

# NON-BROADCASTING ACTIVITIES →→

In addition to operating its broadcasting services, CBC | Radio-Canada engages in a range of non-broadcasting activities for the purpose of supporting its Corporate priorities and programming activities.

## NON-BROADCASTING ACTIVITIES

The **REAL ESTATE DIVISION** optimises revenues by selling or renting surplus assets and generates savings by managing CBC | Radio-Canada real estate more efficiently. The Division frees up funds that can be invested in programming while ensuring that all CBC | Radio-Canada business units have the facilities they need.

The **MERCHANDISING DIVISION** generates revenues by licensing, selling and distributing CBC | Radio-Canada CDs, DVDs, digital downloads, books, clothing, and licensed merchandise of one of the most widely recognised brands in the country.

**CBC TECHNOLOGY** invests in state-of-the-art technology to increase efficiency and quality in the Corporation's production and business processes. The Division contributes to the Corporation's annual savings and brings in revenues for investment in programming.

The **MOBILE DIVISION** ensures that programs have access to mobile production equipment and also generates revenues for investing in programming by selling excess capacity.

**SHARED SERVICES** updates delivery of transactional and administrative services in Human Resources, Information Technology and Finance and Administration. Shared Services works to standardise processes.

