

CBC/Radio-Canada: Who We Are and What We Do

The Founding of CBC/Radio-Canada

In the 1920s, broadcasting from the United States was flooding the Canadian market, and it was widely perceived that unless Canada acted to establish a Canadian broadcasting service, we would be smothered in American culture.

Following the Report of the Aird Commission in 1929, the first *Broadcasting Act* was passed in 1932 to create the Canadian Radio Broadcasting Commission (CRBC).

In 1936, a new Act established the Canadian Broadcasting Corporation as the successor of the CRBC. At that time, CBC/Radio-Canada encompassed eight publicly owned or leased stations and 14 private affiliates. Within one year, thanks to new transmitters, national coverage reached 76 per cent of the population, and included French-language broadcasting out of a station in Montréal.

In September of 1952 the first CBC/Radio-Canada television broadcasts began, in Montréal (bilingual) and Toronto (English).

For more information on CBC/Radio-Canada's historical milestones, see:
CBC.Radio-Canada.ca/history.

Strategic Direction

- CBC/Radio-Canada will become a content company.
- CBC/Radio-Canada will become the most important creator and distributor of Canadian content across all the major platforms of Canadians' choice.
- To ensure engagement with Canadians, CBC/Radio-Canada will find a way to remain deeply rooted in the regions, even as the budgets available to do that shrink.

Governance

The Corporation is governed by a Board of Directors, made up of 12 Directors, including the Chair and the President and CEO. The key responsibilities of the Board are to approve the strategic direction, corporate and business plans for the Corporation, and to assess the Corporation's progress in achieving its strategic and business objectives.

In addition, the Board oversees the plans and policies in place to ensure effective communication with Parliament, the public and stakeholders.

For more information on CBC/Radio-Canada's Board Members, please go to:
CBC.Radio-Canada.ca/about/directors.

How CBC/Radio-Canada Operates

CBC/Radio-Canada's day-to-day operations are managed by a Senior Executive Team, lead by the President and CEO. For more information on the current SET, go to: CBC.Radio-Canada.ca/about/smc.

As Canada's national public broadcaster and a Crown Corporation, CBC/Radio-Canada operates at arm's length from Government, but is responsible to Parliament and to Canadians. We report to Parliament through the Minister of Canadian Heritage, and each year we submit an Annual Report and a Corporate Plan Summary to Parliament, documents which are also made public.

We account for our activities to the Canadian Radio-television and Telecommunications Commission (CRTC) through year-end reports and by submitting annual financial returns, and we account to the public through town hall meetings and our websites.

In addition, CBC/Radio-Canada is subject to the *Access to Information Act*. However, a portion of the legislation contains specific safeguards to protect the journalistic, creative and programming independence that is fundamental to a successful national public broadcaster.

At the end of June 2010, CBC/Radio-Canada employed approximately 9,432 Canadians in 27 regional offices across the country. Head office is located in Ottawa. Internationally, CBC/Radio-Canada News has 14 foreign bureaux, offering the most extensive and in-depth coverage of any Canadian media organisation.

To consult the list of CBC/Radio-Canada facilities, go to CBC.Radio-Canada.ca/facilities.

CBC/Radio-Canada Services

Today, the radio and television services that have traditionally been the core business of CBC/Radio-Canada are accompanied by a comprehensive array of programming offerings, including news and current affairs, arts and entertainment, children's programming, and sports, via a comprehensive range of services.

CBC/Radio-Canada brings Canadians programming when, where and how they want it — through a comprehensive range of radio, television, Internet, and satellite-based services.

In addition to offering its services in English (*CBC.ca*) and in French (*Radio-Canada.ca*) in six time zones, the national public broadcaster also provides coverage in eight Aboriginal languages, and in seven languages via our worldwide radio network, Radio Canada International (RCI).

CBC/Radio-Canada is no longer simply a traditional English- and French-language television and radio broadcaster with a presence on the Internet and other new platforms.

The Corporation is transforming itself into an integrated content provider, the home of Canadian programming and a multimedia leader with an increasing presence in the regions.

Close to two million podcasts of CBC/Radio-Canada programs were downloaded each month in 2008-2009. This includes music, information, science, and entertainment programs. Indeed, in March of 2009, the list of the top 20 iTunes Podcasts included four originating from CBC/Radio-Canada, including CBC Radio's *Vinyl Cafe*, *Quirks & Quarks* and *Ideas*, and CBC Television's *The Hour*. There are also 28 French-language podcasts from Radio-Canada available on iTunes Canada.

CBC.ca remains among the top three news and media sites in Canada, with more than four million unique visitors every month, while *Radio-Canada.ca* is among the top three for Francophone visitors, with 1.2 million unique visitors in the same timeframe, as of March 2009.

Since its launch in January 2010, TOU.TV – Canada's leading French-language on-demand Web television site, created by Radio-Canada – has recorded an average of 493,000 unique visitors per month.

Canadian Content

CBC/Radio-Canada is the home of Canadian content. In the 2008-2009 broadcast year, CBC Television showed 81 per cent Canadian programming over the full broadcast day. That includes news and information, feature films, drama and comedy, children's programming, and more.

CBC Television is by far the leading English-language broadcaster of original Canadian content. It airs 21 hours of Canadian programming a week in regular prime time (100 per cent Canadian between 8:00 p.m. and 11:00 p.m. every night of the week.) That compares to around seven hours for the private broadcasters.

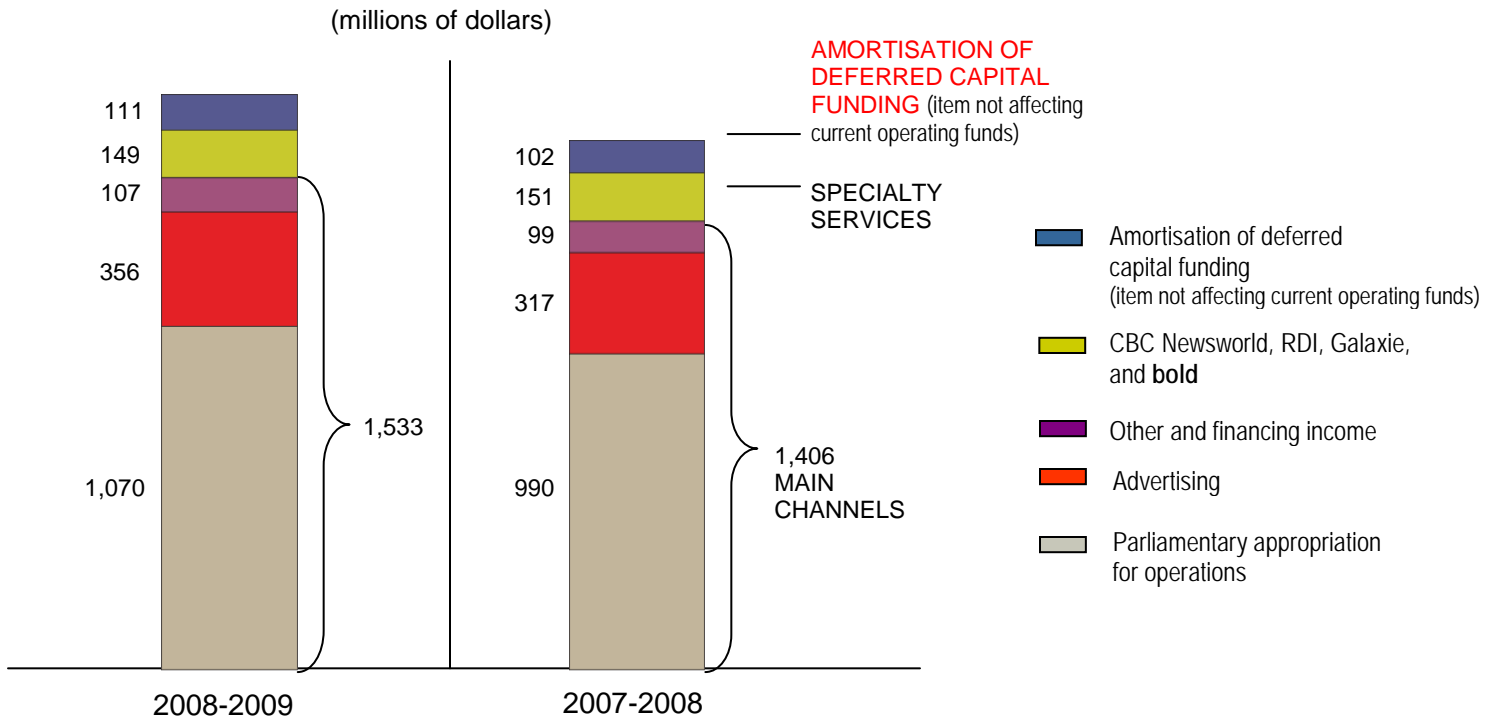
Télévision de Radio-Canada aired 80 per cent Canadian content over the day, and 91 per cent in prime time.

CBC Radio airs 99 per cent Canadian content over its broadcast day, and 100 per cent during its prime time, which is 6:00 to 9:00 a.m. weekdays. In the same time period, Radio de Radio-Canada's Canadian content is a full 100 per cent, as is its full broadcast day.

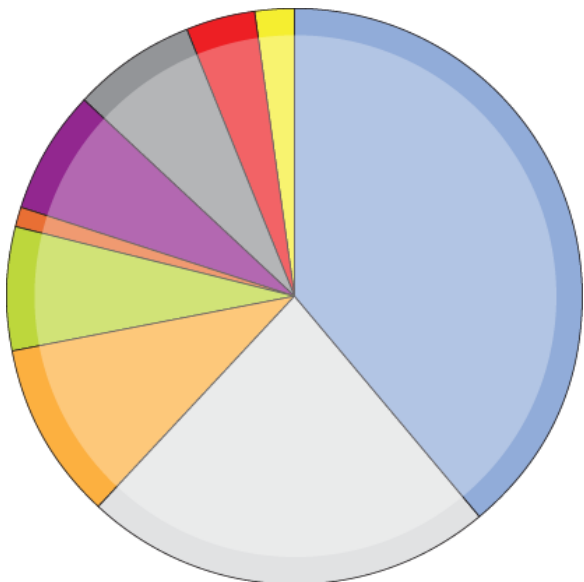
CBC/Radio-Canada Revenues and Operating Expenditures

CBC/Radio-Canada is funded by a number of different sources (see below), the primary one being the Parliamentary Appropriation for Operations.

CBC/Radio-Canada's revenues and operating sources of funds for 2008-2009



Operating expenditures



2008-2009 OPERATING EXPENDITURES* \$1,848 MILLION

(millions of dollars)

- CBC Television \$718 (39%)
- Télévision de Radio-Canada \$429 (23%)
- CBC Radio \$192 (10%)
- Radio de Radio-Canada \$137 (7%)
- Corporate management \$16 (1%)
- Amortisation of property and equipment \$118 (7%)
- Specialty services \$129 (7%)
- Distribution and affiliates \$74 (4%)
- Workforce adjustment \$35 (2%)

* Excluding loss from investments in entities subject to significant influence and minority interest.