

Operating Context: Conditions Affecting our Work

The key factors influencing the audiovisual industry have been documented for a number of years. The most recent findings for Canada¹ show that Canadians are increasingly likely to turn to online platforms and connected devices to access the video and audio content that interests them. The ongoing evolution of technology, proliferation of distribution channels and availability of a near-infinite array of content are some of the challenges that affect the NFB's ability to fulfil its mandate. In consequence, the NFB needs to adapt and innovate in terms of how it produces, promotes and makes content accessible to different audiences.

Beyond these sizeable challenges, the relocation of the head office will profoundly affect NFB operations in 2018–2019. Employees are already deeply engaged with the move and will become all the more so in the coming months. Business continuity will be a critical issue, since significant resources will need to be allocated to the project. Public inauguration of the new building is slated for spring 2019.

Further affecting NFB operations are ongoing government priorities and various initiatives to modernize the federal public service. Our contribution to Creative Canada (the latest government vision for the creative industries), diversity and inclusion and reconciliation with Indigenous peoples, along with the implementation of various government policies and guidelines (e.g., the management action plans in the wake of the NFB's core control audit, the Directive on the Stewardship of Financial Management Systems and the Directive on Departmental Security Management), will all require additional resources.

¹ For an in-depth analysis of the trends affecting the audiovisual industry in Canada and abroad, see the Canada Media Fund's "Trends Report" and the CRTC's "Communications Monitoring Report".