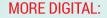


## Canada's Public Space

#### WHERE WE'RE GOING

Strategy 2020: A Space for Us All is a plan to make the public broadcaster more digital, more local and more ambitious in its Canadian programming.

> OUR PRIORITIES



- More in-depth, more focused, more relevant
- More platforms
- Allowing Canadians to engage more with us and with each other
- Encouraging Canadian conversations



#### **MORE LOCAL:**

- · More engagement
- More information
- More often
- On more screens



# MORE AMBITIOUS CANADIAN PROGRAMMING:

- · Investing in stories
- Delivering high-quality content





### ► In 2020

The public broadcaster will be more modern, more relevant and more connected to Canadians and their communities.

- ▶ 2019
- **2018**
- ▶ 2017
- 2016

