

Operating context and key risks

Operating context

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 in September 2019 profoundly affected NFB operations in 2018–2019. Employees devoted a good deal of time and effort to complete the move. Business continuity was a critical issue, since significant resources needed to be allocated to the move. The public inauguration of the new building is now slated for February 2020.

Further affecting NFB operations are ongoing government priorities and various initiatives to modernize the federal public service. The NFB's 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), have all required 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."