

Summary of the evaluation of the funding allocated by the TV5 Program of Canadian Heritage

2017-2018 to 2023-2024

Overview

This grants and contributions program ensures the Government of Canada's financial and diplomatic participation in the TV5 multilateral partnership, which includes France, the Wallonia-Brussels Federation, Switzerland, the Principality of Monaco, Canada and Quebec.

It funds **TV5MONDE**, **TV5MONDEplus** and **TV5 Québec Canada (TV5QC)**.

The evaluation examined the program's relevance and efficiency (2017-18 to 2023-24) as well as its effectiveness (2017-18 to 2022-23).

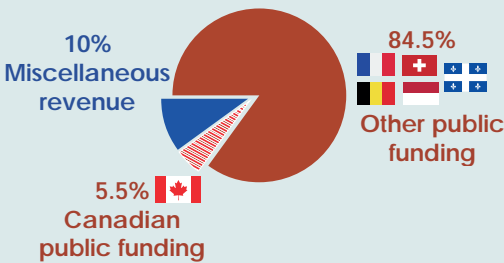
TV5MONDE

Traditional general-interest French-language television channel headquartered in France.

Content mainly comes from partner governments.

Worldwide distribution, except in Canada.

Revenue sources:



TV5MONDEplus

French-language video on demand platform by **TV5MONDE**.

Content from **TV5MONDE**.

Worldwide distribution, except in Canada.



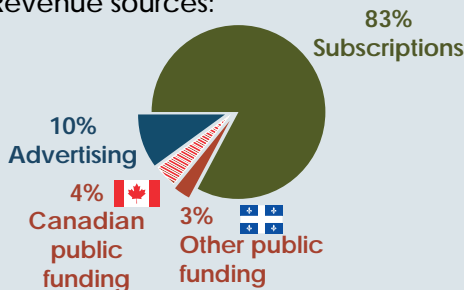
TV5QC

Traditional general-interest French-language television channel headquartered in Canada.

Content primarily from **TV5MONDE**.

Distributed in Canada only.

Revenue sources:



Findings

Relevance

The audiovisual environment is rapidly changing:

- Consumer habits and advertising revenues are shifting in favour of digital platforms
- There is an overabundance of audiovisual content
- Traditional TV subscriptions are in decline
- Regulatory frameworks are slow to adapt to new digital players



Program funding has:

- supported **TV5MONDE** and **TV5QC** operations and activities
- facilitated **TV5MONDE's** digital transition with the creation of **TV5MONDEplus**
- promoted official languages



Challenges remain:

TV5MONDE: diversifying its revenue and content offering.

TV5MONDEplus: standing out in a competitive market.

TV5QC: declining subscriptions and aging audience.

TV5 Program: measuring the diversity of acquired Canadian content, particularly those from equity groups and Indigenous peoples.

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Effectiveness

Overall, the TV5 program achieved its expected results by:

- meeting its commitments and increasing its influence within the multilateral partnership
- facilitating access to Canadian French-language audiovisual content abroad, and content from abroad within Canada

TV5MONDE



11% of the content is Canadian

The funding of a Canadian journalist and columnist offers a unique Canadian perspective.



In 2023, 431 million households had access to a TV package that include a **TV5MONDE** general-interest channel. This number has increased because of growth in Africa.



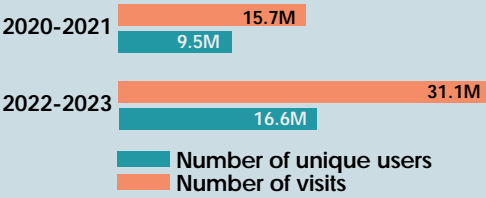
TV5MONDEplus



28% of the content is Canadian

254 Canadian titles were purchased between 2020 and 2023 for the platform. However, the annual target of 50 titles per year was not always met.

Although the number of unique visitors is increasing, the frequency of their visits remains low.



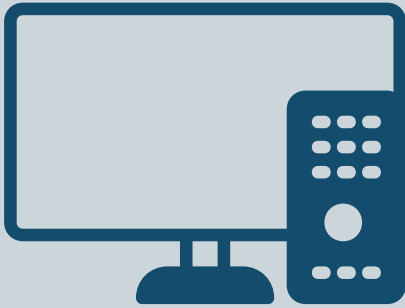
TV5QC



16% of the content is Canadian

84% of content comes from international partners.

TV5QC's average market share in French-speaking Quebec is 1.3%. While stable, it remains low.



Efficiency

Overall, the TV5 program was delivered efficiently, demonstrating flexibility in its funding. However, some challenges and gaps were noted:



The stable leadership of senior management supported good partnerships, but staff turnover and changes in governance have posed challenges in maintaining relationships with partners.



The performance measurement strategy does not fully support evidence-based decision-making.

Recommendations

The evaluation recommends that the Senior Assistant Deputy Minister, Cultural Affairs:

1

Continue to encourage **TV5QC** and **TV5MONDE** to adapt their business models to remain relevant and viable.

2

Update the program's performance measurement strategy to better assess the diversity of Canadian content, facilitate the monitoring and communication of results, and strengthen the use of performance data in decision-making.