



UPDATE TO THE BOARD INFRASTRUCTURE COMMITTEE



Media Technology Services' Strategic Plan 2013-2014

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MTS STRATEGIC PLAN 2013-2014

CBC  Radio-Canada

A0056216_1-000340



MEDIA TECHNOLOGY SERVICES (MTS) AT CBC/RADIO-CANADA

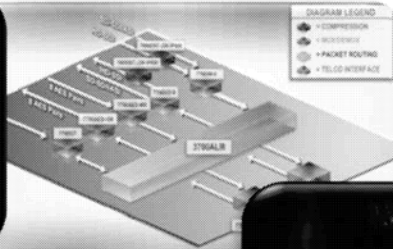


- **MTS is the technical backbone of CBC/Radio-Canada, providing centralized services to media and corporate clients in the areas of Telecommunications, Telephony, Transmission and New Broadcast Technologies;**
- **MTS empowers employees by supporting the most productive tools and services;**
- **MTS ensures all Canadians receive our DTV, Radio and Digital services in the highest possible quality;**
- **MTS reduces communications and connectivity costs and generates efficiencies.**

“We Move Content!”



HOW MTS CONTRIBUTES



Radio Broadcasting
Telephony and Mobility
Services
Revenue Generation
International Committee
Representation
Small Radio Transmitter
Infrastructure Strategy

Converged TV, Radio, Data
Networking to 58 Centers
Support to Special Events
Direct Interconnection of our
Broadcast Services to Cable and
Satellite
Contract Management

DTV Broadcasting
Transmission Asset
Strategy
New Technology and
Production Methods
Distribution of RDI and
News Network to Cable



NEXT GENERATION CONVERGED NETWORK (NGCN)

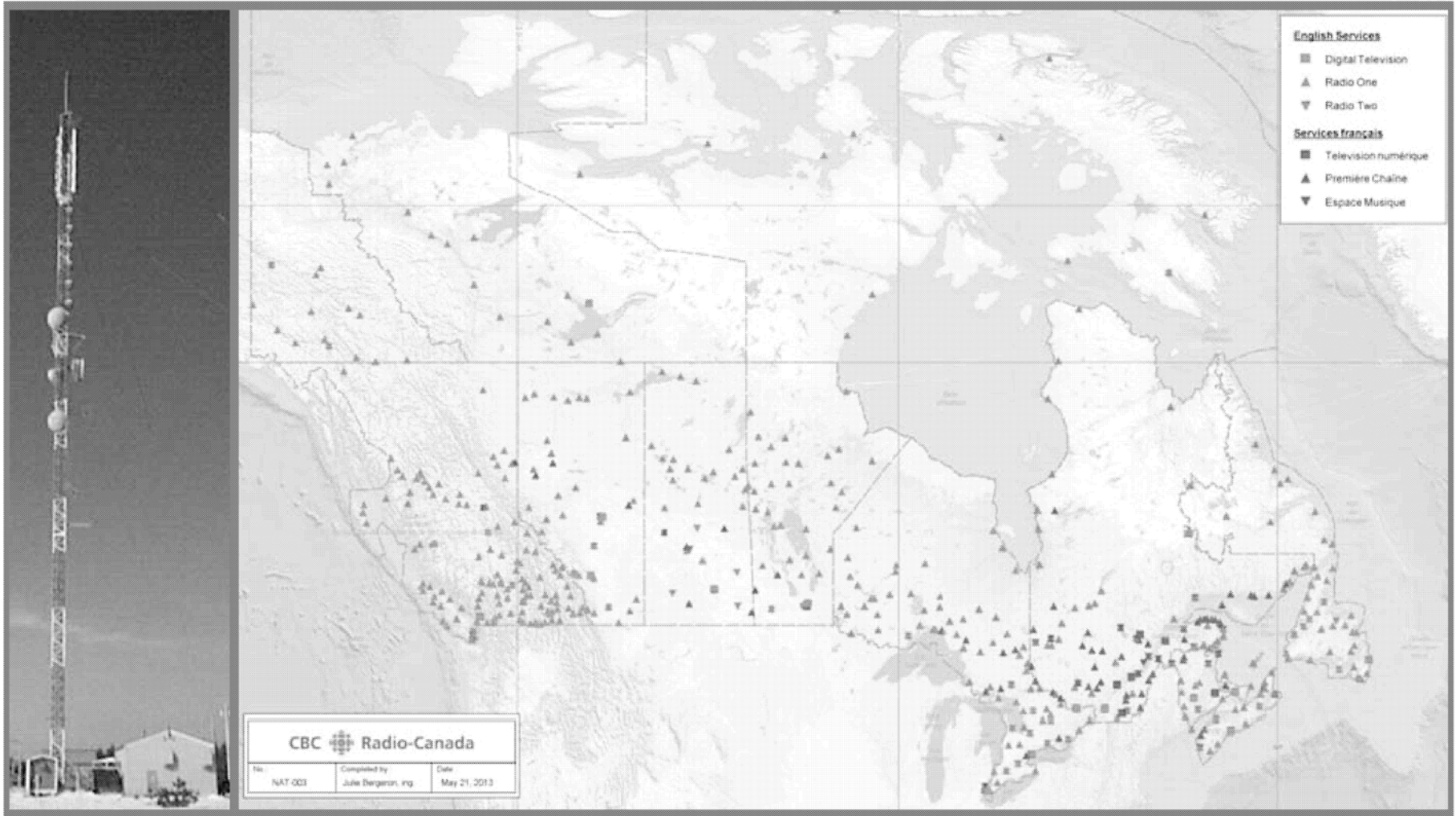


MTS STRATEGIC PLAN 2013-2014

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RADIO AND DTV BROADCASTING





MTS STRATEGIES



Business Value Creation

- Delivery of TV, Radio and Internet Content to Audiences
- High-Speed Converged Networking
- Infrastructure Revenues

Collaboration

- Mobility Services
- Wired and Wireless Solutions
- International Bureaus

Services

Practices

New Technology Integration

- Interpret New Technology to Improve Production/Operations

Project Management Excellence

- Professional Engineering Practice
- Project Performance

Operational Excellence

- Transmission SLA's
- Contract Management

Operations






BUSINESS VALUE CREATION

s.18(a)
s.18(b)
s.21(1)(b)



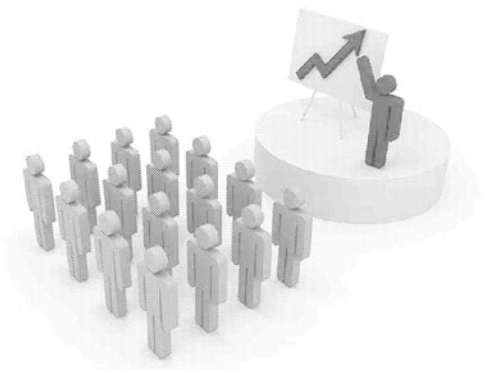
Objective	2012-2013 Achievements	2013-2014 Initiatives
<p>To Get our Content to Market and Deliver Technical and Business Solutions for our Internal Networks</p> 	<p>Delivery of TV, Radio and Internet Content to Audiences</p> <ul style="list-style-type: none"> ➤ DTV Satellite Systems ➤ Rationalized Analogue TV & RCI Transmitter Systems ➤ Internet Connectivity <p>High-Speed Converged Networking</p> <ul style="list-style-type: none"> ➤ NGCN Connects 58 Locations with Video, Audio and Data Content <p>Maximizing Infrastructure Revenues</p> <ul style="list-style-type: none"> ➤ Achieved Transmission Lease Revenues of over Target ➤ Transmission Asset Strategy - delivered to date 	<p>Delivery of TV, Radio and Internet Content to Audiences</p> <ul style="list-style-type: none"> ➤ Revised Cable Delivery Contract for CBCNN, RDI ➤ Introduction of New Production Workflows <p>High-Speed Converged Networking</p> <ul style="list-style-type: none"> ➤ Relocate NGCN for Halifax and Moncton ➤ Provide New Network Extension for Sochi Olympics <p>Maximizing Infrastructure Revenues</p> <ul style="list-style-type: none"> ➤ Maximize Lease Revenues ➤ Sell 50+ Surplus Analogue TV Transmitter Sites



COLLABORATION

s.18(b)
s.20(1)(b)
s.21(1)(b)




Objective	2012-2013 Achievements	2013-2014 Initiatives
<p>Empower Staff Through the Support of Advanced Collaboration Systems</p> 	<p>Mobility Services</p> <ul style="list-style-type: none"> ➤ ➤ Introduced Mobile Device Management (MDM) ➤ Installed Telecom Expense Reporting and Management System (TERMS) ➤ Completed New Videoconferencing System <p>Wired and Wireless Solutions</p> <ul style="list-style-type: none"> ➤ Provided Greater Wi-Fi Access in Production Centres ➤ Upgraded Local Area Networks (LANs) ➤ Improved Virtual Private Network Support <p>International Bureaus</p> <ul style="list-style-type: none"> ➤ Relocated Jerusalem Foreign Bureau 	<p>Mobility Services</p> <ul style="list-style-type: none"> ➤ Test Wireless Private Network Solution ➤ Complete In-Building Mobility Service Enhancements <p>Wired and Wireless Solutions</p> <ul style="list-style-type: none"> ➤ Start of IP Telephony Project ➤ Launch of TERMS ➤ Continuing LAN Upgrades <p>International Bureaus</p> <ul style="list-style-type: none"> ➤ Support Foreign Bureau Connectivity as Required



OPERATIONAL EXCELLENCE

s.18(b)
s.20(1)(b)
s.21(1)(b)




Objective	2012-2013 Achievements	2013-2014 Initiatives
<p>Operate and Maintain Key Infrastructure, including Radio/DTV Transmitters, Satellite Systems, the NGCN and Internet Accesses, connecting CBC/Radio-Canada to all of its Audiences</p> 	<p>Service Level Agreements</p> <ul style="list-style-type: none"> ➤ Achieved Radio Transmitter On-Air Reliability ➤ Achieved DTV Transmitter On-Air Reliability ➤ NGCN <ul style="list-style-type: none"> <input type="checkbox"/> 13 Core Sites <input type="checkbox"/> 14 Branch Sites <p>Contract Management</p> <ul style="list-style-type: none"> ➤ Executed Internet Service Agreement ➤ Executed Lease Revenue Agreements 	<p>Service Level Agreements</p> <ul style="list-style-type: none"> ➤ Meet or Exceed Radio and DTV Transmitter Service Level Agreements ➤ NGCN <ul style="list-style-type: none"> <input type="checkbox"/> 13 Core Sites <input type="checkbox"/> 14 Branch Sites <p>Contract Management</p> <ul style="list-style-type: none"> ➤ Execute CBC/Radio-Canada Agreement ➤ Execute Lease Revenue Agreements



NEW TECHNOLOGY INTEGRATION



Objective	2012-2013 Achievements	2013-2014 Initiatives
<p data-bbox="254 526 705 688">Provide Consulting and New Technology Support Services to All Segments of the Broadcast Chain</p> 	<p data-bbox="753 529 1230 662">Interpret New Technology to Improve Production and Operations</p> <ul data-bbox="753 683 1255 1076" style="list-style-type: none">➤ Optimized MRC Digital Archives➤ Improved radio-canada.ca Video Quality➤ Optimized DTV Satellite Platform to Cable➤ Provided Guidelines for the Control of Loudness at MRC and TBC	<p data-bbox="1335 529 1812 662">Interpret New Technology to Improve Production and Operations</p> <ul data-bbox="1335 683 1818 1036" style="list-style-type: none">➤ Support Media Asset Management Project➤ Undertake Pilot Project on Radio Distribution on Satellite Using IP➤ Test New Digital Satellite News Gathering Equipment



PROJECT MANAGEMENT EXCELLENCE

s.18(b)
s.21(1)(c)
s.21(1)(b)



Objective	2012-2013 Achievements	2013-2014 Initiatives
<p>To Get our Content to Market and Deliver Technical and Business Solutions on our Internal Networks</p> 	<p>Professional Engineering Practice</p> <ul style="list-style-type: none"> ➤ Installed Radio 1 FM – Brockville & Windsor, Ont. ➤ Converted AM to FM – Whitehorse, Y.T. ➤ Sold old AM sites in Calgary and Edmonton, Alta. <p>Project Performance</p> <ul style="list-style-type: none"> ➤ Delivered in Annual Capital Projects ➤ Provided Capital Forecasting, Implementation ➤ Issued RFP's, RFQ's - Supplier Management 	<p>Professional Engineering Practice</p> <ul style="list-style-type: none"> ➤ ➤ Implement Small Radio Transmission Infrastructure Strategy ➤ Perform Spectrum Management Studies <p>Project Performance</p> <ul style="list-style-type: none"> ➤ Capital Budget Implementation ➤ Issue RFP's, RFQ's - Supplier Management



MTS OPERATING BUDGET:



s.18(a)
s.18(b)
s.21(1)(b)



A LOOK AHEAD FOR MEDIA TECHNOLOGY SERVICES....



New Content Broadcasting Systems

Greater Internet Access Capacity

Greater Social Media Integration

Higher Speed Networks

Greater Wireless and Mobile Connectivity

Integrated Communications/Collaboration

More Software Solutions





THANK YOU



**Media Technology Services'
Strategic Plan
2013-2014**

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