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|  | <h2>Licencing Proposal</h2> |
| TO: | Board of Directors |
| MEETING: | October 31st, 2016 |
| FROM: | Heather Conway, Executive Vice-President, CBC Sally Catto, General Manager, Programming Jennifer Dettman, Executive Director, Unscripted Content Susan Marjetti, Executive Director, Radio & Audio Mark Steinmetz, Senior Director, Music Lisa Clarkson, Executive Director, Business & Rights and Content Optimization |
| DECISION SOUGHT: | Approval to negotiate and execute a deal with |
| DATE: | October 28, 2016 |

1. CONTEXT

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- CBC has an opportunity to bid on a licence
CBC understands that _____ is also submitting a bid. The bids will be compared and voted on by the

2. KEY DECISION ELEMENTS

- 1.
- 2.

- 3.

- 4.

- 5.
- 6.

3. KEY BENEFITS, IMPACTS & RISKS

Key Benefit - Perfect Fit with our Ambitious Programming Strategy

- CBC has a rich history of supporting Canadian

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Key Impact - 2020 Strategy

- **In the context of our 2020 strategy, a** deal with will:
 - o Allow CBC to offer its audiences access to original, high quality, Canadian on a year round basis;
 - o Further engage Canadians on digital platforms.
 - o Forge a meaningful and broad partnership with
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Key Impact - Anticipated Audience Performance

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Key Risk - Fragmenting Audiences for TV Programming

- **Competition for Audiences is Tough and Will get Tougher**

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4. OTHER OPTIONS CONSIDERED

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5. SUCCESS MEASURES

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6. RESOLUTION

That, in relation to licensing certain _____ (the “Program”)
with _____

1. the negotiation and the entering into of a license agreement _____ for the Program, _____ on the terms and conditions substantially similar to those described in the materials provided to the Board of Directors at the meeting of October 31, 2016, be approved; and
2. the Executive Vice-President, English Services or the Executive Director, Business & Rights and Content Optimization, or their respective delegates, be authorized to execute all necessary agreements to give effect to this resolution.