
CBC TECHNOLOGY REVIEW

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LAUNCHING CBC TECHNOLOGY REVIEW

The launch of the CBC Technology Review represents an important step since the creation of CBC Technology in 2001. This semi-annual electronic publication will give an opportunity for us at CBC/Radio-Canada to describe and promote the significance of our activities in the Technology group, and to share our ideas both inside and outside the Corporation. As a service group, our role is to bring our collective knowledge and expertise to enable the infrastructure for our media partners to create the highest quality programming for the Canadian public.

The broadcasting environment is becoming vastly more complex. For decades, broadcasting relied on purpose-built equipment to produce and deliver radio and television programs using traditional means. Now videotape recorders are giving way to computers and data storage devices. Linear recording and editing has given way to non-linear, and programs can now be stored and moved as files. Point-to-point broadcast circuits still exist, but the use of internet protocols allows file transfer through the “cloud” at rates that can be even faster than real time. Powerful personal computers coupled with special purpose applications allow us to edit audio and video, and create incredibly detailed computer graphics and animations.

Analog has yielded to digital. Standard definition television is well under way to being replaced by high definition. Analog radio transmission is moving toward different forms of digital transmission: DAB (digital audio broadcasting), IBOC (in-band, on-channel), and Sirius satellite radio. The internet and podcasting are but two new non-traditional forms of distribution. Coping with this technological change in an environment of serious financial constraints means that we must be creative as we develop our implementation strategy.

CBC/Radio-Canada’s technological expertise has long been recognized by our peers in North America and around the world. And Canadian manufacturers have a well-deserved reputation for breakthrough developments in broadcast equipment and software applications. Constant improvement is a never-ending task, and we will always endeavour to work with our creative partners in the media lines to reach new heights.

Neil Armstrong once said that pilots take no special joy in walking. "Pilots like flying." As engineers and technologists, we get a particular satisfaction from solving complex problems with creative solutions. In this and future issues of the CBC Technology Review, we hope to share how CBC/Radio-Canada will embrace the challenges of broadcasting, in all its forms, in the 21st century.

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