

SUMMARY OF THE EVALUATION OF THE FUNDING ALLOCATED BY THE DEPARTMENT OF CANADIAN HERITAGE TO THE TV5 PROGRAM

(2011-12 to 2016-17)

OVERVIEW

PCH's TV5 program is a grant and contribution program that ensures the Government of Canada's financial and diplomatic participation in the TV5 partnership. TV5 is a Francophonie operating agency which is a **multilateral partnership of five governments**: France, the Wallonia-Brussels Federation, Switzerland, Canada and Quebec; it is managed by **two operators**.

TV5MONDE

TV5
QUÉBEC CANADA

Contributes to the international outreach of Canada and the French language by offering a **diversified and original francophone content** that is accessible anywhere, anytime, and by providing Canadian Francophone artists and producers with a **prime showcase** on the international audiovisual market.

Offers Canadians a **cross-section of the Canadian and international Francophonie**, advocates for the **promotion of living in French in Canada**, showcases Canada's **francophone cultural vitality** and operates the TV5 signal in Canada.

\$11M

PCH's annual TV5 Program budget since 2014

PCH Human Resources (~\$200,000)
Operating costs (~\$60,000)
Grant to TV5MONDE (€5.02M, about \$7.78M)
Contribution to TV5QC (\$1.38M for operations)
Budget to release rights of Canadian programs broadcast on TV5Monde (\$1.46M)
Other (exchange rates, contingencies, special projects)

RELEVANCE

Government of Canada's participation in TV5 **remains relevant** because it showcases **francophone culture** in Canada and around the world. It is also a **diplomatic tool** for promoting Canadian priorities; it is critical to the **cultural development of Canada**, its **unification** and its **emancipation**.

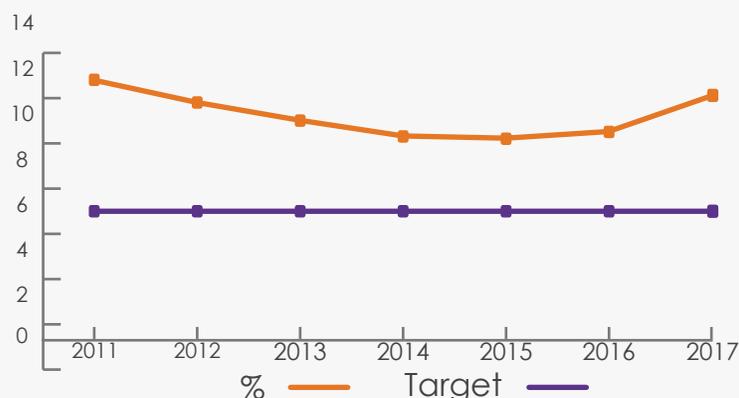
Government of Canada's participation in TV5 ensures the:

- **Preservation of the French language and culture** in Canada,
- **Mutual enhancement of Canada's francophone communities**,
- Promotion of **francophone Canadian culture** throughout the world,
- **Influence within the Francophonie** and **promotion of Canadian priorities**.

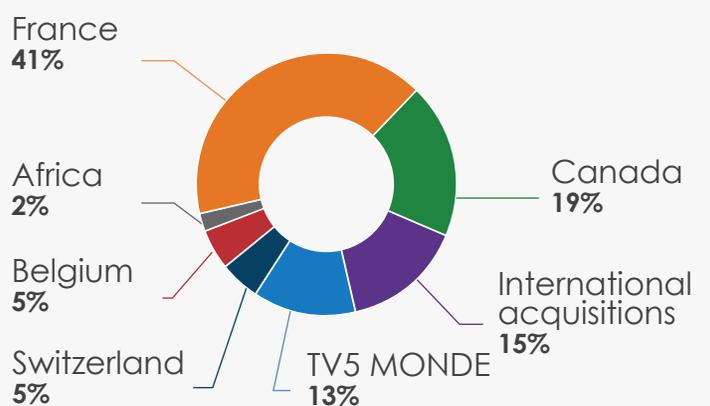
EFFECTIVENESS

Government of Canada's funding has facilitated recognition of the value of **cultural diversity** and the advancement of the **broadcast of Canadian content**.

Changes in the percentage of Canadian content broadcast on TV5MONDE (2011–2017)



Origin of programs broadcast on TV5QC (six-year average), 2011–2012 to 2016–2017



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TV5MONDE

TV5MONDE broadcasts in **eight geographic areas** and also operates specialty channels.



Style HD, distributed on channels in **three regions**: Asia, the Middle East and North Africa and Pacific.



Tivi5 MONDE, intended for children aged from 3 to 13, broadcasted the largest percentage of Canadian content between 2013 and 2016 (**30% at night and in the morning**).

Between **3%** and **9%** of **Canadian content** is broadcasted during **prime time** (6:00 pm to midnight).



An increase from 2% to 5% in the Middle East and North Africa.



A drop from 10% to 5% in France, Belgium, Switzerland, and from **4% to 1%** in Africa.



187 to 318 million households reached in **200 countries, 8 geographic** areas around the world.



1 to 5 million videos activated **digitally** per month.



27,000 to 448,000 **Twitter** subscribers.



132,000 to 799,000 **downloads** of the TV5MONDE application.



237,000 to 4 million **Facebook** subscribers.



1.3% to 1.5 % market share (ratings of francophone specialty channels in Quebec).

88,000 to 214,000 average monthly visits on **digital platforms**.



6.5 to 10 million households reached in Canada.



4,700 to 36,000 **Twitter** subscribers.



12,000 to 52,000 **Facebook** subscribers.



EFFICIENCY

PCH's funding **has allowed TV5 to achieve the expected results**.

Different budget structures for both TV5 operators:

- TV5MONDE: Partners funding represents approximately 90% of total revenues.
- TV5QC: Revenues are largely derived from subscriptions fees and advertising revenues.

CHALLENGES/ISSUES

While the Program is profitable, **some challenges arise**:

- **Digital shift**
- **Lack of detailed data** on ratings for Canadian content around the world,
- **Increased costs** of releasing Canadian programming rights,
- **GBA+**: Very little in-depth data collected and available,
- Benefits very little from other data collected by PCH.

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RECOMMENDATIONS

#1 Determine the extent to which the budget earmarked for the release of Canadian programming rights at TV5MONDE follows the trend of market rates so as to continue promoting quality Francophone Canadian programs in the world.

#2 Take the necessary measures to strengthen the ties between the TV5 Program and other PCH groups (e.g., Broadcasting and Digital Communications or the Strategic Policy and International Affairs) in order to be in a position to share information and data on trends, including technologies.