



CBC/Radio-Canada on the International Scene

For 60 years, CBC/Radio-Canada has delivered programs to international audiences, bringing a Canadian voice and perspective to the airwaves and earning a reputation as one of the world's most accomplished international broadcasters. We help to increase understanding of Canadian values, culture, social and economic life, share our artists with the world, and our expertise with other public broadcasters. Our programming is available around the world via Radio Canada International and TV5 Monde, among others. CBC/Radio-Canada also increases its profile through membership in international organisations such as the Commonwealth Broadcasting Association, le Conseil international des Radios et Televisions d'expression française and the North American Broadcasting Association.

- Radio Canada International (RCI) broadcasts in nine languages (English, French, Spanish, Portuguese, Arabic, Cantonese, Mandarin, Russian, and Ukrainian) via the Internet, digital and analog shortwave, satellite, and 350 partner stations worldwide.
- This year, RCI celebrated its 60th anniversary with a revamped website and special content supplied by *Radio-Canada.ca*'s archives team. The celebration also included concerts and public events.
- RCI made agreements with Radio Netherlands to distribute its programs to a potential 650 stations broadcasting in Spanish and 300 stations broadcasting in Portuguese in Latin America; and with Deutsche Welle for program distribution to a potential 100 French-language and another 100 English-language stations in Africa.
- *RCInet.ca* draws 50,000 unique visitors a month, an increase of 30 per cent.
- In November we opened our new self-funding training facility, the Canadian Institute for Training in Public Broadcasting/Institut canadien de formation en Radiodiffusion publique. It supports the creation of healthy media institutions in developing countries and emerging democracies with training in broadcast management (journalistic ethics and editorial policy), journalism (comprehensive, honest reporting), technical skills, and Internet and New Media.
- CBC International Sales distributes Canadian programming to more than 100 countries worldwide.
- CBC Radio's *As It Happens* is heard on 104 stations in the US, while 10 other network programs, including *The Sunday Edition*, *Quirks & Quarks* and *DiscDrive*, are also heard there. *Ideas*, including the *Massey Lectures*, is heard in Australia and New Zealand.
- Télévision de Radio-Canada is a shareholder in TV5 Monde, available to 167 million viewers in 203 countries and territories worldwide.
- TV5 Monde broadcasts 400 hours of Télévision de Radio-Canada programming annually, such as Current Affairs and cultural magazines, special informational programs, Canadian films, documentaries, and drama.
- This year, TV5 Monde aired Télévision de Radio-Canada's *Découverte*, *La Semaine verte*, and *Christiane Charrette en direct*, among others. It also broadcasts a compilation of reports from Télévision de Radio-Canada's Public Affairs programs, assembled especially for TV5 Monde.
- And, in prime time, TV5 Monde airs an international edition of *5 sur 5* called *5 sur 5 Monde*.
- Radio de Radio-Canada provides a daily News bulletin for France Info and broadcasts Radio France Internationale programming every day on the Première Chaîne as well as the best European French-language public Radio programming each week.
- Radio de Radio-Canada exchanges cultural programming, promoting emerging talent with public Radio networks in France, Belgium and Switzerland.
- Co-productions are becoming more common. This year CBC/Radio-Canada teamed up with the Australian Broadcasting Corporation on *Hemispheres*, and *Passion and Fury: The Emotional Brain*.
- *The Nature of Things* teamed up with the BBC, the Australian Broadcasting Corporation and Animal Planet to produce the series, *Wild Australasia*.



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- There were co-productions between *the fifth estate* and PBS *Frontline*.
- *Sex Traffic*, a dramatic mini-series, was a partnership with Granada Television and Channel 4 in Britain, and Canadian independent Big Motion Pictures.
- In 2005, Newsworld International's ownership will change, and after 10 years, it will no longer bring CBC/Radio-Canada News and Current Affairs programming to the US and Latin America.