



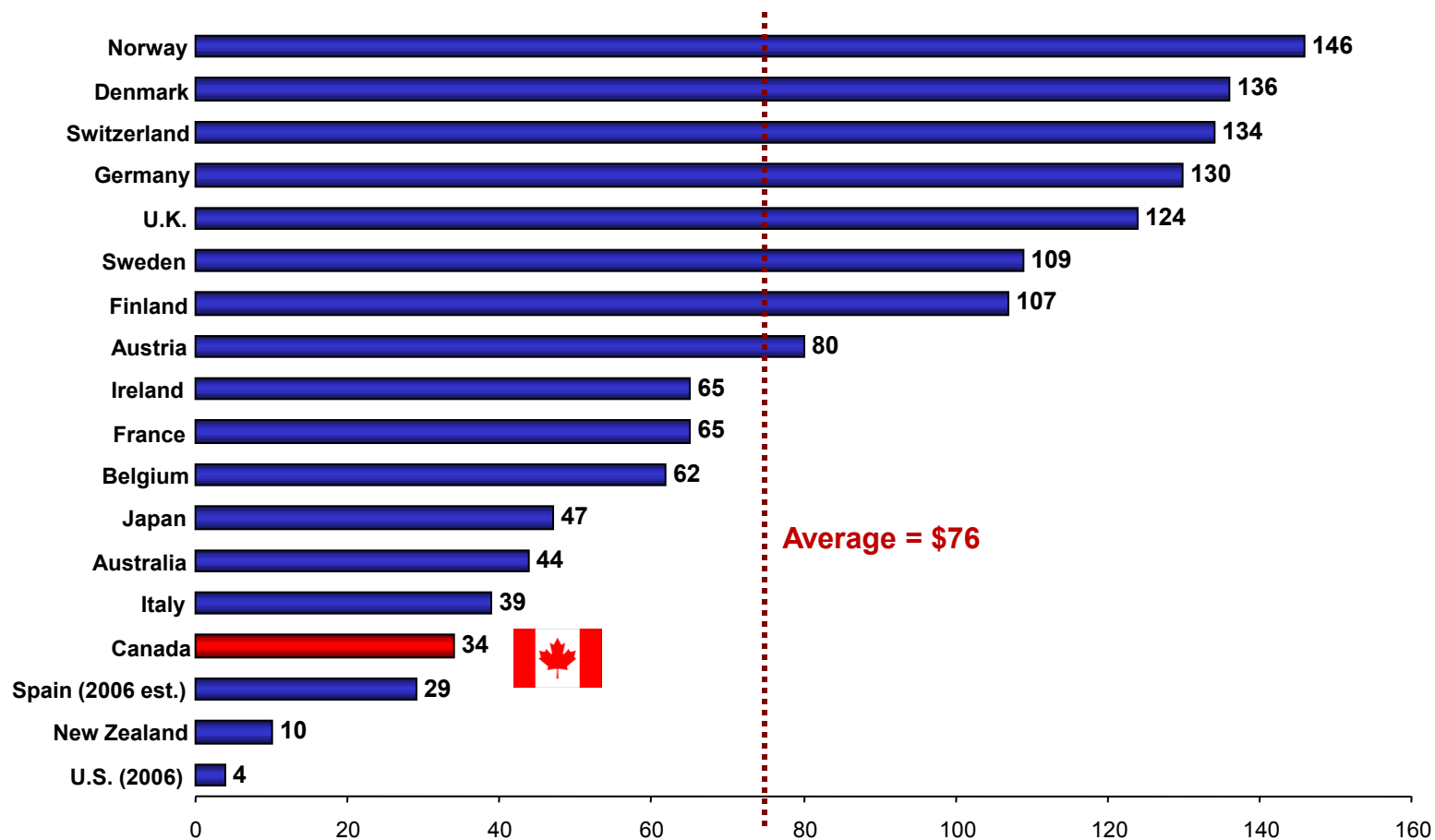
# **CBC/Radio-Canada**

**Hubert T. Lacroix, President & CEO  
Vancouver Board of Trade**

**December 3, 2009**

# Funding for public broadcasting around the world

## Per capita public funding, 2007

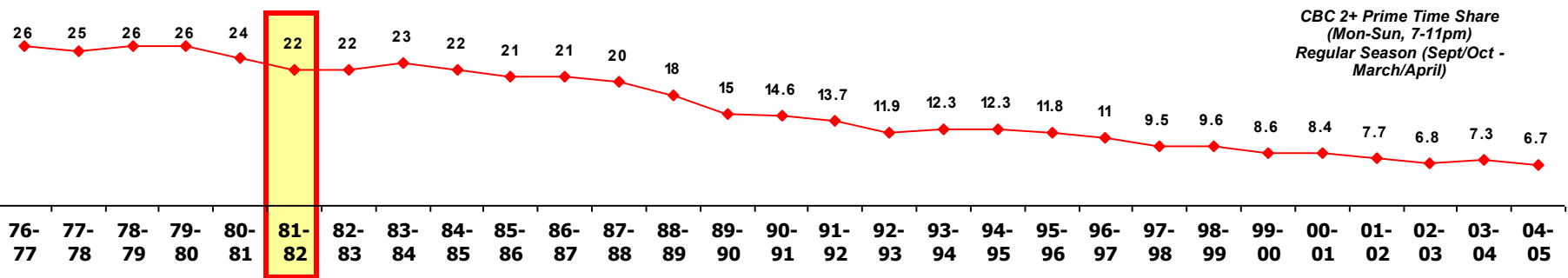


Source: Nordicity Group Ltd. (2009)

# Foreign programming in the past

## 1981-1982 Regular Season Prime Time Share: 22%

- CBC's 1981-1982 fall Prime Time schedule included significant amounts of foreign programming and very little Canadian Entertainment programming



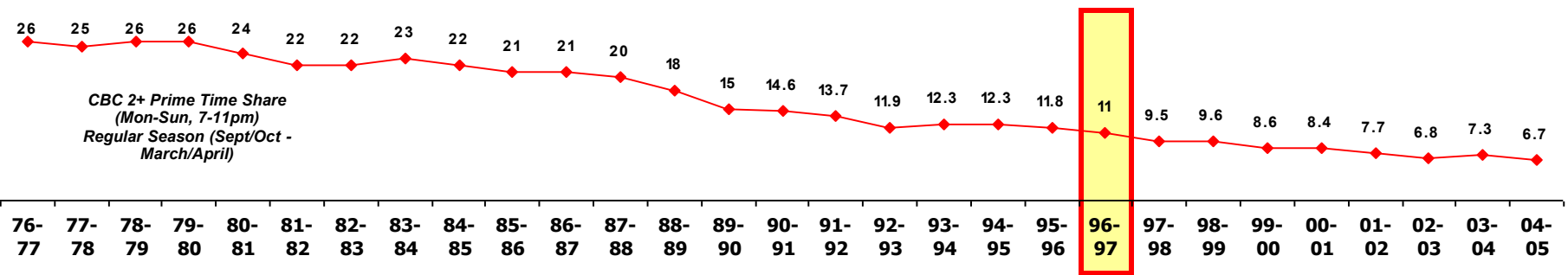
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00pm	Local		Mr. Merlin	Local		Happy Days	Beachcombers
7:30pm	Two of Us	Barney Miller	Local	Mork & Mindy	Facts of Life	Archie Bunker's Place	Front Page Challenge
8:00pm	Private Benjamin	fifth estate	Nature of Things	A Town Like Alice / Jessica Novak	Tommy Hunter / Circus Intl.	Hockey Night in Canada	Super Show
8:30pm	Flappers						
9:00pm	M*A*S*H	Three's Company	CBC Wednesday Night Movie	CBC Premiere Presentation (Feature Films)	SCTV		Home Fires
9:30pm	WKRP in Cincinnati	Too Close for Comfort					
10:00pm	Lucina Brayford / Brideshead Revisited	Paper Chase					
10:30pm			Man Alive				

- Canadian Programming
- Foreign Programming
- Mixed Canadian / Foreign Programming

# Conversion to an all-Canadian schedule: lost share

## 1996-1997 Regular Season Prime Time Share: 11%

- In 1996-1997, CBC's moved to fully "Canadianize" the Prime-Time schedule



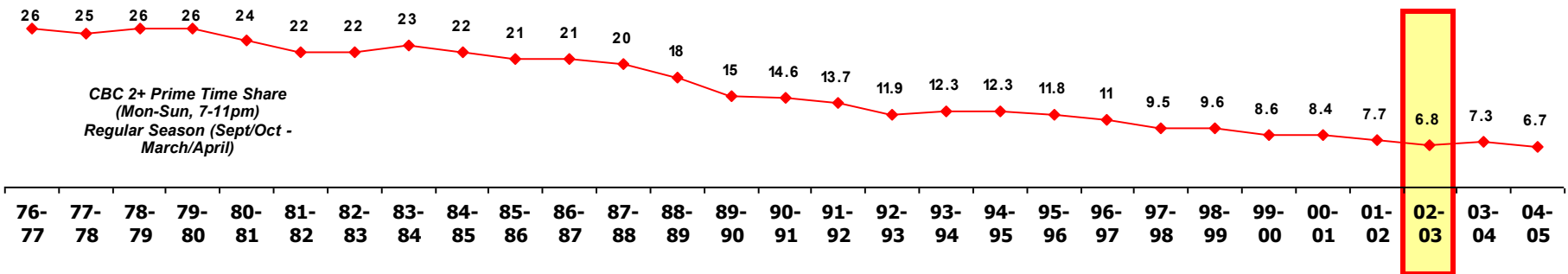
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00pm	Regional	Man Alive	Health Show	Adrienne Clarkson	Undercurrents	Wayne & Shuster	Wind At My Back
7:30pm	Air Farce	Marketplace	On The Road Again		Air Farce		
8:00pm	Just for Laughs	fifth estate	Rita & Friends	Nature of Things	Canadian Biography	Hockey Night in Canada	Movies / Specials
8:30pm	Comics		Gullages / This Hour / Black Harbour	North of 60	CBC Presents		
9:00pm	This Hour Has 22 Minutes	Witness	Gullages / This Hour / Black Harbour	North of 60	CBC Presents		
9:30pm	The Newsroom						
10:00pm	The National					Saturday Report / HNIC	Sunday Report
10:30pm							Venture

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# The decline continued into the 2002-2003 season

## 2002-2003 Regular Season Prime Time Share: 6.8%

- 2002-2003 saw virtually the lowest Share for CBC Television (only 2004-05 was lower at 6.7%)



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
7:00pm	RCAF	Life & Times	On the Road Again	Opening Night	Mr. Bean	HNIC Game 1	Disney	
7:30pm	It's A Living		22 Minutes (rpt)		Rideau Hall/ Jonathan's Cross Canada		Tom Stone	
8:00pm	Specials (Movies/Awards)	22 Minutes	Great Cnd Music Dream		Just for Laughs/ Red Green/ RCAF		HNIC Game 2	Davinci's Inquest
8:30pm		Marketplace	Fifth Estate		RCAF/ Sean Cullen Show/ An American in Can			Sunday Report
9:00pm		Disclosure	Nature of Things	Red Green/ Made in Canada	Venture			
9:30pm		The National						
10:00pm								
10:30pm								

Canadian Programming  
 Foreign Programming  
 Mixed Canadian / Foreign Programming

# Private broadcasters will never exhibit significant amounts of Canadian content

## 2009 Fall Schedule

Time	C-ETV						
	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
7pm	Degrassi NG	eTalk			Vampire Diaries	eTalk	W5
	Degrassi NG	Access Hollywood		SYTYCD Can (Res)		Access Hollywood	
8pm	The Amazing Race	Dancing with the Stars	So You Think You Can Dance Can (Perf)	Am Next Top Model	CSI	Ghost Whisperer	Crimetime
	Desperate Housewives			Criminal Minds	Grey's Anatomy	Medium	Crimetime
10pm	Cold Case	CSI Miami	Law & Order SVU	CSI NY	Mentalist	Flashpoint	Law & Order SVU (rpts)

Time	Global							
	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	
7pm	Prod. Parker	Entertainment Tonight Canada						Renegade Press
	King of Hill	Entertainment Tonight						Jane Show
8pm	Simpsons	House	NICS	Bones	Survivor	The Guard	Project Runway	
	Cleveland Show							
9pm	Family Guy	Lie to Me	NCIS: LA	Glee	The Office	Doll house	Movies	
	Am. Dad							
10pm	Brothers and Sisters	Heroes	The Good Wife	Melrose Place	90210	Numb3rs		

# CBC is capable to fulfill this cultural need

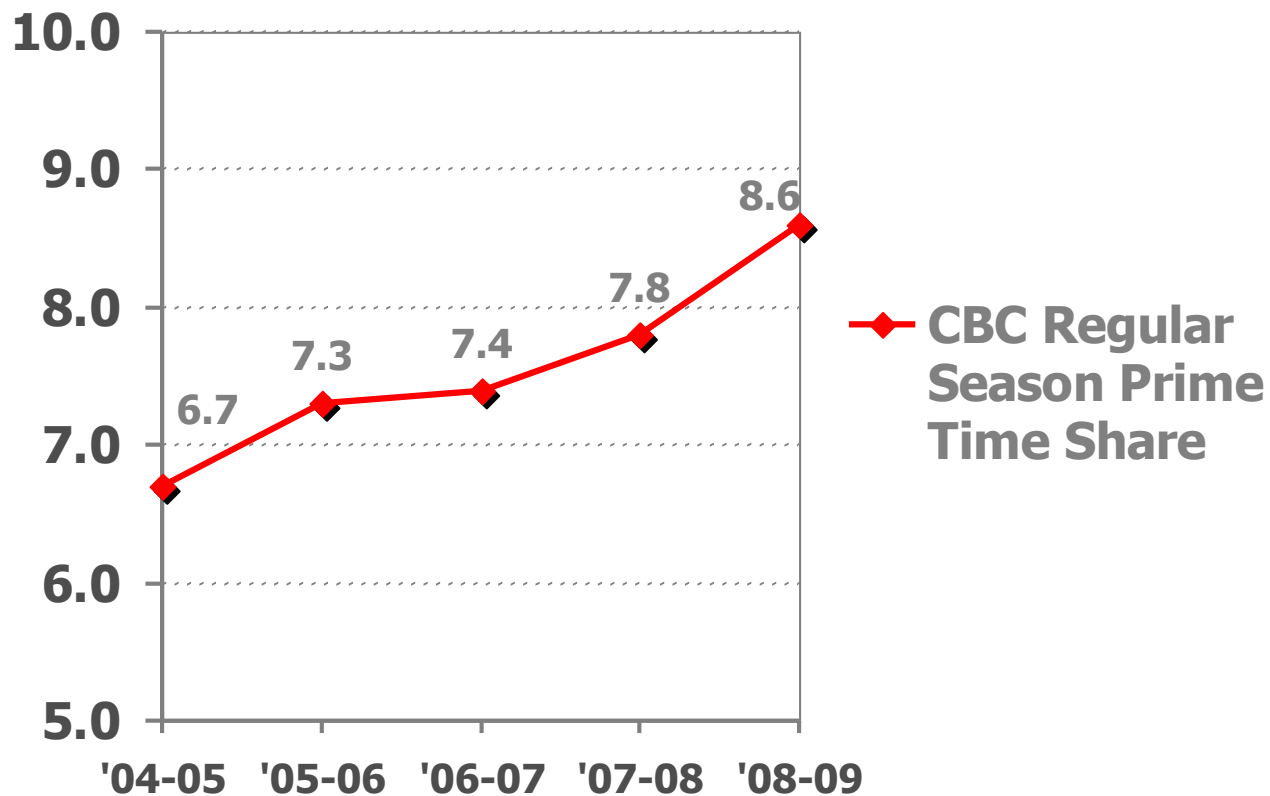
## 2009 Fall Schedule

	Time	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	7pm	Heartland	Wheel of Fortune					Hockey Night in Canada
			Jeopardy					
	8pm	Battle of the Blades Perf.	Blades Results	Rick Mercer	Dragons' Den	Doc Zone	Ron James	
			Little Mosque	22 Min			Rick Mercer Repeat	
	9pm	Nature of Things	JFL Galas	Being Erica	Tudors	The Border	fifth estate	
10pm	The National	The National						

# The results of the new strategy

## *Performance through 2008-2009*

- CBC Television has earned a steadily increasing share over the past 5 seasons

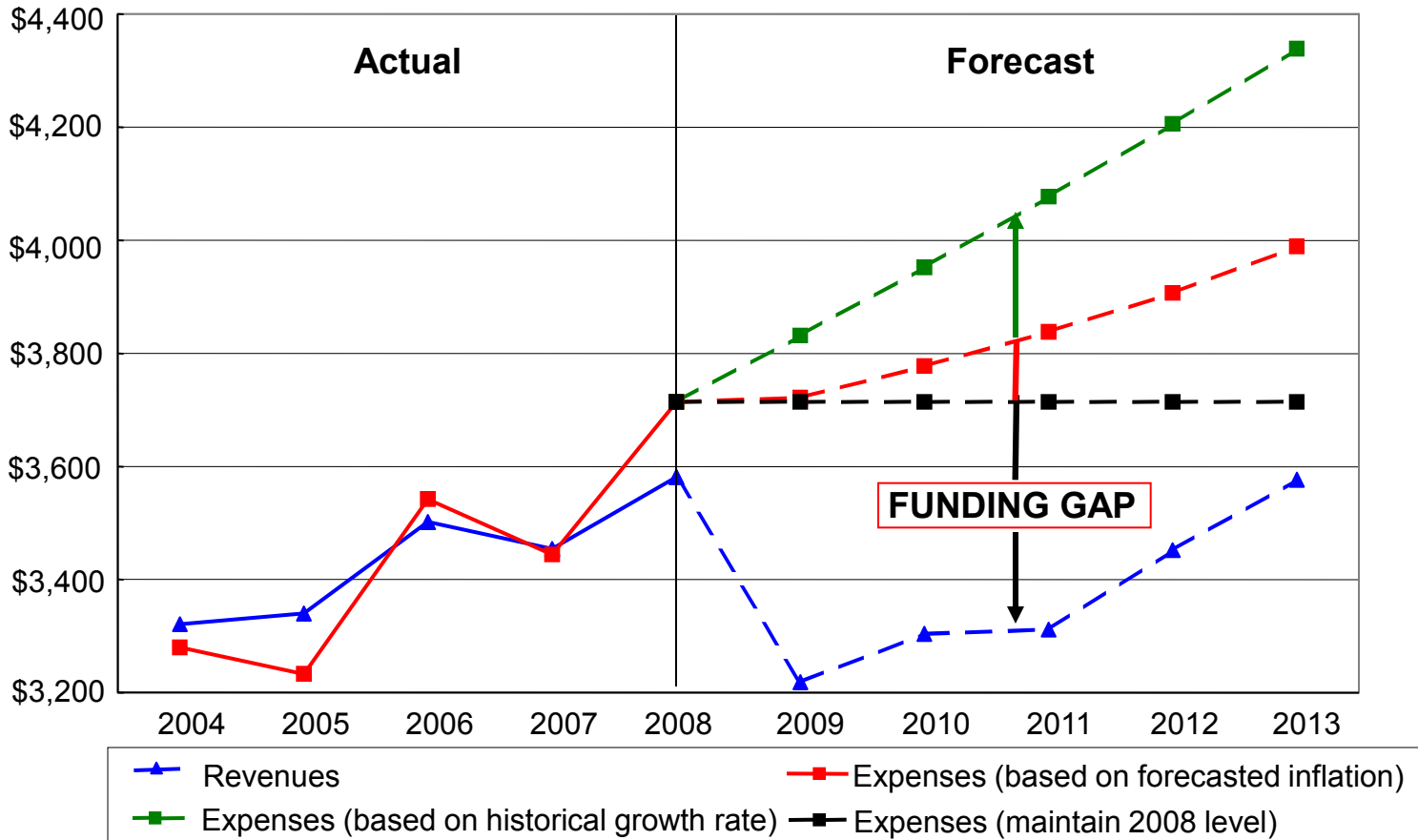




# The need to develop a sustainable model

## Forecast Funding Gap - Revenue versus Expenses

Private and public conventional television (\$ millions)



Source: Statistics Canada, PricewaterhouseCoopers, TD Economics, CBC

# The three pillars of our future direction

- 1. Canadian programming**
- 2. New platforms**
- 3. Regions**