

## Board of Directors

2011-11-23

### Subject matter

French Services web innovations

### Background

In its *2015: Everyone, Every way* strategic plan, CBC/Radio-Canada states that “to be a cultural leader and an effective public broadcaster now and into the future, we need to be more national, more regional and more digital, and in a more focused way.” Among other objectives, the five-year plan calls for the public broadcaster to provide Canadians with access to a wide range of web content, as well as increase its presence in all regional markets by favouring a multimedia approach.

To this end, French Services has launched two noteworthy initiatives:

1. **ESPACE.MU:** A music streaming website that offers the largest selection of French-language music on the web, in Canada and across the Francophonie. The site houses 81,000 songs spanning seven genres. Visitors have access to 60 live streams and can personalize their listening experience by creating their very own musical ambiances at the click of a mouse. **ESPACE.MU** is decidedly in touch with the times, offering speed, simplicity and selection, all in one place – just the thing for today’s listener.
2. **Radio-Canada.ca/rivesud** and **Radio-Canada.ca/rivenord:** Launched on November 21, these two new pilot projects on the web allow Montreal’s off-Island residents to stay informed, exchange views and react to events affecting their daily lives and wider community. Site visitors will have access to regular round-ups of the issues and stories in their immediate area, along with an analysis of their impact. To provide content for the sites, two agile mobile crews will report from the field using light, flexible production equipment.

The **Radio-Canada.ca/rivenord**, **Radio-Canada.ca/rivesud** and **ESPACE. MU** initiatives address many of the content commitments outlined in the five-year plan.

- **Getting closer to audiences** by creating spaces that encourage public participation.
- **Radio-Canada’s ability to change** its operating and production methods.
- **Promise kept** with the government and taxpayers, as described in the *2015: Everyone, Every way* strategic plan.

### Information on the matter

We encourage you to browse these sites. You’ll also have an opportunity to explore them further at the breakfast on November 23.

For decision

For information

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