

Operating Context

The key trends in the audiovisual industry have been documented for several 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 proliferation of digital platforms, rapid development of new technologies, and availability of a near-infinite array of content are some of the realities that impact the NFB's ability to fulfil its mandate. As a result, the NFB must continually adapt and innovate in terms of how it produces, promotes and makes content accessible to different audiences.

In fall 2019, the NFB moved its headquarters to the Quartier des Spectacles in downtown Montreal, in addition to moving the conservation rooms where it houses its heritage collection and carries out its preservation activities. Now that both moves have been completed, NFB employees will be able to settle into their new accommodations in 2020–2021.

In another noteworthy development, from January to March 2020, Government Film Commissioner and NFB Chairperson Claude Joli-Coeur conducted a series of cross-country consultations with creators and professional associations in the Canadian audiovisual sector to discuss the issues and priorities that will inform the NFB's 2020–2023 Strategic Plan.

The NFB has also focused its operations on ongoing government priorities and various initiatives to modernize the federal public service. Examples included the NFB's contribution to the *Creative Canada initiative*, diversity and inclusion, and reconciliation with Indigenous peoples.

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".