

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 DIGITAL:

- 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

A SPACE FOR US ALL 

▶ In 2020

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

- ▶ 2019
- ▶ 2018
- ▶ 2017
- ▶ 2016

