



### Better Programming Through New Technology

Programming is the heart and soul of CBC/Radio-Canada. Increasingly today, to get the story out, reporters and producers are relying on more efficient technology. Better technology can result in quicker dissemination of information, ensuring that the Corporation's News and Current Affairs are timely and ahead of the curve. In addition, production technologies can help identify savings and potentials revenues – revenues that can be re-invested into programming. In the past year, CBC/Radio-Canada undertook 185 projects designed to achieve greater efficiency, boost flexibility and generate revenue.

- CBC Technology has begun to implement new telecom and broadcast technologies, resulting in annual savings of \$1 million initially, and \$3.7 million upon full implementation in 2005-2006.
- Remote Production has come to CBC Television. Multiple audio, video, voice and data feeds of coverage can be transferred from remote events (sports, elections and political leadership conventions) via low-cost, high-speed and high-capacity optical fibre to our Toronto and Montreal production centres. The editing and production can then be done in Canada, and fewer staff need to be sent to far-off locations.
- The 2004 Olympic Games in Athens and the 2005 ISU World Figure Skating Championships in Moscow were perfect examples of the use of this new technology. Watch for it again at the 2006 Winter Olympic Games in Turin, Italy.
- The Distribution Relay Optimization Project (DROP), which replaced terrestrial networks with satellite, generated annual savings of \$5.2 million for CBC/Radio-Canada's Television networks, with an additional \$1.1 million in annual savings beginning in 2005-2006.
- Digital and High Definition Television: in March, CBC Television officially launched HDTV service from transmitters in Toronto and Montreal and on cable and satellite across the country. Next year the program expands to Vancouver and Quebec.
- HD content is expanding all the time and includes episodes of *The Nature of Things*, *Life and Times* and *Witness*.
- Our first HD studio was created in Montreal, and our first HD Television mobile production truck goes into operation next year.
- Renting space on our towers, sites and buildings to private broadcasters, cell phone companies and government services, and selling shortwave transmission and technical maintenance services to other broadcasters increased revenue to CBC/Radio-Canada Transmission by \$930,000.
- CBC Television's Video on Demand (VoD) service expanded this year. Where available, digital cable subscribers have access to more than 200 hours of CBC Television programming on their own schedule.
- The CRTC approved our application for a satellite Radio licence, in partnership with Sirius and Standard Broadcasting Inc. This new venture will allow us to increase our cultural programming for domestic audiences and to air Canadian talent across North America.
- CBC Radio One services in areas of Alberta and Northwest Territories expanded this year, as well as CBC Radio Two services in parts of Alberta, Saskatchewan, Newfoundland, and Yukon.
- The Première Chaîne extended its reach in Anse St.-Jean, Quebec, and Espace musique launched in Edmonton, Victoria and Saskatoon. Now more than 90 per cent of the Canadian Francophone population can hear Espace musique.
- New CBC Radio mobile vehicles launched in Toronto and Vancouver, as well as a community cruiser that allows remote Radio broadcasts from any location in Ontario.
- Podcasting emerged this year and CBC/Radio-Canada piloted a program for the delivery of programming in MP3 format for this new medium.
- In Ottawa, moving the English and French Radio, Television and New Media teams under one roof lead to increased efficiency and integration of production technologies and resources.



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- Other new technologies allowed us to create and deliver a larger number and broader range of News and Current Affairs stories. These include iNEWS for the exchange of content among French, English, Radio and Television services, ParkerVision for increased efficiency in the Television control room, Desktop Television and enhanced Desktop Radio that lets the reporter do more of the editing production themselves.
- Radio Canada International is a world leader in the promotion of digital shortwave broadcasting in the Digital Radio Mondiale (DRM) standard. Test DRM transmissions from our Sackville station, one of the few state-of-the-art shortwave transmission facilities in the world, were able to reach as far as New Zealand and Madagascar.
- Along with RCI programming, the Sackville station relayed DRM programs from the BBC, Deutsche Welle, Radio Sweden, Radio Vatican, Radio Netherlands, and China Radio International on a daily basis to the US and Mexico.
- In late 2004, CBC/Radio-Canada began testing an Emergency Alerting System (EAS) that could be used to alert the public and provide crucial information in times of emergency or disaster. Canada does not currently have a national all-hazard public alerting system.
- Outside of programming, CBC/Radio-Canada's Shared Services Organization (SSO) has developed and implemented technology to modernise delivery of services in Human Resources, IT, Finance and Administration.