



EXECUTIVE SUMMARY →→

Established by an *Act of Parliament* as Canada's national public broadcaster, CBC | Radio-Canada has a unique place in the Canadian broadcasting system.

Our mandate is to inform, enlighten and entertain Canadians using the full range of broadcasting platforms available to us. We must provide Canadians with comprehensive programming that encompasses News, information, entertainment, and sports in order to meet all of their interests and needs. And, these programs must reflect Canada in all of its diversity in order to show Canadians who they are and what it means to be a citizen of this country.

CBC | Radio-Canada delivers its programming and services via at least 20 different media platforms, from conventional Radio and Television, to video delivered over cell phones, and audio via satellite radio. It is the only Canadian broadcaster delivering Radio, Television, Internet, and satellite-based services, in both English and French plus eight Aboriginal languages, to all Canadians. The Corporation's broadcasting reach extends across Canada and around the world.

Key action plans have been developed by each of our Television, Radio and New Media lines to bring Canadians high-quality distinctive Canadian programs in 2007–2008. All CBC | Radio-Canada's services contribute in a major way to enriching the democratic and cultural life of Canadians.

KEY ACTION PLANS FOR 2007–2008 ENGLISH-LANGUAGE SERVICES

- RADIO, TELEVISION AND NEW MEDIA
 - continued integration of News, including enhanced local News coverage.
- TELEVISION

CBC Television's strategic plan is comprised of the following key elements:

 - enhance Drama and Entertainment programming by producing more series with full-season runs and airing more "factual" entertainment series;
 - deliver more multi-platform content supported by increased resources and infrastructure; develop business models for multi-platform content and distribution;
 - deliver more value to Canadians using an integrated approach to the delivery of regional programming through Television, Radio and *CBC.ca*.
- RADIO

CBC Radio has identified these key strategic objectives:

 - expand program development across the CBC Radio 2 schedule and to other platforms;
 - increase direct engagement with Canadians so that CBC Radio continues to be the authentic voice of the community;
 - develop new platforms, such as podcasting which the Corporation launched in 2005–2006, to deliver content when, where and how our audiences want it;
 - strengthen the presence of CBC Radio One by expanding local service to the five million Canadians who lack it.

KEY ACTION PLANS FOR 2007–2008 FRENCH-LANGUAGE SERVICES

CBC | Radio-Canada's French-language media lines – Television, Radio and New Media – have been given a common set of objectives to:

- complete the integration of French Services;
- assert Radio-Canada's positioning as a public service;
- maintain an optimal audience to our Television, Radio and New Media services;
- expand Radio de Radio-Canada's offering for Francophones in minority communities and in the regions – currently more than two million Canadians do not have access to a local service of Première Chaîne;
- enhance the development of culture and expand its reach on all platforms;
- strengthen Radio-Canada's international presence;
- expand the reach of the public service onto new platforms; and,
- create an environment conducive to employee engagement.

Delivering on these action plans will be a demanding task for CBC | Radio-Canada in view of its financial situation and the significant broadcast environment changes underway.

Specifically, CBC | Radio-Canada faces an aging, more diverse and urbanised population that has access to more media options than ever before.

Recently announced mega-mergers in the communications industry will create major challenges for the Corporation in terms of its ability to obtain program rights and advertising revenue.

Technologically, CBC | Radio-Canada owns an aging transmission infrastructure which needs to be replaced. Government provided one-time capital and ongoing operating funding between 1974 and 1984 under the Accelerated

Coverage Plan (ACP) to extend the over-the-air transmission of CBC Radio, Radio de Radio-Canada, CBC Television, and Télévision de Radio-Canada to all communities in Canada with a population of 500 or more. These assets are reaching the end of their useful life and must be replaced. At the same time, CBC | Radio-Canada must complete the transition to high definition (HD) television and provide services over a host of New Media platforms.

CBC | Radio-Canada requires significant direct Government support in order to meet the challenges of this changing environment. Parliamentary appropriations to CBC | Radio-Canada were cut dramatically in the 1990s and are currently \$394 million less, in constant dollars, than in 1990. This is not a sustainable situation.

The Corporation continues to seek out other sources of funding in order to supplement its Parliamentary appropriations. However, in the absence of a radically revised mandate, CBC | Radio-Canada cannot properly fulfil its role in the Canadian broadcasting system on the basis of its current resources.

It is our hope that the current investigation by the Standing Committee on Canadian Heritage into the role for a national public broadcaster in the 21st century will provide a rationale that allows the Corporation to work out an effective long-term contract with Canadians – a contract that will clarify what Canadians expect from CBC | Radio-Canada and that will also ensure that the Corporation has adequate long-term, stable funding to meet those demands.

