

CBC | RADIO-CANADA ANNUAL REPORT 2005-2006

# STRIKING THE RIGHT BALANCE

IN AN ERA OF THOUSANDS OF CHANNELS, STATIONS, AND SITES, HOW WILL WE CONTINUE TO REMAIN ESSENTIAL TO CANADIANS? BY FINDING CREATIVE WAYS TO BALANCE COMPETING, SOMETIMES SEEMINGLY CONTRADICTIONARY, NEEDS.

IT'S ALL ABOUT BALANCE.

# CONTINUITY

THROUGHOUT CBC | RADIO-CANADA'S 70-YEAR HISTORY, THE CORE OF OUR MANDATE HAS NOT CHANGED: TO OFFER DISTINCTIVE CANADIAN PROGRAMMING THAT REFLECTS THE RICHNESS AND DIVERSITY OF CANADA, ITS REGIONS AND ITS PEOPLE, AND THAT HELPS SHAPE CANADIAN IDENTITY.

WHILE OUR MANDATE REMAINS THE SAME IN ESSENCE, CANADA'S DEMOGRAPHIC MAKE-UP CONTINUES TO CHANGE, THE NEEDS AND INTERESTS OF OUR AUDIENCES CONTINUE TO EVOLVE, AND NEW TECHNOLOGIES EMERGE CONSTANTLY. TO REMAIN RELEVANT, CBC | RADIO-CANADA ALSO MUST EVOLVE WITH — AND EVEN AHEAD OF — OUR AUDIENCES' NEEDS, AND ADAPT TO THE POSSIBILITIES PRESENTED BY EMERGING TECHNOLOGIES.



# CHANGE

AS WE WORK TO PRESERVE THOSE ELEMENTS THAT HAVE HALLMARKED US, WE MUST TAKE RISKS, TRY NEW THINGS AND CHALLENGE OUR AUDIENCES WITH PROGRAMMING THEY MIGHT NOT EXPECT FROM THEIR NATIONAL PUBLIC BROADCASTER.



BALANCING OUR PAST, EMBRACING THE FUTURE TO REMAIN RELEVANT, CBC | RADIO-CANADA  
NEEDS TO REACH MORE CANADIANS IN MORE WAYS, PROVIDING THEM WITH THE NEWS, INFORMATION AND



HER FAVOURITE PROGRAM HAS BEEN ON THE AIR FOR YEARS,  
AND SHE HOPES IT CONTINUES FOR YEARS TO COME.

ENTERTAINMENT PROGRAMMING THEY WANT — WHEN, WHERE AND HOW THEY WANT IT. AT THE SAME TIME, WE NEED TO RETAIN THE QUALITIES THAT HAVE EARNED THE LOYALTY OF OUR TRADITIONAL AUDIENCES.



# INNOVATE

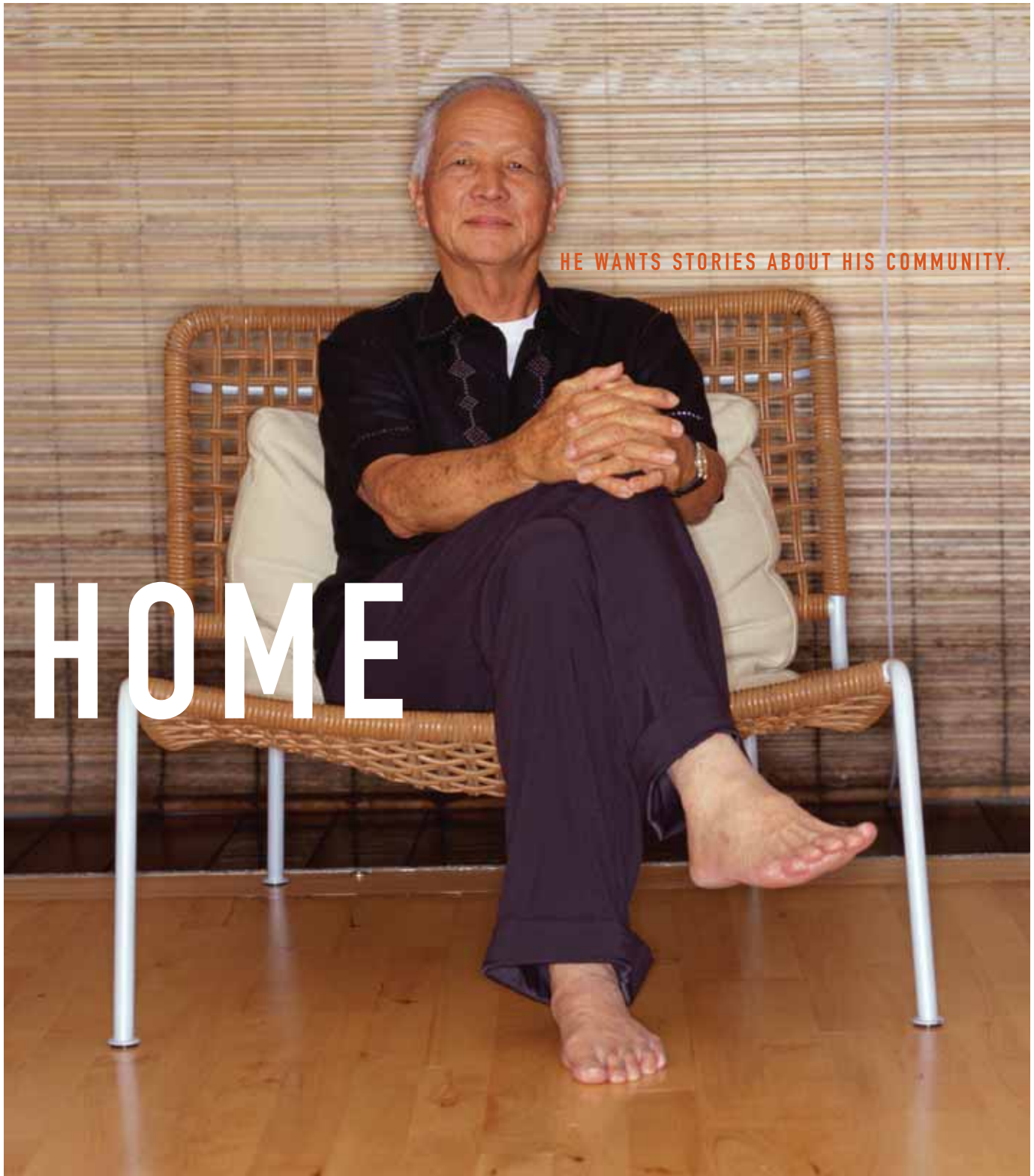
IF HE CAN'T DOWNLOAD IT TO HIS IPOD, HE'S NOT INTERESTED.

STRIKING THE RIGHT BALANCE



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REFLECTING CANADA TO CANADIANS, AND TO THE WORLD AS CANADA'S NATIONAL PUBLIC BROADCASTER, CBC | RADIO-CANADA REFLECTS THE COUNTRY'S CULTURAL AND REGIONAL DIVERSITY WHILE AT



HE WANTS STORIES ABOUT HIS COMMUNITY.

HOME

THE SAME TIME BRINGING CANADIANS TOGETHER THROUGH EXPRESSIONS OF SHARED VALUES AND ASPIRATIONS. IN AN ERA OF GLOBALISATION, WE ALSO BRING THE WORLD TO CANADIANS, AND CANADIANS TO THE WORLD.



SHE'S MORE INTERESTED  
IN A CANADIAN PERSPECTIVE ON  
INTERNATIONAL EVENTS.

AWAY



**WHY NOT BOTH?** AS THE NATIONAL PUBLIC BROADCASTER, WE HAVE A MANDATE TO SERVE ALL CITIZENS WITH A RANGE OF DISTINCTIVE CANADIAN PROGRAMMING THAT INFORMS, ENLIGHTENS AND ENTERTAINS. FROM NATION-BINDING EVENTS LIKE THE OLYMPICS AND HOCKEY, TO DRAMA AND PERFORMING



# POPULAR

HE WANTS PROGRAMS THAT ENTERTAIN HIM AND MAKE HIM LAUGH.



ARTS PROGRAMS THAT CANADIANS WON'T FIND ANYWHERE ELSE AND IN-DEPTH COVERAGE OF NATIONAL AND INTERNATIONAL EVENTS, CBC | RADIO-CANADA IS THE PLACE CANADIANS TURN TO FOR COMPELLING CANADIAN STORIES AND PERSPECTIVES.

SHE WANTS COMPELLING CANADIAN DRAMA  
AND PERFORMING ARTS PROGRAMMING.

# ARTFUL



HERE'S THE CHALLENGE FOR  
CBC | RADIO-CANADA: TO CONNECT  
CANADIANS TO THEIR COMMUNITIES,  
THEIR COUNTRY AND THE WORLD  
THROUGH COMPELLING CANADIAN  
CONTENT – WITH LIMITED RESOURCES.

HOW ARE WE MEETING THE CHALLENGE?  
BY ADAPTING TO CANADA'S EVOLVING  
CULTURAL AND DEMOGRAPHIC MAKE-UP.  
BY CHANGING THE WAYS WE THINK  
ABOUT OUR AUDIENCES AND OUR  
PROGRAMMING. BY FINDING NEW WAYS  
TO FOSTER CREATIVITY AND RISK-TAKING.  
BY BALANCING COMPETING NEEDS.

**BALANCE IS CHALLENGING.**

# BALANCE IS ESSENTIAL.

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