



## CBC | RADIO-CANADA ON THE INTERNATIONAL SCENE

*The programming year*



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



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. OUR PROGRAMMING IS AVAILABLE AROUND THE WORLD VIA RADIO CANADA INTERNATIONAL, TV5 MONDE, NEWSWORLD INTERNATIONAL (UNTIL 2005-2006), AND THROUGH AGREEMENTS WITH OTHER PUBLIC BROADCASTERS.

WE ALSO OFFER TRAINING IN SUPPORT OF MEDIA GROWTH IN DEVELOPING COUNTRIES AND EMERGING DEMOCRACIES, AND THIS YEAR OPENED OUR NEW TRAINING INSTITUTION.

Through the Government of Canada, Canadians have entrusted CBC | Radio-Canada with an international mission to increase understanding of Canadian values, culture, and social and economic life as a means of boosting Canada's influence and contributions on the world stage. To address this challenge, our international strategy framework focuses on cultural diversity, journalistic excellence, technological expertise, and the Francophonie, and includes various strategic objectives, such as providing knowledge about Canada, and showcasing Canadian productions and creators abroad and acquiring the best international productions for Canadians.

#### 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 350 partner stations worldwide.

This year was RCI's 60th anniversary, and it was celebrated with special programs, concerts and events, and the addition of a new online segment about RCI's history, assembled by *Radio-Canada.ca*'s archives team.

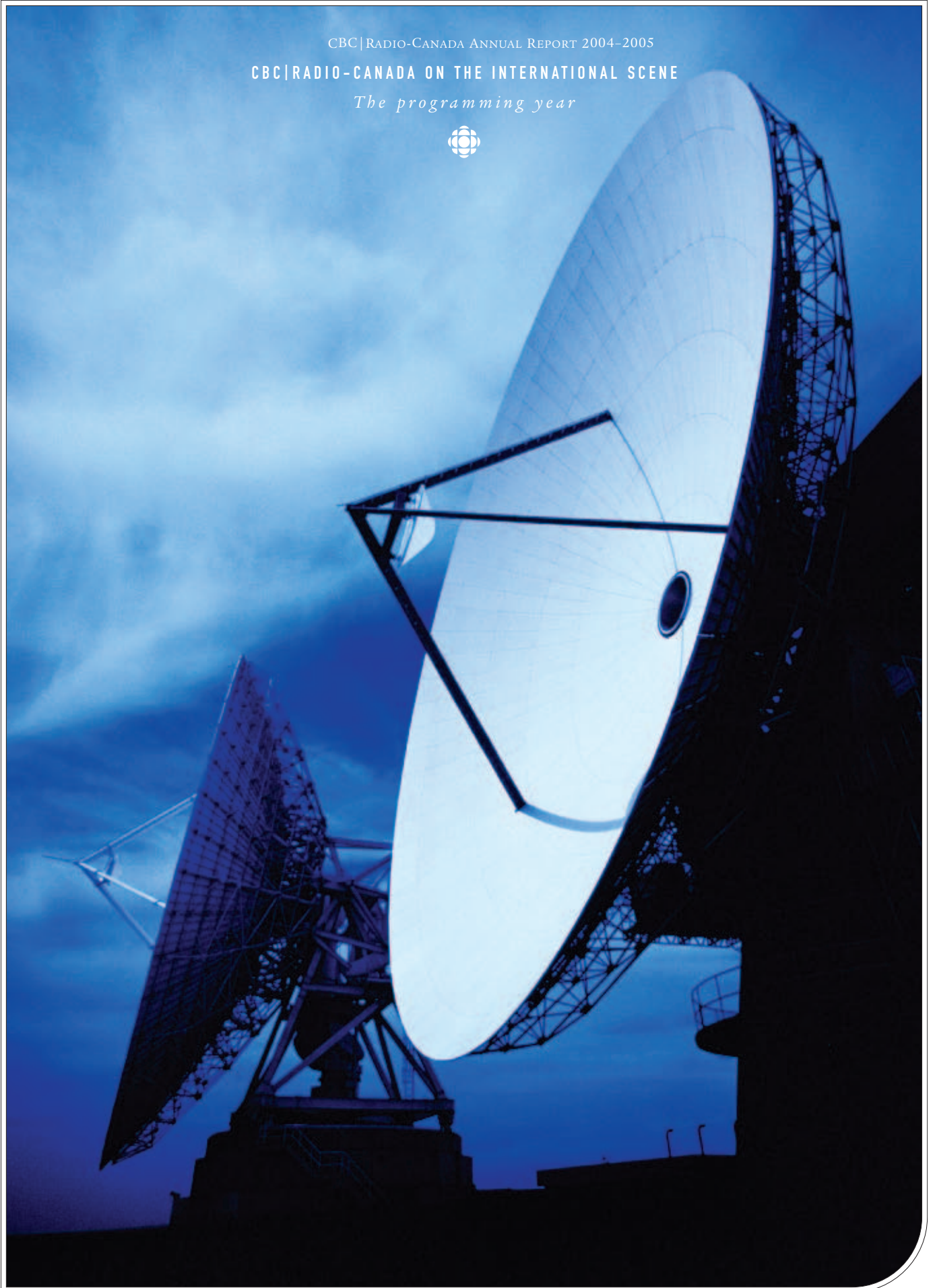
This was also the year for implementing RCI's repositioning plan, which was created last year in response to the Government of Canada having redefined the service's mandate - to produce and broadcast programs specifically designed to better acquaint foreign audiences with Canada. Under the repositioning plan, RCI is clearly targeting its international audiences to reach Europe and Sub-Saharan Africa (English, French), India (English), North Africa (French), Latin America (Spanish, Portuguese), the Middle East (Arabic, French), China (Cantonese, Mandarin), Russia (Russian), and the Ukraine (Ukrainian).

Photo top left:  
Jim Hoffman, cameraman, and  
Adrienne Arseneault, CBC News  
Middle East bureau chief

CBC|RADIO-CANADA ANNUAL REPORT 2004-2005

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## CBC | RADIO-CANADA PROGRAMMING ABROAD

- **CBC RADIO**'s *As It Happens* is heard on 104 stations in the US, while 10 other network programs, including *Sunday Edition*, *Quirks & Quarks* and *DiscDrive* are also heard there. *Ideas* and the *Massey Lectures* are heard in Australia and New Zealand. CBC Radio continues to expand its reach internationally and to seek opportunities for collaboration and co-production.
- **CBC TELEVISION**'s programming strategy includes international co-production, such as *Hemispheres* with the Australian Broadcasting Corporation, and award-winning co-productions between *the fifth estate* and *Frontline*. Important agreements developed this year will lead to exciting programming for the 2005-2006 season, including a new weekly public affairs program with *The New York Times*.
- **CBC NEWS** produces, purchases and exchanges international News coverage.
- For more than 10 years, **NEWSWORLD INTERNATIONAL** has brought CBC News and Current Affairs programming to the US and Latin America, reaching 19 million households in 2004-2005 and producing significant revenue for CBC | Radio-Canada. The network's recent ownership change will end this agreement in 2005.
- **CBC INTERNATIONAL SALES** distributes high-quality programming to broadcasters in over 100 countries. Already providing substantial revenue to the Corporation, it is now strategically positioned to exploit new worldwide opportunities in the digital television landscape.
- **TÉLÉVISION DE RADIO-CANADA** is a shareholder in TV5 Monde, available to 167 million viewers in 203 countries and territories worldwide. TV5 Monde annually broadcasts 400 hours of Télévision de Radio-Canada programming in the areas of Current Affairs and cultural magazines, special informational programs, Canadian films, documentaries, and drama. Among these are *Découverte*, *La semaine verte*, *Christiane Charrette en direct*, *Catherine*, *Bunker*, *le cirque*, *L'Ombre de l'épervier*, feature films *La femme qui boit* and *Québec-Montréal*, as well as a compilation of reports from Télévision de Radio-Canada's Public Affairs programs, assembled especially for TV5 Monde. Also, in prime time, TV5 Monde broadcasts an international edition of *5 sur 5* called *5 sur 5 Monde*. During the year, TV5 Monde carried several special Radio-Canada informational programs, such as the 2004 Leaders' Debate and results of the federal election, national and provincial celebrations, and cultural events such as the Gala de l'ADISQ.
- **RADIO DE RADIO-CANADA** provides a daily News bulletin for France Info, and broadcasts Radio France Internationale programming everyday on the Première Chaîne as well as the best European French-language public radio programming, weekly. Radio de Radio-Canada also exchanges cultural programming promoting emerging talent with public radio networks in France, Belgium and Switzerland, which have lead to Canadian artists receiving important attention this year.
- Based on their expertise, the **RADIO-CANADA.CA** teams were asked to develop a Web game for children, which is accessible on the Communauté des Télévisions Francophones websites.

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### OUR NEW INSTITUTE FOR TRAINING IN PUBLIC BROADCASTING

After years of sharing our expertise with others, in November 2004, we formalised our offerings by opening the self-funding Canadian Institute for Training in Public Broadcasting/Institut canadien de formation en radiodiffusion publique. This initiative supports the creation of healthy media institutions in developing countries and emerging democracies by providing broadcasters and broadcasting-industry organisations with international training in broadcast management (including journalistic ethics and editorial policy), journalism (credible, comprehensive, honest reporting), technical skills, and Internet and New Media. English and French courses in Radio, Television and New Media are conducted by the Corporation's best available resources.

RCI's new plan also includes communicating Canadian values and perspectives by offering a wider array of programming, including analysis, culture and entertainment. RCI will also continue to increase international understanding and appreciation of Canada's social, economic and cultural life: considerable strides were made this year, as evidenced by a 30 per cent increase in visits to *RCInet.ca*, which brought greater visibility to the network and to Canada. RCI will develop its partnerships in the coming years. For instance, this year, 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 one hundred French-language and another hundred English-language stations in Africa.

## CANADIAN PROGRAMS, IDEAS AND ARTISTS – HEARD AND SEEN WORLDWIDE.



Photos above top to bottom:

1. Patrick Brown
2. Azeb Wolde-Giorghis
3. Ginette Lamarche
4. Don Murray
5. Paul Workman
6. Michel Cormier

Photo right:  
Ottawa Broadcast Centre Newsroom