2015 PAN AMERICAN AND PARAPAN AMERICAN GAMES RIGHTS

	Board of Directors
	Sept. 26, 2012
	Kirstine Stewart, Executive Vice President – English Services
	Information for the Board on the Memorandum of Understanding re: the ***2015 Pan American and Parapan American Games*** Broadcast, Digital and Host Broadcasting rights

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SIGNIFICANT POINTS: 'PAN. AM.' GAMES

The Deal	▪ CBC/Radio-Canada ◦ has licenced the Canadian Broadcast & Digital Rights; and ◦ will provide Host Broadcasting services
The Benefits	▪ Strengthens our commitment to amateur sports ▪ Supports ***Strategy 2015*** and our mandate as a modern public broadcaster ▪ Permits CBC/Radio-Canada, as host broadcaster, to bring Canadian and International athletes to the World ▪ Showcases Canada and the Toronto region as host country & city ▪ Yields a revenue-positive outcome, per the business plan
The Programming	▪ Offers rich multi-platform experiences on television, radio, online and mobile devices – in both official languages ▪ Connects Canadians to the athletes representing the country by telling their stories and showing their performances ▪ Builds interest and audience in the year leading to the Games

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MEMORANDUM OF UNDERSTANDING

Category	Key Terms

68.1

A0051961_3-000085

MEMORANDUM OF UNDERSTANDING

18(a)
18(b)
68.1

Category	Key Terms
Business Plan: Host Broadcasting component	
Business Plan: Domestic Television / radio / digital component	
Business Plan: Summary	

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