the weekly *Times Seven* series broadcast to more than 46 million homes in Canada and the US. *Hemispheres* continues to be co-produced by CBC Television and the Australian Broadcasting Corporation. In the past 18 months, CBC News opened new small bureaux in Beirut, Nairobi, Los Angeles, and Shanghai, bringing the total number of foreign bureaux to 14. Chief Correspondent Peter Mansbridge anchored *CBC News: The National* from Torino, Kandahar and Israel. A newly branded segment called *Our World* is now seen three nights a week as part of our flagship prime-time newscasts, and repackaged into a weekly half-hour show; work is also in progress on the creation of a new World Affairs Unit.

In 2005–2006, Radio de Radio-Canada launched four new Radio services on Sirius Canada, of which two, *Première plus* and *Bande à part*, are available to North America and the Caribbean. The two services available in Canada are *Info plus*, a Francophone continuous

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INTERNATIONAL (RCI),
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Passion and Fury: The Emotional Brain, The Nature of Things. CBC Television and CBC Newsworld



Peter Mansbridge reporting from Afghanistan for CBC Television and CBC Newsworld

information Radio service and RCI plus, a multilingual version of the RCI service, available for the first time in Canada. These new services broaden Radio de Radio-Canada's reach and broadcasting capability in North America.

In 2005, Radio de Radio-Canada signed a major agreement with Radio France Internationale (RFI) allowing the Première Chaîne to air a live daily newscast as well as a weekly selection of RFI's top arts and entertainment shows. Each day, RFI's Paris station carries a best-of compilation of Première Chaîne programming, packaged by Radio de Radio-Canada. To mark the launch of Info plus on Sirius Canada, Radio de Radio-Canada reached an agreement bringing Canadians morning shows from France Inter, Radio France's flagship network.



Students of CBC|Radio-Canada's Canadian Institute for Training in Public Broadcasting, learning television production in Niger, in preparation for the Jeux de la Francophonie

Radio de Radio-Canada continued to offer Canadians distinctive programming that embraces the entire French-speaking world, in partnership with French, Belgian and Swiss public radio. *La librairie francophone*, a new weekly program aired on the Première Chaîne and co-produced with France Inter and the main networks of RTBF (Belgium) and Radio Suisse Romande (Switzerland) gives Europeans exposure to Canadian writers, while exploring the larger Francophonie literary scene. In Fall 2005, the four French-language public radio services celebrated 50 years of cooperation by airing a special program that featured a major call-in segment on the French language,

produced in Montréal and simulcast in France, Belgium, Switzerland, and Canada. Espace musique strengthened its collaborative ties with European public radio through the European Broadcasting Union.

CBC|Radio-Canada is a shareholder in TV5Monde, an international network available to 263 million households in 203 countries and territories worldwide, and which draws over 173 million viewers each week (cumulative audience). TV5Monde annually broadcasts 400 hours of Télévision de Radio-Canada programming, including *Le téléjournal*; *Découverte*; *Catherine*; *Un gars, une fille*; *Grande Ourse*; and *Ciao Bella*. The feature films *La femme qui boit*; *20 h 17, rue Darling*; and *Québec-Montréal* were seen across the entire TV5Monde network in 2005. *Le point* is a Current Affairs program specially packaged for TV5Monde, with reports from the programs *Enjeux*, *Zone libre* and *Le point*. During prime time, TV5Monde also airs an international version of *5 sur 5*. Télévision de Radio-Canada hosted a seminar in Montréal on documentaries, organised by the Communauté des Télévisions Francophones (CTF), which brought together CTF-member public television services, as well as producers, directors and scriptwriters from Belgium, Switzerland, France, and Canada. During the year, TV5Monde rebroadcast a number of Radio-Canada News specials, such as the leaders' debate, the results of the 2006 federal election, national and provincial celebrations, and major cultural events such as the ADISQ gala and the Soirée des Jutra.



Adrienne Arsenault reporting from Sri Lanka for CBC Television and CBC Newsworld



Joyce Napier, Washington correspondent for Télévision de Radio-Canada



Ginette Lamarche, Brazil correspondent for Radio de Radio-Canada