



CBC/RADIO-CANADA

AT A GLANCE

February 2025





About CBC/Radio-Canada

The Canadian Broadcasting Corporation is Canada's national public broadcaster with a mandate to celebrate Canadian culture and support democratic life through a wide range of content that informs, enlightens and entertains. As a federal Crown Corporation, its mandate and independence are set out in the [Broadcasting Act](#).

While CBC/Radio-Canada began as a radio broadcaster in 1936, today it is a multiplatform public service media company. It offers high-quality Canadian news, information, entertainment and sports programming through its websites, streaming services, podcasts, and television and radio programming.

CBC/Radio-Canada plays a central role in strengthening Canadian culture and offers a uniquely Canadian perspective on news, current affairs and world affairs. It provides content in Canada's two official languages, English and French, as well as in eight Indigenous languages: Dëne Sų́łíné, Dene Kǎdǎ́, Dene Zhatǐé, Eastern Cree, Dinjii Zhu' Ginjik, Inuktitut, Inuvialuktun and Tłı́chǵ.

It also delivers news content in Spanish, Arabic, Chinese, Punjabi and Tagalog through [Radio Canada International](#).



CBC Kids Book Club Live at Richmond Hill Public Library, 2023.



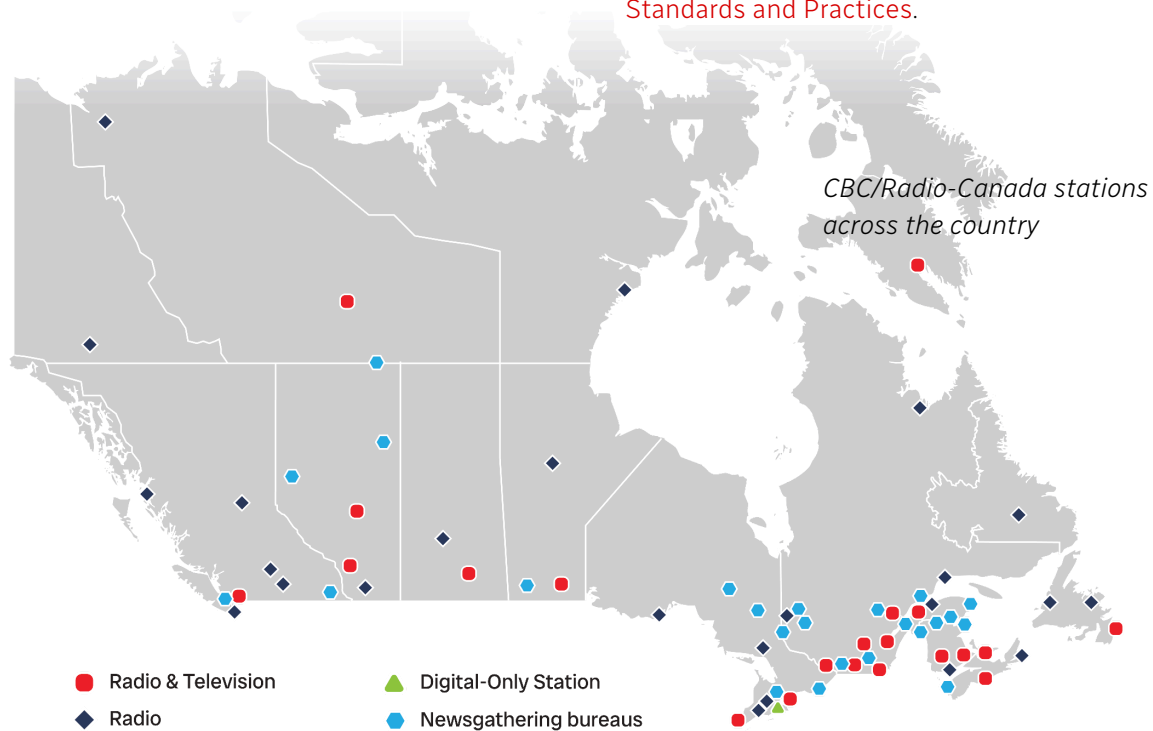
Connected and accountable to Canadians

CBC/Radio-Canada's head office is in Ottawa. Its English service, CBC, is headquartered in Toronto and its French service, Radio-Canada, is headquartered in Montreal, with community-based locations across the country, including 27 television stations, 88 radio stations and one digital-only station. CBC/Radio-Canada has five subscription television channels and four Canada-wide radio networks, two in English, and two in French. Around the world, it has seven foreign bureaus, and sets up temporary bureaus as needed.

CBC/Radio-Canada employs over 7,000 people, including permanent, temporary and contract employees. It is headed by a Governor-in-Council-appointed President and CEO, who oversees an eight-person Senior Executive Team. The Corporation is governed by a 12-person Board of Directors. This Board is

appointed by the federal government based on the recommendations of an independent advisory panel.

CBC/Radio-Canada takes seriously its obligation to be transparent and accountable to Canadians through its **Annual Public Meeting**, **proactive disclosures**, **responses to access-to-information requests**, and **other reporting activities** to the government, the public, the CRTC and the Auditor General of Canada. As a broadcaster, CBC/Radio-Canada is also regulated by the Canadian Radio-Television and Telecommunications Commission (CRTC), an independent regulatory agency. CBC/Radio-Canada also employs two independent **ombudsmen** to ensure that its journalism meets the standards of accuracy, fairness, balance, impartiality and integrity as expressed in the Corporation's **Journalistic Standards and Practices**.






Media in Canada

Canada is a highly competitive media market. It is often cast as a dual-language market of English and French, Canada's two official languages. Today, 40 million people live in Canada; approximately 76% are anglophone and 21% are francophone. The majority of the French market is in Quebec, with an additional one million francophones living in other provinces. This French market has a strong appetite for homegrown cultural content. The English market is dominated by popular American programming, much of it coming directly from American networks and streaming services. The amount of, and financial resources behind, foreign programming has always posed challenges for sustaining a domestic programming industry and has necessitated significant government support.

Increasingly, Canadians' media consumption habits are shifting to digital, with foreign digital giants eclipsing domestic competition and draining advertising dollars. This shift further fragments Canadian audiences and impacts revenue, increases the cost of content creation and competition for talent, and affects people's trust in the content they access online, especially news.

In this environment, Canadians can choose from the best content from all over the world. As Canadians' media habits change, CBC/Radio-Canada has adapted to reach them where they are, on the devices and platforms they use. And, in an increasingly crowded marketplace, CBC/Radio-Canada focuses on its proximity to our audiences with distinctive Canadian storytelling and reporting.

CBC/Radio-Canada in the digital world

 **21**
MILLION
CANADIANS
use CBC/Radio-Canada's digital
services every month¹

 **18%**
INCREASE
in digital minutes since the
2019 launch of the strategic
plan
*Your Stories, Taken to Heart*²

CBC/Radio-Canada is the

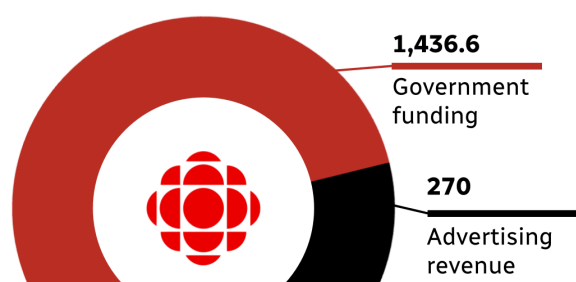
#1
DIGITAL NEWS
SERVICE
in Canada³

¹ Comscore Media Metrix® Multi-Platform, total audience (desktop 2+, mob to September 2024, Canada. Unduplicated reach of CBC/Radio-Canada digital platforms.

² Comscore Media Metrix® Multi-Platform, total audience (desktop 2+, mob to September 2024, Canada. Unduplicated reach of CBC/Radio-Canada digital platforms. April-September 2023 to September 2024, Canada. Unduplicated reach of CBC/Radio-Canada digital platforms.

³ Comscore Media Metrix® Multi-Platform, total audience (desktop 2+, mob to September 2024, Canada. Unduplicated reach of CBC/Radio-Canada digital platforms.

Revenue and other sources of funds, 2024 (million dollars)





How is CBC/Radio-Canada financed?

CBC/Radio-Canada operates on a \$1.9 billion budget. It receives most of its funding from Canadians through an annual parliamentary appropriation. It also supplements its government funding with earned revenues. These commercial revenues accounted for 26% of its sources of funds in 2024.

Its funds come from four sources:

Government funding: Government appropriations accounted for 74% of CBC/Radio-Canada's sources of funds in 2024. Its complete range of programs and services cost each Canadian \$32 per year.⁴

Advertising revenue: This includes ongoing sales of advertising on conventional television channels, digital platforms, subscription television services and other platforms.

Subscriber fees: These are fees from digital and TV subscription services: CBC News Network, *documentary*, CBC Gem, ICI RDI, ICI EXPLORA, ICI ARTV, ICI TOU.TV EXTRA, Curio and others.

Financing and other income: This includes ongoing income from activities such as the rental of real estate assets, content sales, leasing of space at transmission sites and host broadcasting of sports events such as World Championships.

CBC/Radio-Canada's sources of funds (million dollars)

	2021	2022	2023	2024
Government funding	1,394.3	1,240.0	1,271.8	1,436.6
Advertising revenue	253.5	419.6 ⁵	288.6	270
Subscriber fees	124.0	122.2	122.4	120.9
Financing and other income	126.4	109.6	104.6	102.6
Total	1,898.2	1,891.4	1,787.4	1,930.1

⁴ Nordicity, [The Case for Advertising on CBC/Radio-Canada](#), July 2024.

⁵ Revenue from TV advertising increased by \$135.1 million (68.0%) in 2022, mostly due to TV advertising revenue from our broadcast of the Tokyo 2020 Olympic Games and the Beijing 2022 Olympic Games, held in a single fiscal year.



A wide range of content and platforms

As Canada's public broadcaster, CBC/Radio-Canada serves all Canadians through a wide range of content that includes national, regional and local news and public affairs programs, amateur and professional sports, documentaries, arts and culture programs, drama and comedies, variety programs, podcasts, music of all genres, films and more.

CBC/Radio-Canada is also a national leader in the world of kids, youth programming and content, connecting young Canadians from across the country through services like **CBC Kids**, Radio-Canada's **Zone Jeunesse** and its educational platform **Curio**.

CBC/Radio-Canada reaches Canadians on the platforms they use, through a combination of **TV, radio and digital services**, including social media platforms and connected TVs. In addition to the platforms CBC/Radio-Canada operates, it also joins forces with other francophone public broadcasters to broadcast French-Canadian content internationally through TV5MONDE.



CBC/Radio-Canada services



Reflecting contemporary Canada

Nothing is more important to CBC/Radio-Canada than serving Canadians. All Canadians.

Every day, as the public broadcaster, we strive to reflect Canadians' perspectives in the stories we tell and share.

With its **2022-2025 Equity, Diversity and Inclusion Plan**, CBC/Radio-Canada is ensuring all Canadians are represented in its programming and in its workforce, including in leadership. CBC/Radio-Canada has committed that half of its new hires for executive and senior management positions will be Indigenous people, racialized people, or people with disabilities. It has also committed to doubling the retention and promotion rates of Indigenous people, racialized people and people with disabilities.

This ambition extends to the production of its shows, where CBC/Radio-Canada is making more space for groups that are underrepresented in key creative positions.

In 2023, the public broadcaster launched its **first accessibility plan** to better serve people with disabilities, to better reflect them on screen, and to become the barrier-free media organization Canadians deserve.

CBC/Radio-Canada partners with organizations such as Reelworld Film, the ReelAbilities Film Festival, BIPOC TV & FILM, the Black Screen Office, the Indigenous Screen Office and the Disability Screen Office to support the development of projects from creators who are Indigenous, racialized or have disabilities.





First Nations, Inuit and Métis in Canada

Approximately 1.8 million First Nations, Inuit and Métis live in Canada, and they are the fastest-growing demographic with a median age of 31. CBC/Radio-Canada has served Indigenous Peoples and communities since the establishment of the northern service in 1958. Services like **CBC North**, **CBC Indigenous**, **ICI Grand Nord** and **Espaces autochtones** continue to serve First Nations, Inuit and Métis across the country.

In 2024, CBC/Radio-Canada launched its first National Indigenous Strategy, *Strengthening Relations, Walking Together*. This three-year plan

consolidates our commitment to working with Indigenous Peoples to better reflect and serve them. It has been Indigenous-led from the very beginning, with hundreds of people from across the country sharing their wisdom during the three years of its development.

CBC/Radio-Canada is also strengthening its relationships with partners including **APTN**, the world's first national Indigenous broadcaster, and the Indigenous Screen Office, to share with all Canadians the rich cultures and realities of life in Canada today. This is an important contribution to Truth and Reconciliation.



Inuk Elder Martha Peet lights the Qulliq at the launch of the National Indigenous Strategy in Winnipeg, 2024. (Photo: Gin Ouskun)



Building a sustainable public service media company

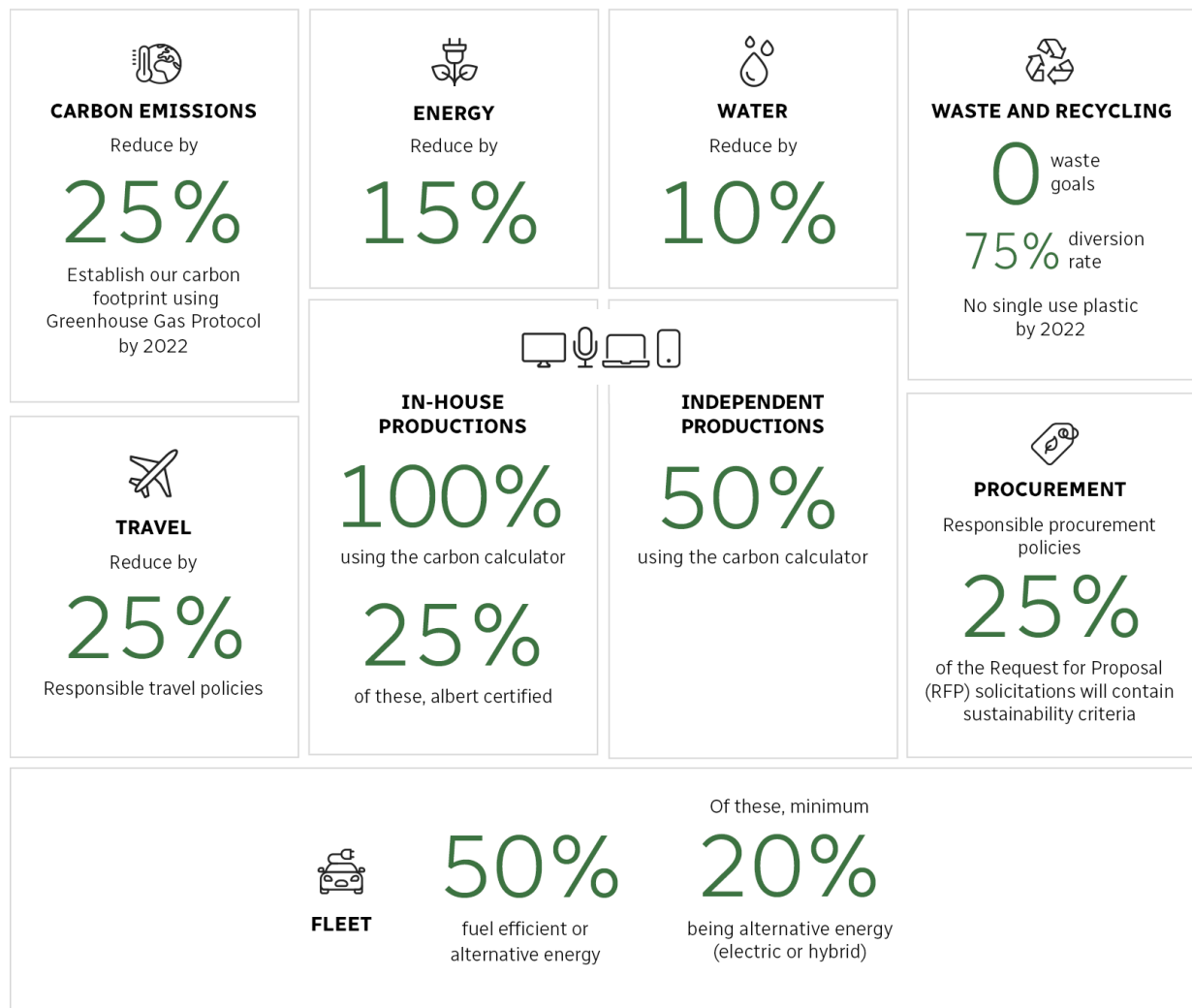
CBC/Radio-Canada is taking action to address one of the most pressing issues of our time: climate change.

Its environmental sustainability strategy, *Greening Our Story*, was launched in 2021 and builds on its previous sustainability work and reporting and includes environmental commitments in everything CBC/Radio-Canada

does: how it produces and commissions content, how it operates its business, reduces waste and energy consumption, and limits its carbon footprint.

CBC/Radio-Canada is a member of Canadian Broadcasters for Sustainability, and has joined Canada's Net-Zero Challenge and committed to becoming carbon neutral by 2050.

Greening our Story, our targets by 2026





The largest commissioner of original Canadian content

The public broadcaster plays a critical role in the discovery, development and showcasing of new and emerging as well as established Canadian talent, across all disciplines.

As the largest commissioner of original Canadian content, CBC/Radio-Canada drives Canada's cultural and creative sector. Its annual budget of \$1.9 billion anchors an information and creative economy that contributes \$72.9 billion to the Canadian economy every year⁶ and provides jobs for at least 630,000 Canadians.⁷

Because CBC/Radio-Canada commissions such a wealth of Canadian content, it is possible for independent producers and creators across the country, including among underrepresented groups and language minorities, to make films, television shows, podcasts, music, comedy, literature and other content — and to bring their work to audiences in Canada and around the world.

For every dollar invested in the public broadcaster, two dollars are reinjected into the Canadian economy.⁸



Amber Marshall, the lead in CBC's long-running drama Heartland, films a scene on location in Alberta.

⁶ Statistics Canada, Gross domestic product (GDP) at basic prices, by industry, monthly, growth rates (x 1,000,000), March 31, 2023.

⁷ Canadian Heritage, Creative Canada Policy Framework, 2017.

⁸ Deloitte, Economic Impact of CBC/Radio-Canada in 2013, June 2014.



Supporting a strong news ecosystem and healthy online conversations

A healthy democracy depends on a strong and diverse news ecosystem. At a time when the digital shift is placing added financial strain on local news media, CBC/Radio-Canada is promoting local journalism through its [local news directory](#) and partnerships with media, including local newspapers, to help Canadians find and support media serving their communities.

Another danger to journalism and the media profession is the rise in online harassment. In 2021, three in four Canadian journalists experienced [some form of harassment](#), and these attacks disproportionately targeted women, racialized and LGBTQ2+ media professionals. In response, CBC/Radio-Canada has worked closely with other Canadian and international media organizations to organize industry-wide events such as the [#NotOK forum](#) and to develop tools such as the [Newsroom Guide for Managing Online Harm](#).



As part of the [Global Task Force for public media](#), CBC/Radio-Canada has worked together with six national public broadcasters to defend media freedom, including by calling out government-sponsored attacks on the independence of public media. At the Brussels Public Broadcasters International conference in September 2021, it presented the [Brussels Declaration](#), a set of principles and specific steps to combat online hate, which was signed by public broadcasters and media associations from around the world.

CBC/Radio-Canada has been at the forefront of revitalizing digital conversational spaces. It has joined forces with five other national public broadcasters for the [Public Spaces Incubator](#), which is developing tools to encourage meaningful online conversations on issues of public interest.

In 2024, at the Public Broadcasters International conference in Ottawa, CBC/Radio-Canada presented the [Ottawa Declaration](#), which calls for action against disinformation and for the restoration of civil democratic debate. Members of the international public service media community, including the Public Media Alliance and the Global Task Force for public media, have signed the Declaration.



Stronger together at home and abroad

Around the world, audiences are discovering that Canadians have great stories to share. Yet the dominance of foreign players in the Canadian market threatens to drown out Canadian stories and perspectives.

CBC/Radio-Canada collaborates with a wide range of industry partners in order to strengthen Canada's ability to compete in today's global digital economy, and take Canadian storytelling to Canadian and international audiences. Its agreements with other public broadcasters, including the [Australian Broadcasting Corporation](#), [BBC](#), [France Télévisions](#), Belgium's [RTBF](#) and Germany's [ZDF](#), take Canadian content to global audiences.

The public broadcaster continues to deepen its relationship with the [Médias Francophones Publics](#), which includes domestic and European French-language public broadcasters. A selection of Radio-Canada's scripted series, public affairs programming and documentaries are also available in 196 countries on the [TV5MONDEplus](#) streaming platform.

In Canada, the public broadcaster leverages its strengths through partnerships with cultural organizations, including the Canada Council for the Arts, the National Film Board, Canada's National Arts Centre and Canadian museums to support and promote homegrown talent.



Canadian talent takes a bow as Schitt's Creek sweeps the 2020 Emmys.