



Deloitte and Touche LLP was commissioned by CBC/Radio-Canada to provide a measure of the impact of CBC/Radio-Canada on the Canadian economy. The study uses a standard economic impact assessment methodology and data from CRTC submissions, Statistics Canada publications, industry reports and interviews with CBC/Radio-Canada to estimate the economic value generated by CBC/Radio-Canada's expenditure and activities.

It also identifies some of the additional economic benefits to the independent production sector, other broadcasters and wider creative economy in Canada from CBC/Radio-Canada's role as a public service broadcaster.

Key findings

We find that CBC/Radio-Canada has a substantial positive impact on the Canadian economy, supporting jobs and businesses across the country. We estimate that, in 2010, CBC/Radio-Canada's expenditure of \$1.7 billion in Canada generated \$3.7 billion gross value added, a measure of overall contribution to the Canadian economy.

CBC/Radio-Canada's net value added, the net contribution to the economy in 2010 is estimated to be \$1.3 billion. In the context of the parliamentary appropriation this means that the direct government funding of \$1.1 billion not only contributed to the gross value added for CBC/Radio-Canada of \$3.7 billion, but also created additional value of \$1.3 billion to the Canadian economy compared to an alternative use of the funding and a media sector in which CBC is only supported by commercial revenue streams.

CBC/Radio-Canada commissioning of independent productions in 2010 lead to an estimated \$1.1 billion in independent TV production gross value added and a net value added of \$492, of which \$245 million is additional to the net value added estimate above.

In addition to the estimates of quantified dollar impacts, we find that:

- CBC/Radio-Canada helps create diversity and depth in the Canadian independent production sector through commissioning a wide range of genres and committing substantial funds for program development.
- CBC/Radio-Canada provides a consistent revenue source for independent producers, helping to drive investment in the sector, increase competitiveness in international markets, and indirectly helping to drive export growth.
- CBC/Radio-Canada's regional and local activities contribute to local economies and creative clusters. In particular, CBC/Radio-Canada's commitment to French services is recognized as having been important to the formation of a creative sector cluster in Montreal. CBC/Radio-Canada contributes to the vibrancy of the other main media clusters in Toronto and Vancouver, as well as having been instrumental in establishing production capabilities in smaller media markets, such as in Halifax, Winnipeg and Moncton.
- CBC/Radio-Canada creates additional economic value for other broadcasters and the wider creative sector in Canada as it often leads the implementation of new technologies, promoting digital content and distribution in Canada through its own net portals and third party distributors, as well as by its support to Canadian artists.

Further information

The full study, including an executive summary, is available on CBC/Radio-Canada websites.