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In the 1950's, many feared that the advent of the television spelt the demise of radio. I dare say at the beginning of the 20th century many believed radio would destroy the printed word. Yet people still read newspapers every day all around the world. And half century later, radio is robust and profitable. It has defined its role to suit its advantages.

Over the past few years, the promises made on behalf of electronic media and of new media, have been no less hyperbolic. New media was to overthrow the order of the traditional media industry. And in some ways it has. And clearly, the digital revolution has delivered much of what it promised - a multi-channel, multi-platform universe where choice is in the hands of the consumer. This has changed broadcasting in both predictable and unforeseen ways:

- Shifting consumption patterns have dramatically altered the economics of our business.
- Today 's empowered audiences are "leaning forward" into the content. They are demanding content on their terms - where, when, and how they choose.

But the rise of new media has NOT delivered the much-talked about demise of traditional media.

- In Canada for instance, the average consumption of television is up 2 hours from 22 to 24 hours per week.
- Reach and ratings of Canada's public radio have not been higher in decades.
- News coverage has not been displaced. Rather the use of online news services is growing rapidly and few "traditional" media outlets today lack a web presence.
- Even portals like Yahoo! or MSN.com draw content from traditional media companies.
- Although the Internet competes for evening television viewing, computers are increasingly being used at the same time as TV, especially among youth.
- During the day , new media has actually opened up opportunities for traditional media ... many are delivering music, entertainment and breaking news to desktops, PDAs, etc.

Rather than precipitate their decline, new media have propelled many media companies into powerful conglomerates with stakes all along the media value chain. These companies are using new media to reach out to new audiences, in new ways. But I want to emphasize new media have not displaced or replaced old media. New media are an addition, an enrichment that challenges traditional media and forces change but not its elimination.

CBC/R adio-Canada is no different. We see new media as content enrichment. We, too, have invested in a wide range of new media platforms.

- On the Internet, CBC.ca & radio-canada.ca have emerged as top Canadian providers of information and news.
- CBC has also become a top provider of news headlines on wireless devices.
- We're also reaching out to younger audiences through innovative, interactive sites for youth such as

NewMusicCanada.com, JustConcerts.com, 120seconds.com, Bandeapart.fm.

We are using new media technologies for the re-purposing of content across our many platforms and to facilitate greater crossmedia collaboration. An excellent example is our coverage of the war in Iraq. Many of our journalists filed their reports in English and French for radio, television, and the Internet allowing us to leverage our hefty investment to reach audiences where and when they wanted.

New media technologies are also helping CBC to employ better production, information sharing & work processes throughout the Corporation. Using desktop technology, our journalists will be able, with a simple click and drag method, to move content between media – television to radio to Internet and back. This will help us both to enrich the content we offer and to leverage our investment in that content further. It will allow us to carry out our newsgathering in an integrated fashion more extensively and more effectively.

There are more changes coming. The voice-over IP revolution is just starting. We have not fully developed the potential of wireless technologies and we have not yet recognized the potential of these new technologies throughout the world. These new media platforms will enhance and enrich but they may also increase the digital divide. We all have a responsibility to ensure that the lives of all people are enriched by these technologies.

There is no doubt that electronic media is challenging the traditional media to think about the business in new ways. But it is a challenge more than a threat. CBC/Radio-Canada is employing new media to reach out to existing and new audiences with more compelling content on more platforms than ever. That is what every broadcaster must do to thrive in today's ever-changing competitive landscape.