

Your Stories, Taken to Heart

Putting Audiences First

Your Stories, Taken to Heart is our new three-year strategy. It builds on the success of our existing services and aims to increase and deepen audience engagement. Most importantly, it's all about you, our audience!

*The more we can get to know you,
the better we can serve you.*

And, you deserve our best. Our best means taking your stories to heart. Doing so with creativity and integrity. And striving for inclusiveness and relevance every day in the stories we tell and share.

Our promise is to put you, our audiences, first; to prioritize our role as Canada's most trusted media brand; to earn your trust and work hard to keep it every day; and to build lifelong relationships with as many Canadians as we can. We're inspired to grow our lifelong engagement with you.

We are also going to address the financial challenges that everyone in our industry is facing. We will find new, innovative ways to increase the revenue we earn so that we counter the decline in revenue and ensure the stability of jobs and services in the future.

Mission

CBC/Radio-Canada celebrates Canadian culture and supports democratic life through a wide range of content that informs, enlightens and entertains.

A Champion of Canadian Culture

Given the growing dominance of global digital companies that threaten to drown out the country's stories, as well as its news and information, we are committed to ensuring that Canadian culture thrives in the future:

- **We will be a champion for Canadian voices and stories** in a world where the proliferation of foreign content could all too easily drown these out.
- **We will be a beacon for truth and trust** against "fake news" and algorithms that put democracy and the respect for different perspectives at risk.
- **We will offer solutions** to the rising dominance of digital global players. We will implement a plan to help make Canadian culture a strong, global business.
- **We will continue to call for policy changes** so that digital companies — both foreign and domestic — that are profiting from Canadians' love of content, contribute to the creation of Canadian culture, as traditional broadcasting companies already do.

Each and every decision we make over the life of this strategy will be made through the following principles:

Putting audiences, individuals and communities first

More than ever we will create audience-centric, audience-driven, tailored content and relevant experiences that connect Canadians to their communities, their country and the rest of the world.

Building a lifelong relationship with Canadians

We are going to strengthen our commitment to Canadians of all ages. That starts with more content for children that reflects their experiences and perspectives; that ignites and fuels their dreams and aspirations. It also means strengthening our services in local communities and to traditionally under-represented groups.

Strengthening our role as Canada's most trusted brand

Today we are the most trusted media brand in Canada. That trust is our most precious asset. We're going to build on that trust and use it to support better-informed communities and enlightened exchanges of ideas and perspectives.

Values

Relevance Creativity
Integrity Inclusiveness

Key metrics

Digital reach
Engagement
Brand value
Diversity
Revenue

Business priority

- We will increase the revenue we earn and find new revenue opportunities to fund the things that are important to Canadians and ensure our financial health. *This won't change who we are or what we offer, but it means thinking in new ways, and that's what this strategy is all about.*

Our priorities to better serve Canadians



Customized digital services

We will create the personal, relevant, and engaging experiences that Canadians expect. Our goal is to make sure all Canadians see themselves reflected in our digital services while connecting them to the many communities and voices that make our country great.



Engaging with young audiences

We will become a leader in bringing the best content to our children and youth with the goal of enriching their lives and engaging them with their country.



Prioritizing our local connections

This is the heart of our connection with Canadians. We will strengthen this connection with significant local and regional content that is relevant to people in their communities, and bring those communities to the rest of the country.



Reflecting contemporary Canada

We will reflect the range and richness of this country's diversity, celebrating our different perspectives and all the things that bring us together. We will do this in our staffing, as well as our content choices.



Taking Canada to the world

Anyone who watches Netflix or uses iTunes knows that today we live in a global market. If Canadian culture is going to be strong, it needs to be part of the global market from which Canadians now consume more content. We will ensure our country and Canadian creators are seen and heard the world over.