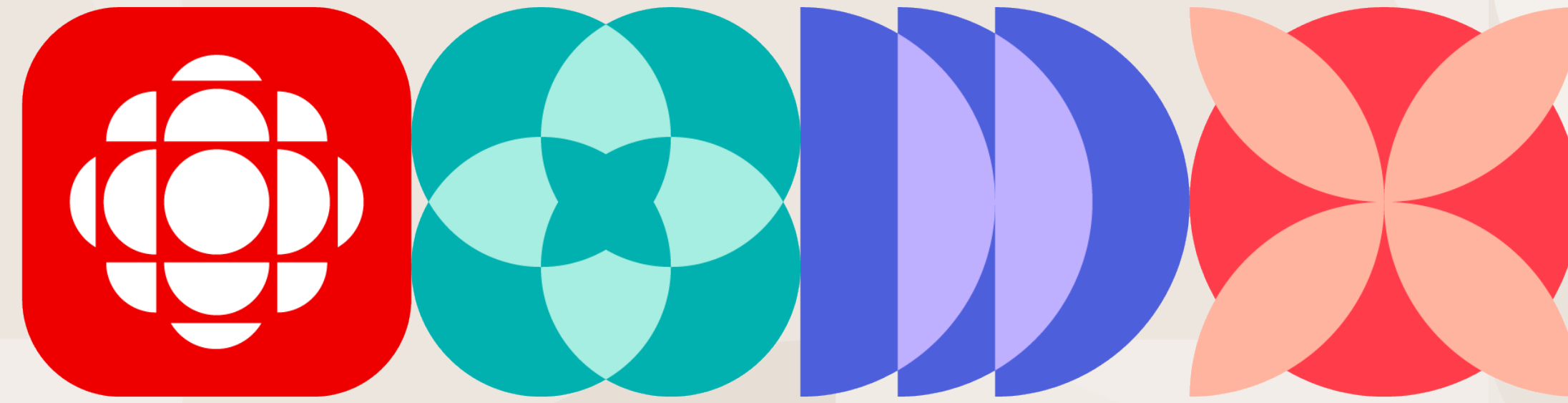




CBC, Here for Canada

2025-2030 Strategy

CBC/Radio-Canada is a public media service

Our mission is to inform, enlighten and entertain each and everyone, across Canada. We are here for you, offering content that is easily discoverable, accessible, relevant, and sparks your imagination. We are dedicated to providing verified and reliable news with accuracy, impartiality, integrity and independence; engaging and enlightening entertainment showcasing local creations; and hosting essential debates to help better understand our world and build a shared future together. We do this in relationship with First Nations, Inuit and Métis; providing

programming that reflects Indigenous cultures and Indigenous languages in Canada. We are the lifeline that connects official language minority communities from coast to coast to coast. We recognize our responsibility to support and underpin the Canadian media, journalistic and creative ecosystems and help them thrive through collaboration and partnership.



Here for each and everyone

Our goal is to connect with all people living in this country, purposely reaching out to those who don't yet know us or those who feel underserved. We are committed to actively listening to their needs, crafting programming and offerings that touch hearts and minds, and making this programming readily available wherever they consume media, to build a public service that is more inclusive and sustainable.

To adapt our services and secure our relevance for future generations, we are focusing on three essential population segments:

Children and youth

We know this generation is digital-first and primarily explores global platforms. Our challenge is to capture their attention, inspire them and support them with Canadian content they can easily find, to build a lasting relationship from an early age and during their formative years.

Newcomers

Canada is evolving through immigration and as a national cultural institution, we are committed to refining our offerings to better serve these diverse communities. We want each newcomer to feel at home, informed, and entertained by content that reflects their realities and aspirations. Where relevant, we will help facilitate the integration of newcomers in official language minority communities, thus increasing our relevance.

Non-users or dissatisfied users

This segment poses the biggest challenge for us, in large part because they believe themselves to be under-served or forgotten. We see this challenge as a unique chance for inclusive dialogue, to reflect their realities, and to offer content that informs and entertains them.



Three Pillars Guiding our Work

The 2025-2030 corporate strategy is built upon three leading pillars, ensuring we are there for you, wherever you are:



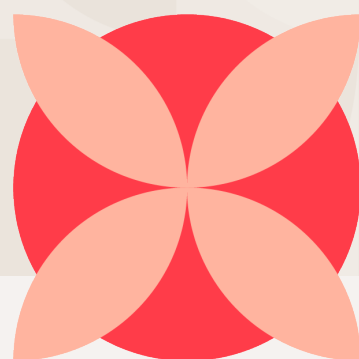
Proximity

We are committed to strengthening our local and regional presence, drawing closer to the people we serve, particularly those in official language minority communities and Indigenous Peoples. This means being where they are and reflecting who they are: telling unique stories with authenticity, expanding our network of content creators, and addressing topics that truly matter to communities.



Digital Agility

In a rapidly evolving digital world, we are transforming to ensure our services are more discoverable and relevant, offering content on the platforms of people's choice. By responsibly leveraging data, we will gain deeper insights into preferences, enhancing the accessibility and usability of our services. Our aim is to better understand and engage underserved audiences, including youth and newcomers, by serving them where they are in the digital landscape.



Bringing People Together

We are committed to fostering connections across all communities, generations and backgrounds, and to creating spaces for constructive dialogue and mutual understanding that celebrate the richness of our cultures and reinforce our democracy. Through strategic partnerships and diverse programming, we will help combat disinformation, aid media literacy and support cultural expression. We will be there in moments of joy and pride and challenging times, creating shared experiences.