



A SPACE FOR US ALL



A space for us all is about modernizing the public broadcaster to bring it closer to you, its audience. The strategy outlines CBC/Radio-Canada's plans to:

- intensify its relationship with Canadians through the delivery of relevant, distinctly Canadian content and services, offered through modern distribution methods, with an emphasis on digital and mobile services;
- preserve its geographic presence, to be even more local, but at a reduced cost;
- significantly reduce in-house production across the organization – excluding news, current affairs and radio – while continuing to promote acquired or commissioned entertainment content from Canada's independent creative sector;
- lighten its technology and real estate footprint across the country, focusing efforts and resources on content rather than infrastructure;
- become a scalable, adaptable and flexible company with the appropriate tools, resources and people to deliver its strategy; and
- develop long-term, sustainable ways to manage its financial health, and the ability to invest in the future, as market conditions and audience habits evolve.

MISSION

CBC/RADIO-CANADA EXPRESSES CANADIAN CULTURE AND ENRICHES THE LIFE OF ALL CANADIANS THROUGH A WIDE RANGE OF CONTENT THAT INFORMS, ENLIGHTENS

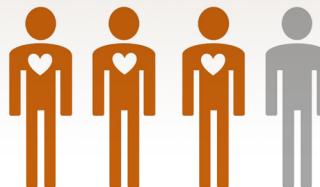
VISION

IN 2020, CBC/RADIO-CANADA WILL BE THE PUBLIC SPACE AT THE HEART OF OUR CONVERSATIONS AND EXPERIENCES AS CANADIANS.

KEY OBJECTIVES



By 2020, CBC/Radio-Canada will **have doubled its digital reach**. 18 million Canadians, one out of two, will use CBC/Radio-Canada's digital services each month.



By 2020, **three out of four Canadians** will answer that CBC or Radio-Canada is very important to them personally.