



100,000,000





GRUPE MÉDIA  
**TFO** **20**<sup>14</sup>/<sub>15</sub>

**ANNUAL REPORT**



Groupe Média TFO is a premium destination for children and audiences seeking educational and innovative content in French. It provides stimulating experiences and award-winning products on the cutting-edge of digital learning.

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# **A WORD FROM THE CHAIR OF THE BOARD**

## LA FRANCOPHONIE: PRESENT, ENGAGED, STRONGER THAN EVER BEFORE

The year 2014-2015 was marked by celebrations for the 400<sup>th</sup> anniversary of the Francophone presence in Ontario. This very special year also confirmed Groupe Média TFO's position as a spearheading media organization, beating to the rhythm of la Francophonie's heart.

In 2014-2015, we created major projects that made a profound impact on Canada's Francophonie and celebrated a uniting, inspiring, and modern vision of the community.

It is with great enthusiasm and pride that we have adapted David Hackett Fischer's masterful book, "Champlain's Dream." Developed into a six-episode docudrama series for television, as well as a number of digital products for all ages, Groupe Média TFO's ""Le Rêve de Champlain"" is one of the most ambitious multiplatform projects ever undertaken in Canada. We are as proud of this impressive production's success as we are of the fact that it will become a legacy to future generations of Francophones to discover and re-discover their history.

This major product was a cornerstone of our content priorities, which, it is important to remember, aim to offer educational and cultural resources for the whole family.

2014-2015 was also a year of deep pondering on the future of Groupe Média TFO. Our Board of Directors and Management Team took advantage of this period to reinforce the foundations of our mandate and to update our organization's mission and vision, thus ensuring they remain relevant in this age of digital media and digital media content. We are also proud to have collaborated in this process with a working group made up of employees from all of Groupe Média TFO's divisions.

Earlier this year, within the context of a broadcast licence renewal, the CRTC invited feedback from the public about our applications, namely related to our educational television licence renewal, as well as application 9 (1) h) seeking a mandatory carry of TFO by all cable and satellite operators. We were especially moved by the volume, quality, and sincerity of the messages of support submitted to the CRTC. You will find throughout this report excerpts from the public's feedback.

Now that my first year as Chair of the Board is coming to an end, I would like to thank President Glenn O'Farrell and his team, for their remarkable work; I'd also like to highlight the invaluable contributions of my colleagues on the Board: Édith Dumont, Paul Lefebvre, Lucie Moncion, Carole Myre, Donald Obonsawin, and Jacques Schryburt. Their expertise and dedication to Groupe

Média TFO's success enable us to push the limits of our ambition towards new horizons of rich possibility.

I am also honoured to extend a warm welcome to Marie Larose, who will be adding her passion to our already passionate team.

I am thrilled with the new opportunities that allow Groupe Média TFO to shine in Ontario as well as outside of its borders. Already, we are engaged in a process of optimal creation and innovation that all Ontarians can be proud of.

Carole Beaulieu

# A WORD FROM THE PRESIDENT AND CEO

## A THRIVING FRANCOPHONIE GOES HAND IN HAND WITH BETTER ACCESS TO FRENCH-LANGUAGE EDUCATIONAL CONTENT

On April 23 of this year, YouTube celebrated the 10-year anniversary of the broadcast of its first video, posted online by YouTube cofounder Jawed Karim. That was the beginning of the transformation of our content viewing habits. Since then, the YouTube behemoth has dominated the online video market with more than one billion worldwide users — a phenomenon that has drastically altered the context in which we work.

The digital frenzy has transformed the content consumer into a content participant who is able to produce and distribute his own content. At a time when one innovation chases the next, how can media organizations like ours evolve under the never ending pressure of a perpetual digital revolution?

Our answer is an organic and agile business model, based on innovation and optimization. Since 2011, we have redirected TFO to embrace opportunities created by digital's and mobile's meteoric growth. We decided to develop and implement a transformative strategy and a roadmap for what is commonly called in the industry "OTT" (over the top television). This over the top strategy has led to very encouraging results on all of our YouTube channels, which, collectively, bordered on 100 million views on March 31, 2015; to a progression of more than 450% in our social media followers; and to an improvement of 80% in our television audience, while the industry has seen a 2% drop.

Today, our production capacity has grown almost fourfold since we embarked on our technological shift in 2011, and at the end of the 2014-2015 fiscal year, we had a library of 40 digital apps, 7,000 educational resources, and almost 100 prizes and awards. Thanks to our technological model, ranked second in the world at the very prestigious IBC Innovation Awards in Amsterdam, we have managed to optimize access channels to our content, on all platforms.

This revolution has had a democratizing effect on our audiences, and has allowed us to reinforce our role as creator, aggregator and distributor of content aimed at meeting the needs of Francophones in Ontario and Canada.

We recognize that our successes depend on an ambitious vision, on an innovative business model whose execution relies on a workforce made up of Francophones and francophiles from all over the world, be they from Welland or Wallonia, from Yaoundé or Yamaska, from Brampton or even from Brouage, just like the explorer Samuel de Champlain, whose exploits we celebrated this year through our large-scale production "Le Rêve de Champlain".

We contributed to celebrating 400 years of French presence in Ontario by paying tribute to Champlain, and

by highlighting the humanistic values of his work. With our overhauled TFO 24.7, Carte de visite and #ONFR franchises, we have confirmed our commitment to the Francophone communities of Ontario and Canada, a commitment that we shared when we renewed our broadcast license with the CRTC, at which time the great Canadian Francophonie massively supported us.

This great Francophone family was extended in August 2014, when an agreement with the Ministry of Education of Ontario allowed us to offer our educational content to the province's 60 English-language school boards. Now, students learning French as a second language have access to authentic French resources.

TFO remains a premium destination for preschoolers, as we can see from the success of our YouTube channels dedicated to this audience, which reached more than 100 million views in the summer of 2015: an achievement unequalled in Canada, whatever the language! We believe that quality content, carefully chosen, allows us to help our Francophonie thrive here, and to promote the French language and culture throughout the world.

I wish you good reading.

Glenn O'Farrell

# OUR ACCOMPLISHMENTS

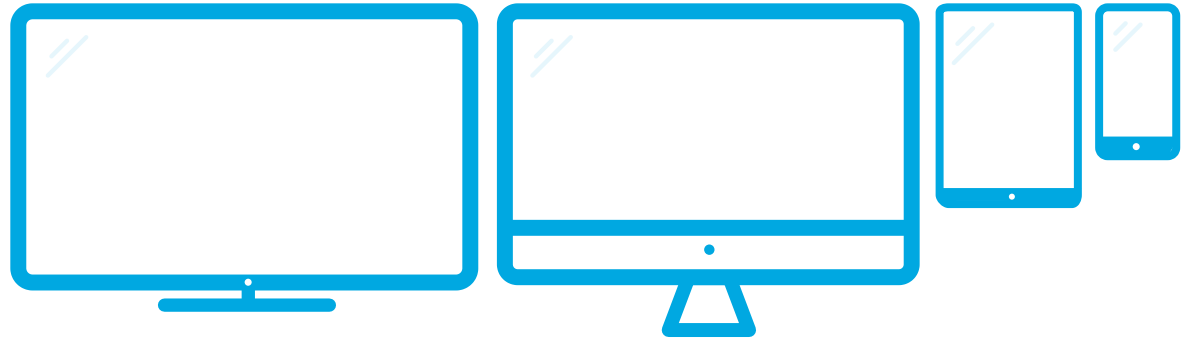
# VIEWERSHIP REACH OF OUR CONTENT

## 2011



- Conventional TV and Cable/Satellite distributor

## 2015

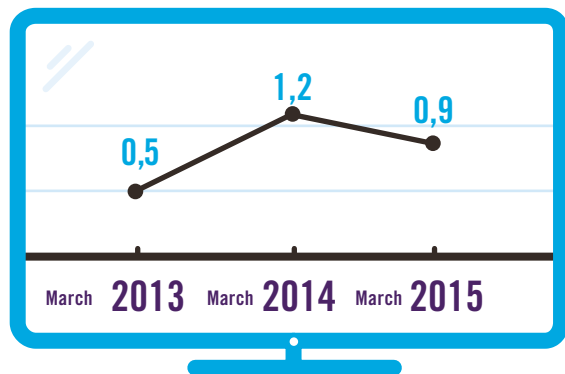


- Conventional TV and 40 cable/Satellite distributors, including multiple VOD platforms
- 10 YouTube/Daily Motion channels
- 200 websites
- 40 mobiles apps/games
- 15 syndicated distribution platforms: AOL, La Presse, MSN, Blue Ant, Omnia Médias, Urbania, etc.
- 14 social media platforms: Facebook, Twitter and Instagram.

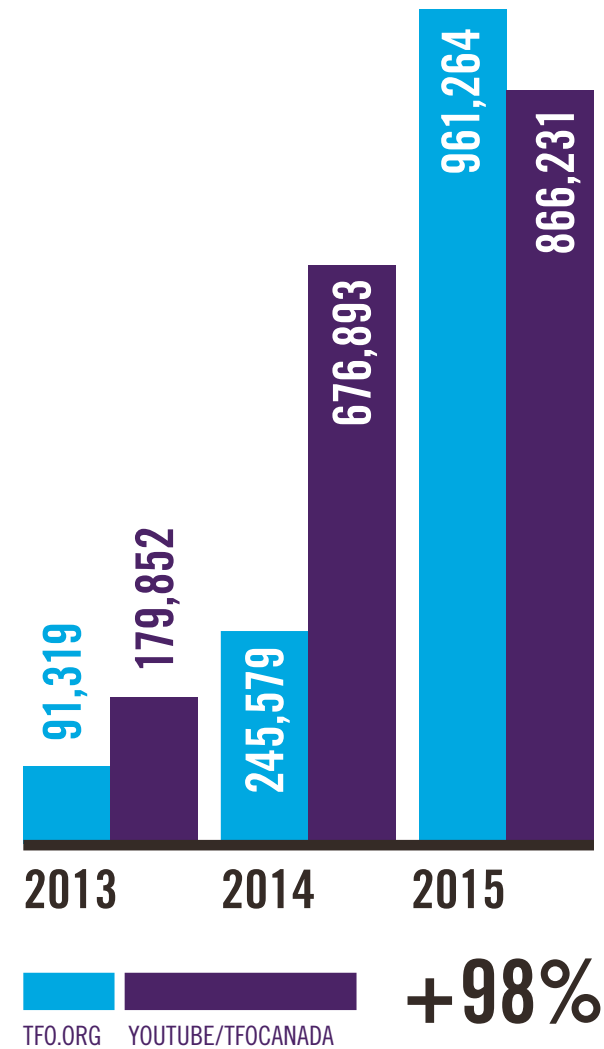
## TFO TV REACH



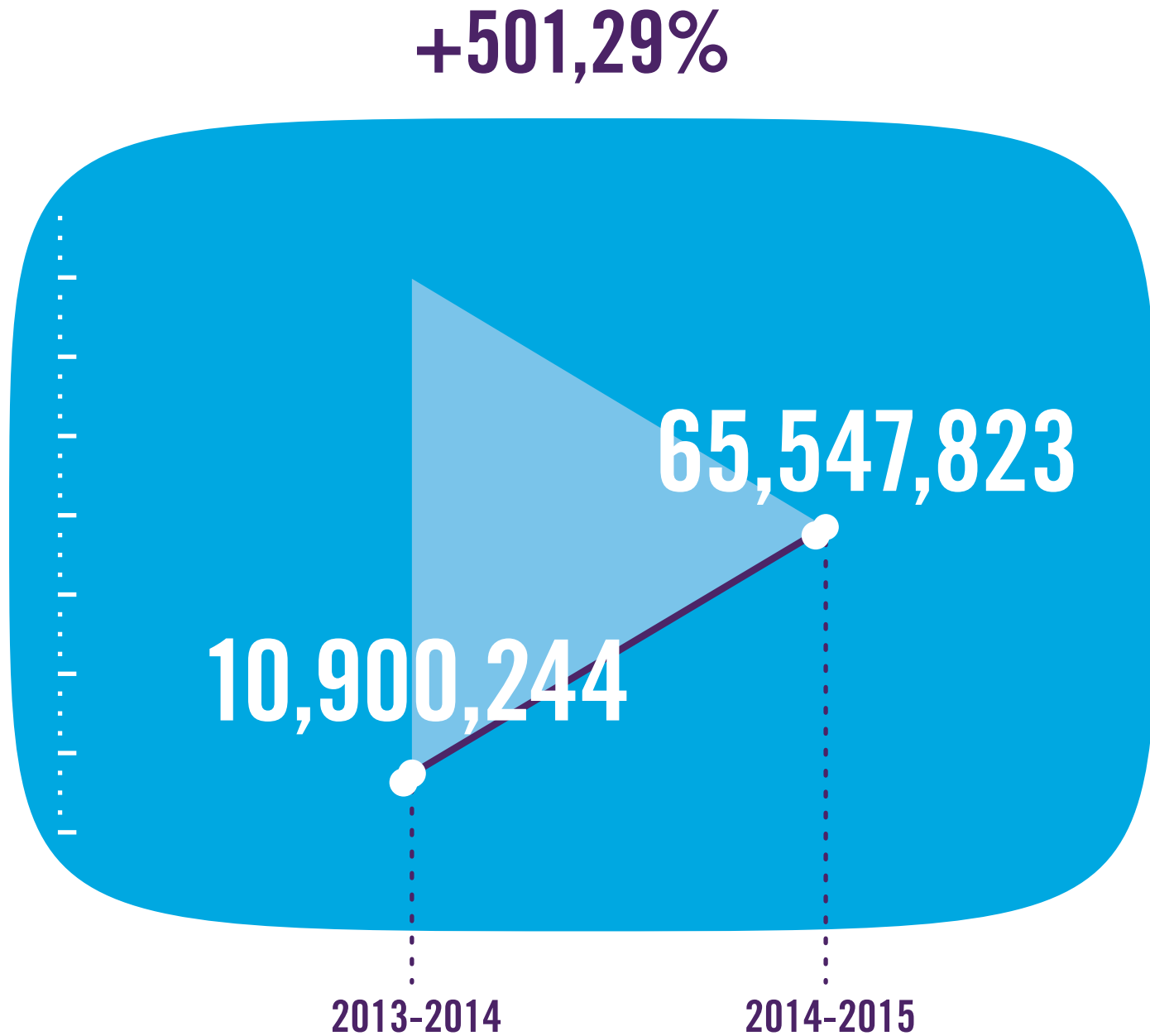
## TFO VIEWING TIME ON TV (HOURS PER WEEK)



## GROWTH IN TFO.ORG AND YOUTUBE/TFOCANADA VIEWS

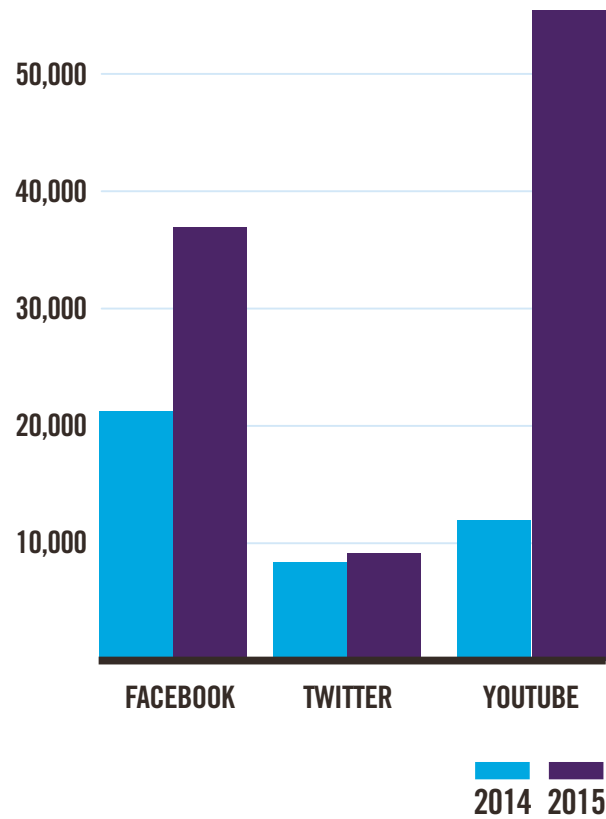


## GROWTH IN YOUTUBE VIEWS

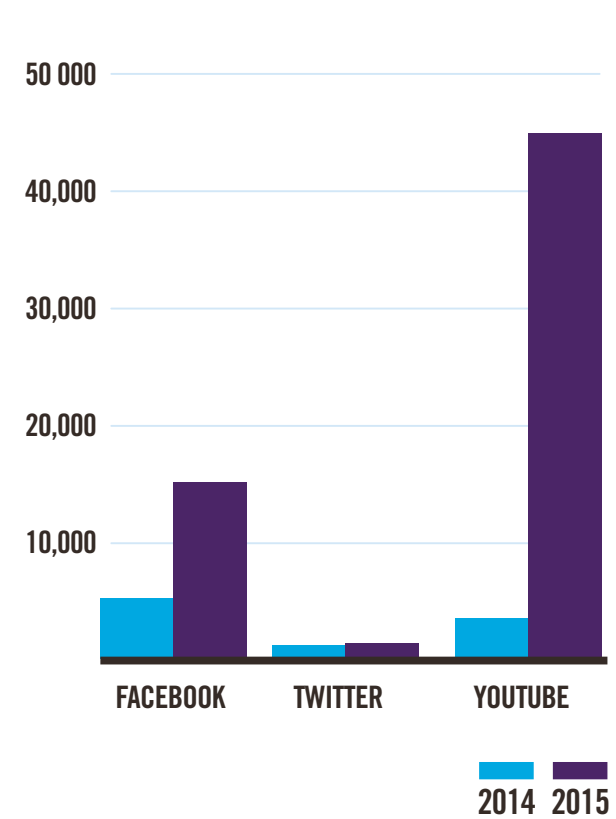


## GROWTH ON SOCIAL MEDIA PLATFORMS

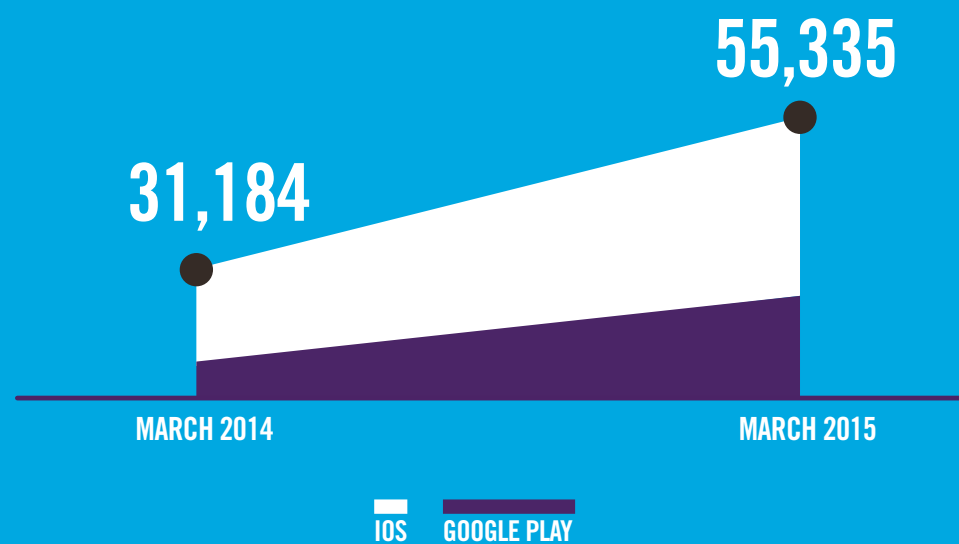
TFO SUBSCRIPTIONS



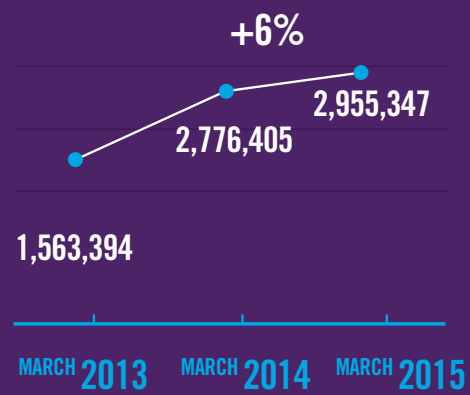
NEW SUBSCRIPTIONS/FANS



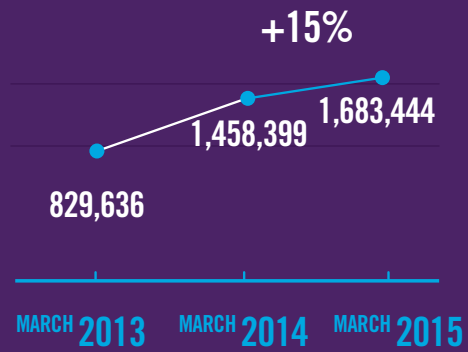
## TOTAL APPLICATIONS DOWNLOADS



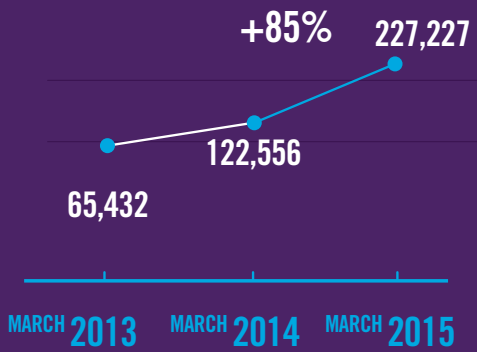
### NUMBER OF VISITS



### NUMBER OS SINGLE VISITS

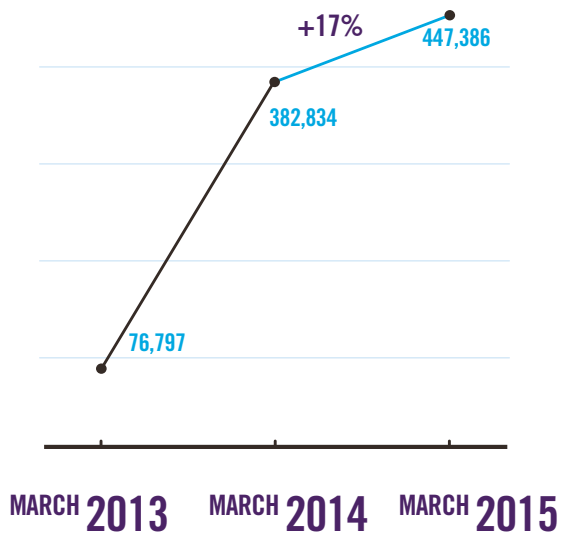


### NUMBER OF VISITS COMING FROM SOCIAL MEDIA

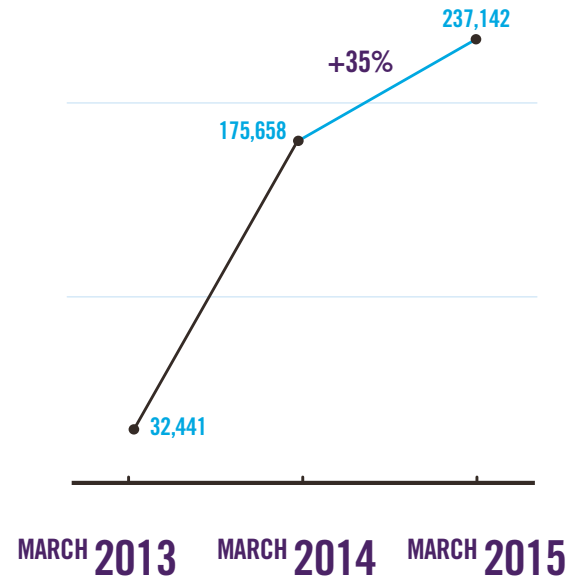


## TFO.ORG/EDUCATION

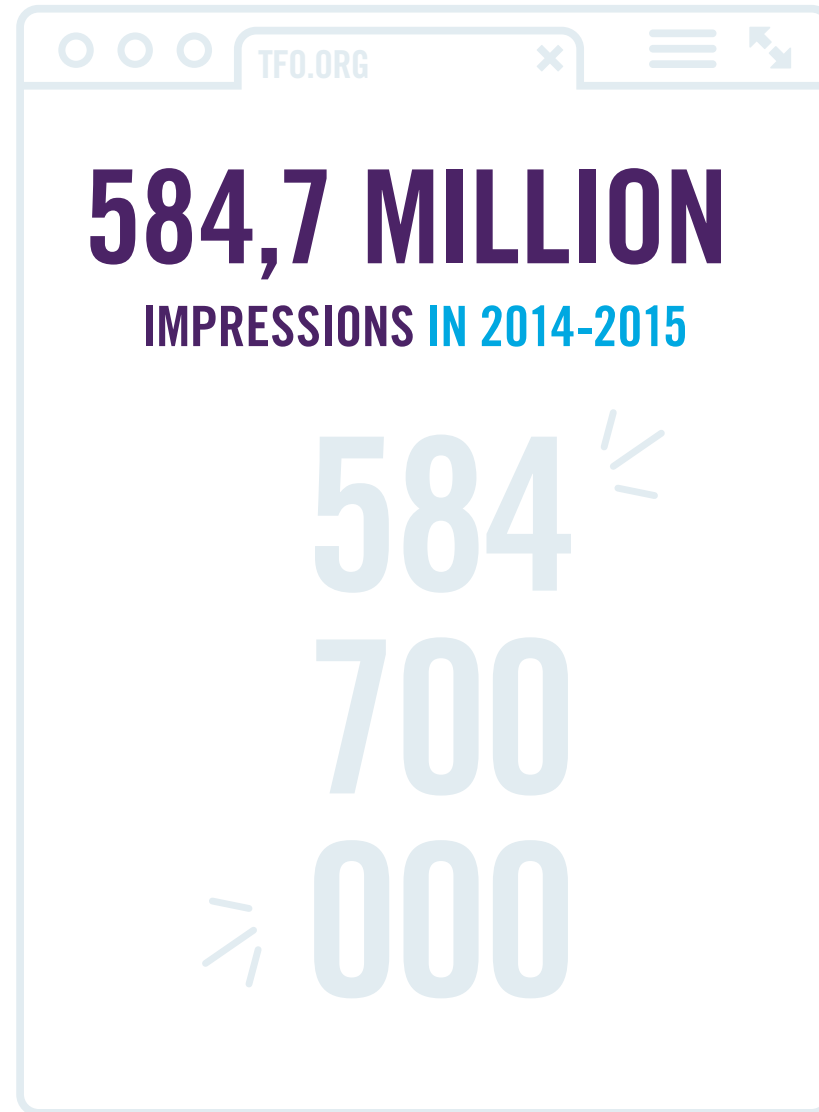
NUMBER OS VISITS



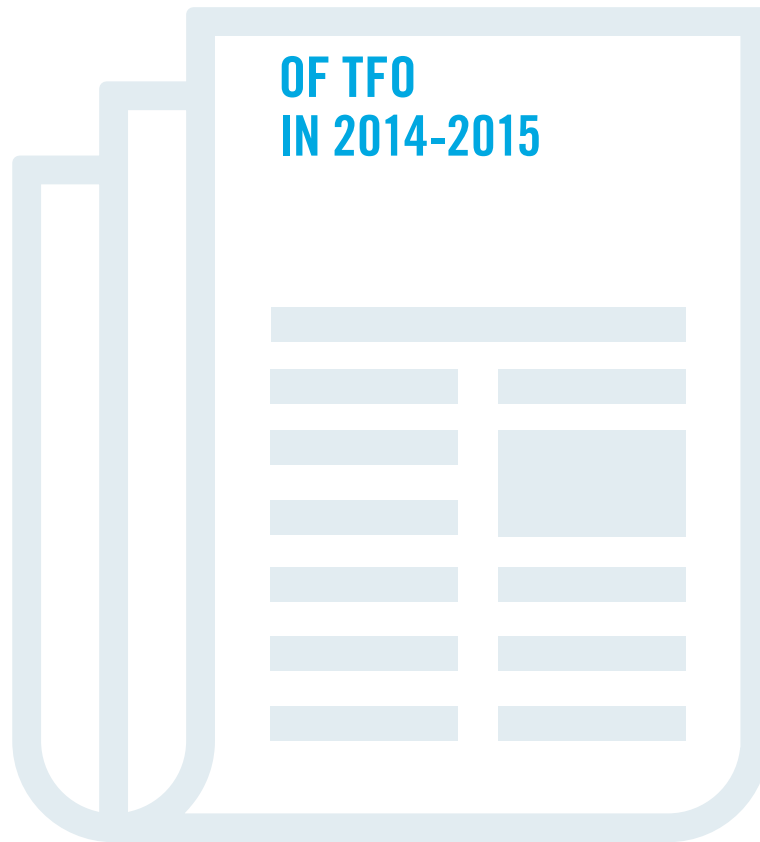
NUMBER OF SINGLE VISITS



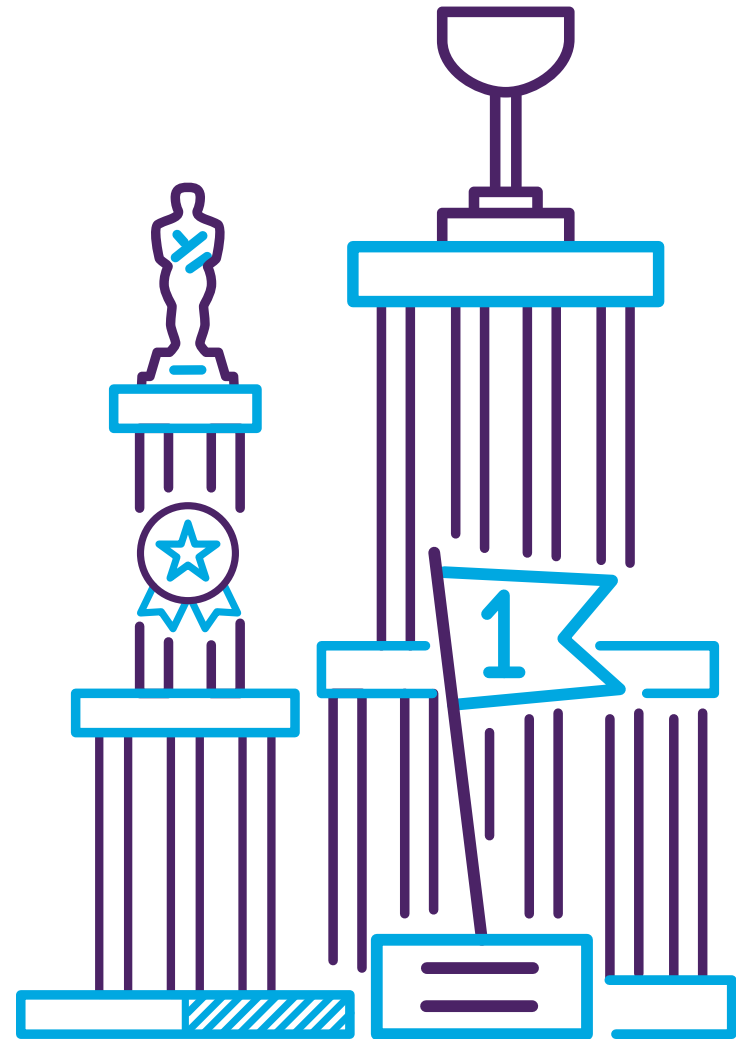
## MEDIA IMPRESSIONS AND MENTIONS



# 1358 MEDIA MENTIONS



# AWARDS AND NOMINATIONS





## INTERNATIONAL AWARDS WON

### PROMAXBDA 2015

GRUPE MÉDIA TFO

# TFOInnovation - Rapport annuel 2013-2014 Marketing

Presentation Print or Specialty

**BRONZE**

### IBC 2014 INNOVATION AWARDS

GRUPE MÉDIA TFO

in the *Content Management* category

**2<sup>e</sup> WORLDWIDE**

### ACADEMY OF INTERACTIVE AND VISUAL ARTS (AIVA) DE NEW YORK W3 AWARDS

EDULULU

Web video Educationnal Training

**SILVER**

### ACADEMY OF INTERACTIVE AND VISUAL ARTS (AIVA) NEW YORK W3 AWARDS

EDULULU

Web video Public service

**SILVER**

### ACADEMY OF INTERACTIVE AND VISUAL ARTS (AIVA) NEW YORK W3 AWARDS

BRBR

General Website Categories — Music

**SILVER**



## CANADIAN AWARDS WON

### 2015 MARKETING AWARDS

MINI TFO CAMPAIGN

Multicultural Original Integrated

**BRONZE**

Graphic Design

**CRAFT**

### THE ADVERTISING & DESIGN CLUB OF CANADA

LE PIANO VIVANT

**SILVER** in Promo

**SILVER** in Out of Home

### 2015 CASSIES

GROUPE MÉDIA TFO

"La Je-ne-sais-quoi Télé" Campaign

Entertainment/Content/Media

**BRONZE**

### 2014 GÉMEAUX AWARDS

BOOKABOO

Catégorie Meilleure réalisation jeunesse : fiction

### 2015 GREER AWARDS

ONTARIO TEACHER'S FEDERATION

TFO ÉDUCATION



## INTERNATIONAL NOMINATIONS

### THE BEST MOBILE APP AWARDS 2014

BIBLIO MINI

Best Children's App

**FINALIST**



## CANADIAN NOMINATIONS

### 2015 GRAND PRIX NUMIX INNOVATION

WUXIA THE FOX

**SPECIAL MENTION**

### DIGI AWARDS 2014

EDULULU

Video Marketing and Advertising

**FINALIST**

### PRIX ROGER-BERNARD (ONTARIO)

GRUPE MÉDIA TFO

**FINALIST**

### 2014 INGENIOUS AWARDS

RÉSEAU DU PATRIMOINE

FRANCO-ONTARIEN EDULULU

NOT-FOR-PROFIT SECTOR

**FINALIST**

# TFO AND THE CRTC



SUPPORT FROM

709

MEMBERS  
OF CANADA'S  
FRANCOPHONE  
AND  
FRANCOPHILE  
COMMUNITY

TFO must renew its broadcasting licence with the CRTC; the current licence expires August 31, 2015. On January 19, Groupe Média TFO filed two applications with the CRTC:

1. It applied to renew the TFO television channel's licence, which expires on August 31, 2015.
2. It applied to make TFO television channel a mandatory carry for distribution companies (cable and satellite) throughout Canada.

"From March 29 to April 29, 2015, the CRTC invited Canadians to share their opinions about our applications.

## CRTC MESSAGE OF SUPPORT

### FIVE HUNDRED AND TWENTY-FOUR

**CHRISTA DICKENSON,**

Executive Director, Interactive  
Ontario, Toronto, Ontario

"In recent years, TFO has made a prominent place for itself on digital platforms. Groupe Média TFO has proven itself to be a visionary and leader in the digital domain with its quality content, applications, and products for youth, and its great diversity of edutainment.

TFO provides Francophones and francophiles in Ontario and across Canada a strong voice, which plays a crucial role in the vitality of Francophone communities throughout the country. Groupe Média TFO's positioning ensures that its products and contents are suitable for consumption at national and international levels, contributing to very positive visibility for Ontario and Canada.

Groupe Média TFO's digital content scope surpasses national borders, attracting French-speaking Internet users

from around the world. The French language is spoken by over 220 million individuals and remains an internationally prominent language. Its cultural, artistic, educational, and economic influence remains unquestionable.

In educational terms, TFO's reputation is extremely well established. Approximately 7,000 TFO Éducation resources are distributed free of charge to 72 French- and English-language school boards in Ontario, as well as in 62 school boards and schools outside Ontario, contributing in a uniquely Canadian way to children's and youth learning. Groupe Média TFO recently received the Greer Award - presented by the Ontario Teachers' Federation (OTF) - for its outstanding contribution to education in Ontario.

Groupe Média TFO is increasingly recognized by its peers and industry as evidenced by both its presence at and accolades at the Prix Gémeaux, W3 Awards, IBC Innovation Awards, and others."

## CRTC MESSAGE OF SUPPORT

### EIGHT HUNDRED AND FOURTY-FOUR

**FRANÇOIS BOILEAU,**

"Commissioner, Office of the Commissioner of Official Languages"

"TFO is among essential institutions in the development and vitality of the Francophone community in Ontario, but above and beyond this, of Francophone communities in Canada. This educational institution exceeds its role as a broadcaster of programs in the French language for Francophone and francophile citizens - it would be more accurate to refer to it as a broadcaster of multimedia educational and cultural content. The Francophone community can see, recognize, and hear itself on TFO's numerous platforms; even more importantly, they can teach themselves in their own language. (...) TFO is not only on television screens, it also has a YouTube, Facebook, and Twitter presence, as well as a presence on numerous applications for tablets and smartphones. Our "Je-Ne-Sais-Quoi" television channel is incredibly well established with firm roots in the digital age, and can hold its own against the market's major players."

## CRTC MESSAGE OF SUPPORT

### A HUNDRED AND SEVENTY-FOUR

**PXL MEDIA,** Gatineau, Québec

"Groupe Média TFO is an essential broadcaster for Francophone communities in Ontario and Canada. It is one of the only broadcasters to cater to youth, families, and adults with content that is educational, innovative, cultural, meaningful, and beneficial to the community."

#### CRTC MESSAGE OF SUPPORT

## TWO HUNDRED AND EIGHTEEN

**NATHALIE LECLAIRE,**

Ottawa, Ontario

TFO plays a primordial role in helping the Francophone community in Canada to thrive. I believe my fellow Franco-Canadians could only benefit from free access to TFO's programming."

#### CRTC MESSAGE OF SUPPORT

## THREE HUNDRED AND EIGHTEEN

**EMMANUEL DUPLÀA,**

Director of Teacher Education  
Faculty of Education, University of Ottawa

"The TFO team does a fantastic job for the Francophone community in Ontario at a time when having a presence on various media and technology is essential. (...) TFO resources are crucial for the development of Francophone culture in schools (...)."

#### CRTC MESSAGE OF SUPPORT

## THREE HUNDRED AND SIXTEEN

**ÉLISE CARRIER,**

Verdun, Québec

"(...) TFO's programming is simply top quality. Content is accessible without ever dumbing things down; further, making it mandatory for broadcasters (cable and satellite) to offer this television channel across the country would send a message of support to Francophone and bilingual communities across the country, and would provide immediate access to quality Francophone culture for unilingual Anglophone Canadians, as well as for allophones and people who are simply curious about French culture and community in their own country. Having TFO "ad mari usque ad mare" would contribute to both widening our horizons and bringing us all together."

#### CRTC MESSAGE OF SUPPORT

## THREE HUNDRED AND SEVENTEEN

**DANIEL COALLIER,** New Brunswick

"An excellent channel... Thank you for keeping it broadcasting."

#### CRTC MESSAGE OF SUPPORT

## FOUR HUNDRED AND FIFTY-NINE

**CARTE BLANCHE PRODUCTION INC.,** Ottawa, Ontario

"This channel is absolutely essential for the expansion of a French audience across Canada, for the dissemination of French-language education and culture outside Quebec, and for the enjoyment of purely Canadian content (produced by Canadians!). (...) It's our own home-grown channel!"

#### CRTC MESSAGE OF SUPPORT

## FIVE HUNDRED AND FORTY-FOUR

**TONIE ST-ONGE,** Ottawa, Ontario

"I believe access to quality French programming is vital to the continued success of the French language in Canada. Access should be open - not limited to those able to pay for a subscription. There are too few resources available to Canadians as it is - particularly programming originating from home - with a Canadian perspective. (...). TFO also provides employment to local talent and skilled workers."

CRTC MESSAGE OF SUPPORT

## FOUR HUNDRED AND FOURTY-ONE

**CLAIRE CROISAT-STOLLERY,**

Director

K-W French Climbing Camp,  
Kitchener, Ontario

"A channel like TFO is essential and vital for the Francophone community in Ontario and in the rest of Canada. It is a reference in language and culture. Without it, the very Francophone community would wither away."

CRTC MESSAGE OF SUPPORT

## FOUD HUNDRED AND SEVENTY-FIVE

**FRANÇOIS-XAVIER FRIMAUDEAU,**

Mississauga, Ontario

"TFO means DISCOVERY! (for everyone, with respect, intelligence, and diversity). (...) TFO is a beautiful gem that must be preserved. LONG LIVE TFO!"

CRTC MESSAGE OF SUPPORT

## FIVE-HUNDRED AND EIGHTY-ONE

**A.M. MATTE,**

Toronto, Ontario

"TFO is a driving force for Francophone artists outside of Quebec — my family enjoys getting together to watch Mini TFO, FLIP, 24/7 and Champlain's Dream. It remains important for us as Franco-Ontarians and Franco-Canadians, to 'see' ourselves on the screen and perhaps even more importantly, to be seen, recognized, and celebrated by others. TFO must continue to broadcast and bring people together."

CRTC MESSAGE OF SUPPORT

## SIX HUNDRED AND TWENTY-SIX

**CATHERINE LEMIEUX LEFEBVRE,**

Victoriaville, Québec

"TFO offers varied programming and content that is both interesting and relevant. The quality of television services offered by the channel allows viewers access to educational, informative, and cultural content that is sophisticated, informative, and constructive."

CRTC MESSAGE OF SUPPORT

## FIVE HUNDRED AND NINETEEN

**LÉONIE TCHATAT,**

Executive Director, La Passerelle I.D.É.

"As a Francophone educational and cultural channel in a predominantly Anglophone media world, TFO is not only an integral part of the lives of hundreds of thousands of French-speaking homes across Canada, but also a necessity for the survival of the French language in Canada. Indeed, most Francophone children educated in Anglophone environments (to mention but one example) tend to lose the subtleties of their mother tongue, to the benefit of English. (...) Additionally, TFO reflects the Canadian Francophone community in all its diversity. TFO reaches many target groups (such as visible minorities) and produces content to which all members of the Francophone community can relate."

**SUPPORT FROM**

**50**

**FRANCOPHONE  
ORGANIZATIONS FROM  
ONTARIO AND CANADA**

ACELF ALLIANCE DES PRODUCTEURS FRANCOPHONES DU CANADA ANGÉLIQUE RICHER (PRODUCTRICE INDÉPENDANTE) ASSEMBLÉE COMMUNAUTAIRE FRANSASKOISE ASSEMBLÉE DE LA FRANCOPHONIE DE L'ONTARIO CANADIAN EDUCATION ASSOCIATION CANADIAN ASSOCIATION OF SECOND LANGUAGE TEACHERS ASSOCIATION DES ENSEIGNANTS ET DES ENSEIGNANTES FRANCOPHONES DE L'ONTARIO ASSOCIATION DES FRANCOPHONES DU NORD-OUEST DE L'ONTARIO (AFNOO) BEJUBA ENTERTAINMENT CANADIAN PARENTS FOR FRENCH CFORP CINÉFRANCO COLLÈGE BORÉAL COMMISSARIAT AUX LANGUES OFFICIELLES / OFFICE OF THE COMMISSIONER OF OFFICIAL LANGUAGES OFFICE OF THE FRENCH LANGUAGE SERVICES CONSEIL DES ÉCOLES PUBLIQUES DE L'EST DE L'ONTARIO (CEPEO) CONSEIL SCOLAIRE CATHOLIQUE PROVIDENCE CONSEIL SCOLAIRE DE DISTRICT CATHOLIQUE CENTRE-SUD CONSEIL SCOLAIRE DE DISTRICT CATHOLIQUE DES AURORES BORÉALES CONSEIL SCOLAIRE FRANCO-NORD CONSEIL SCOLAIRE PUBLIC DU GRAND NORD DE L'ONTARIO CONSEIL SCOLAIRE VIA MONDE ÉCOLE CATHOLIQUE DES ÉTOILES-DU-NORD FÉDÉRATION ACADIENNE DE LA NOUVELLE-ÉCOSSE FÉDÉRATION CULTURELLE CANADIENNE FRANÇAISE FÉDÉRATION DE LA JEUNESSE CANADIENNE FRANÇAISE FÉDÉRATION DE LA JEUNESSE FRANCO-ONTARIENNE (FESFO) FÉDÉRATION DES COMMUNAUTÉS FRANCOPHONES ET ACADIENNES DU CANADA FÉDÉRATION DES PARENTS FRANCOPHONES DE L'ALBERTA FESTIVAL DE CINÉMA DE LA VILLE DE QUÉBEC FESTIVAL DU NOUVEAU CINÉMA DE MONTRÉAL FRANCOPHONIE DES AMÉRIQUES GROUPE FAIR-PLAY HÔPITAL MONTFORT INTERACTIVE ONTARIO LA CITÉ COLLÉGIALE LA PASSERELLE I.D.É. LES AFFRANCHIS LES PRODUCTIONS ÉTALON LES PRODUCTIONS RIVARD MINISTER RESPONSIBLE FOR FRANCOPHONE AFFAIRS ON SCREEN MANITOBA PRODUCTIONS LA FÊTE PRODUCTIONS SLALOM REGROUPEMENT ÉTUDIANT FRANCO-ONTARIEN (REFO) SOCIÉTÉ DE L'ACADIE DU NOUVEAU-BRUNSWICK THÉÂTRE FRANÇAIS DE TORONTO TURBULENT (SOPHIE GALIPEAU) TV5 QUÉBEC CANADA

#### CRTC MESSAGE OF SUPPORT

## EIGHT HUNDRED AND TWELVE

MARIE-PIERRE GARIEPY

President

Productions Slalom, Ottawa, Ontario

“Thanks to the quality of its innovative content, TFO has become an incredibly valuable resource not only for Francophones but also for francophiles looking for engaging, exciting and trustworthy content (. . .) I sincerely believe that Canadians have everything to gain from discovering TFO’s programming, which stands out so clearly from what we usually see on Canadian television these days. TFO offers Francophones outside of Quebec a window through which they can see and recognize themselves. TFO is also a first-rate partner for educators and schools, who can tap into TFO’s first-rate educational materials. TFO’s mission is unique and must continue to be pursued.”

## CRTC MESSAGE OF SUPPORT

# EIGHT HUNDRED AND FOUR

## ROCK DEMERS

President, Les Productions La Fête, Montréal, Québec

" I strongly believe that TFO's programming is a key element to the "Canadian Broadcasting System." The dynamism of its directors in terms of technological innovation has been quite remarkable - if not exceptional - in the last two years. This is all the more valuable given that much of TFO's programming is intended for young people and is "consumed" in schools, precisely where new technologies are most swiftly embraced.

(...) Content is a perfect mix of quantity and quality, with a heaping dose of creativity. Proof of this is the number (almost disproportionate when we consider TFO's operating budget) of prizes and awards that TFO wins year after year, both at national and international levels." "

**WHO ARE WE?**

In November 2014, the Board of Directors updated Groupe Média TFO's mission and vision, in collaboration with a working group made up of employees.

## OUR MANDATE

The mandate of Groupe Média TFO is to encourage continuous learning in Ontario by providing quality French-language educational programming services, through television broadcasting, new media and other communication technologies. By continuous learning, we mean the continuous acquisition of skills and knowledge that are essential to employability and personal growth.

Through a partnership with district school councils and other French-language teaching organisms and agencies, Groupe Média TFO establishes and supports a centre for excellence in continuous learning, expanding the range of flexible and high-quality programmes for learners of all ages.

Groupe Média TFO can enter into agreements, particularly financing agreements, with third parties, in compliance with articles 6 and 10 of the 2008 Ontario Educational Communications Authority Act.

## OUR MISSION

Groupe Média TFO is a go-to resource for audiences seeking innovative educational and cultural content in French. Recognized for its premium content, it delivers stimulating experiences at the forefront of digital learning. Proud of its public heritage, it celebrates “la Francophonie” in Ontario and elsewhere in the world.

## OUR VISION FOR 2015-2018

To act as a catalyzer of rich French-language educational and cultural experiences, whose goal is to provide forward-looking solutions for “la Francophonie.”

## OUR VALUES

- Respect
- Leadership
- Creativity and Initiative
- Innovation
- Ambition

## OUR STRATEGIC GOALS

1. **Strategy for Educators and Students**  
To become essential for Educators and students, above all in Ontario.
2. **Generating New Revenue Sources (Sustainability)**  
To generate new revenue sources while consolidating our current financial strategies.
3. **Canada-Wide and International Strategy**  
To seize opportunities that appear on the international stage to present “l’Ontario Français” before the world, and to acquaint the Franco-Ontarian community with other facets of Canadian and international Francophonie.
4. **Measured Relevancy and Quality of Our Contents**  
To measure and evaluate the relevancy and quality of our contents (by dedicating efforts and resources to research activities).

# THE BOARD OF DIRECTORS



## CAROLE BEAULIEU

Chair since January 5, 2015 (Toronto)  
Member since June 26, 2013.  
Term ends on January 4, 2018.  
\* 1-M, 2-M, 4-M, 5-M



## LUCIE MONCION

Administrator (North Bay)  
Member since April 18, 2012.  
Term ends on April 17, 2018.  
\* 3-M, 4-P, 5-M



## JACQUES SCHRYBURT

Acting Chair from July 25, 2014 to January 4, 2015  
(Orléans)  
Member since August 10, 2010.  
Term ends on June 29, 2016.  
\* 3-P, 1-M, 5-M



## CAROLE MYRE

Administrator (Embrun)  
Member since April 18, 2012.  
Term ends on April 17, 2018.  
\* 2-M, 4-M



## GISÈLE CHRÉTIEN

Chair (Sudbury)  
Member since April 1, 2007.  
Term ended on July 24, 2014.  
\* 1-P, 2-M, 3-M



## DONALD OBONSAWIN

Administrator (Ballantrae)  
Membre since December 17, 2013.  
Term ends on December 16, 2016.  
\* 4-M



## ÉDITH DUMONT

Administrator (Ottawa)  
Member since January 29, 2014.  
Term ends on January 28, 2017.  
\* 4-M



## ISABELLE PAQUET

Board of Director's Secretary



## PAUL LEFEBVRE

Administrator (Sudbury)  
Member since May 2, 2012.  
Term ended on May 1, 2015.  
\* 2-P, 5-P

### \*Board of Directors Committees

1. Executive Committee (up to May, 15th 2014)
2. Finance and Performance Committee (up to May 15th 2014)
3. Audit Committee (up to May 15th 2014)
4. Governance and Human Resources Committee (from May 16th 2014)
5. Finance and Audit Committee ((from May 16th 2014)

M: Member

P: Committee Chair

The total compensation paid to the members of the Board of Directors (including the Chair) in fiscal year 2014-2015 was \$17,500, which is the amount recommended by the Lieutenant Governor in Council.

# MANAGEMENT TEAM



**GLENN O'FARRELL**

President and CEO



**LISA LARSEN**

CFO



**PASCAL ARSENEAU**

Chief Marketing Officer



**MANON MCLAUGHLIN GAUTHIER**

Controller (Acting, from October 1, 2014 to March 31, 2015)



**JULIE GAUVIN**

Chief Development and Innovation Officer



**ÉRIC MINOLI**

Chief Technology and Optimization Officer



**LAURENT GUÉRIN**

Chief Content Officer



**CHRISTIANE SCHER**

Vice-President and Chief Operating Officer

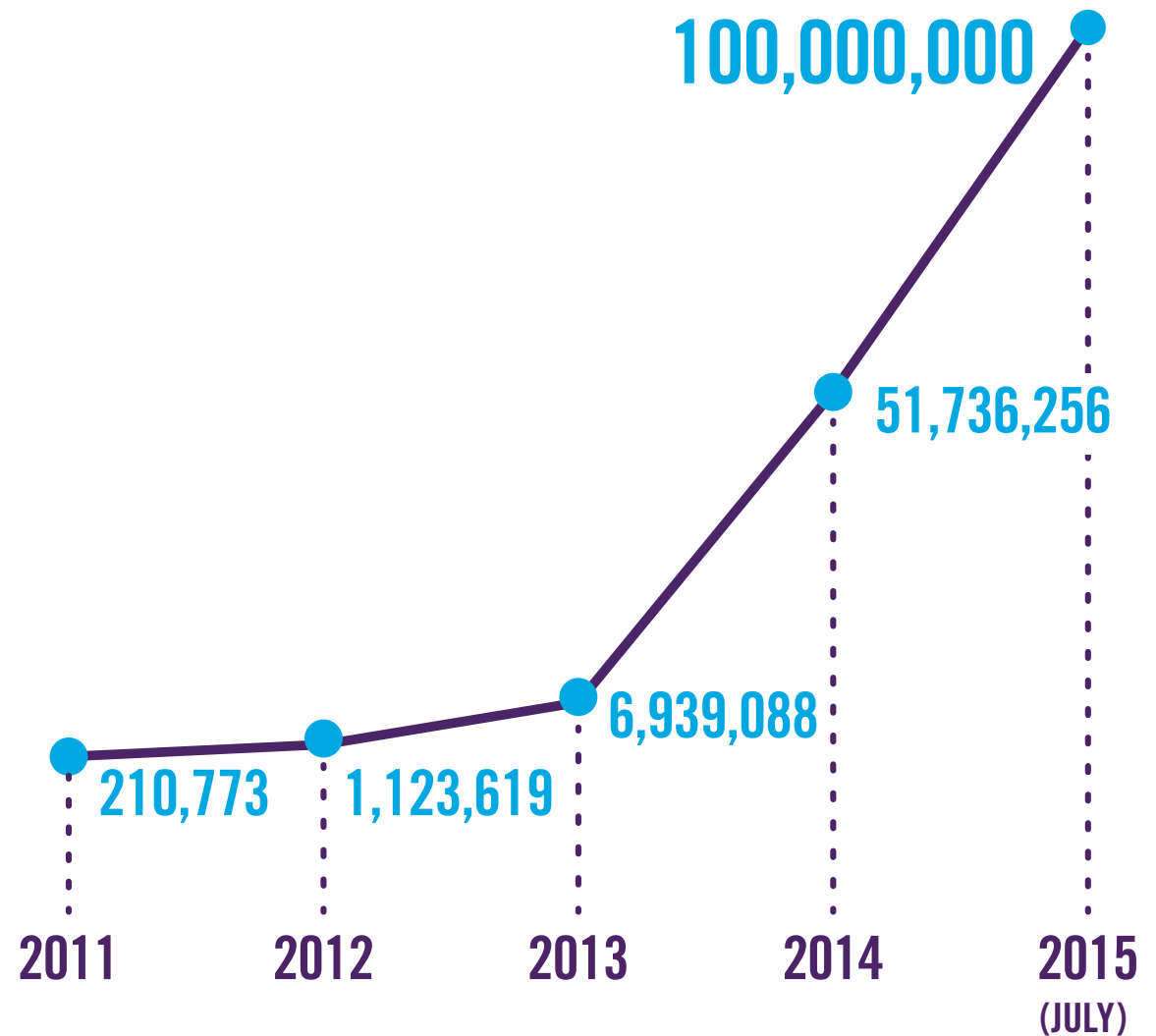
# OUR CONTENT

In 2014-2015, Groupe Média TFO has made continuous efforts to produce more educational and cultural content, and has made it available on all platforms.

## GROWTH OF YOUTUBE VIEWS

Motivated by the idea that the existence of an educational French-language media organization in a minority-language context is just as essential, if not more essential, in the digital age, Groupe Média TFO has swiftly evolved from a traditional channel to become an organization whose culture favours content on all screens, catering to newly formed viewing habits. With this objective in mind, at the beginning of its digital transition in 2011, TFO established a strategy to expand the reach of its content to all Francophones and francophiles in Canada and the world.

In 2015, the results of TFO's development model show an increase in its viewership on television, the web, and on its social platforms. On March 31, 2015, TFO had 65 541 823 views on its platforms and had garnered more than 104 607 fans on social media since the initiation of its social media presence in 2012. Television viewership ratings also saw a 21%-increase when compared to 2013-2014.



#### CRTC MESSAGE OF SUPPORT

## A HUNDRED AND FIFTY-ONE

**TINA DESABRAIS,**  
ACFO Prescott Russel

"It's simple: TFO is essential for the promotion of the French language and culture in Ontario. It is also essential in terms of offering a meeting place. Their work is and has always been synonymous with high quality and is appreciated by the population – not only in Ontario but across Canada and around the world."

#### CRTC MESSAGE OF SUPPORT

## FOUR HUNDRED AND SEVENTY-FOUR

**MIREILLE PÉLOQUIN,**  
Executive Director, Fédération des parents francophones de l'Alberta,

"It is important for us that TFO programs are distributed outside of Ontario, so that Francophone communities are not disadvantaged in their choice of educational, innovative, cultural content that promotes and benefits them. We are convinced that this channel can be of great value to the educational and cultural fulfillment of Francophone communities across Canada, and in particular here in Alberta."

#### CRTC MESSAGE OF SUPPORT

## THREE HUNDRED AND TWENTY-THREE

**ANGÉLIQUE RICHER,**  
Content producer,  
Montréal, Québec

"TFO is a leader and a visionary in its field. Francophones from all over Canada should be able to benefit from its content."

CRTC MESSAGE OF SUPPORT

## FOUR HUNDRED AND THIRTY

**SIMONE SAINT-PIERRE,**

Gatineau, Québec

"These excellent, high-quality resources are modern and in-tune with the digital age - which is rare for material produced in French."

CRTC MESSAGE OF SUPPORT

## TWO HUNDRED AND THIRTY-TWO

**ANNIE JUSSAUME,**

Verchères, Québec

"I believe it is of the utmost importance that Francophones across Canada have access to television productions in their maternal language. (...). Although we share a common language, every region has its own colours, challenges, and realities. Canadians deserve programming that unites them."

CRTC MESSAGE OF SUPPORT

## FIVE HUNDRED AND FOURTEEN

**DENIS VAILLANCOURT**

President, Assemblée de la francophonie de l'Ontario

"For several years, TFO has played a key role in French Ontario, and proof of its relevance abounds. With its extensive expertise, this educational channel can shine bright at a national level and carve bigger spaces for Francophones living in minority environments. TFO's mandatory carry represents a major contribution to the well-being of Canadian Francophones and to the preservation and vitality of the French Language in Canada."

# LE RÊVE DE CHAMPLAIN

**AN ADAPTATION OF THE BOOK  
BY PULITZER PRIZE WINNER  
DAVID HACKETT FISHER.**

Champlain was a humanist and a visionary ahead of his time; a source of inspiration, constantly striving for a better world. He imparted to Canada the values of openness, hospitality, and the desire to always be better than that have become synonym with the country.

“Le Rêve de Champlain,” an ambitious project developed by Groupe Média TFO as part of the celebrations for the 400<sup>th</sup> anniversary of the Francophone presence in Ontario, perfectly illustrates the innovative nature of this unique production, first of its genre in Canada.

The docufiction “Le Rêve de Champlain” is accompanied by a number of digital properties, applications, games and educational products.





To mark the 400<sup>th</sup> anniversary of the Francophone presence in Ontario, Groupe Média TFO opted to recount the incredible story of Samuel de Champlain, Father of Canada's Francophonie, to all Canadians. To do this, TFO made the decision to broadcast it on all media platforms and to make it as accessible and interactive as possible.

Champlain's Dream is a story that every Canadian can be proud of, and such a great story deserves to be told in as many ways and on as many platforms as possible.

#### CRTC MESSAGE OF SUPPORT

## EIGHT HUNDRED AND SEVEN

**BETTY GORMLEY**

Executive Director,  
Canadian Parents for French, Ontario Chapter

"TFO's new engaging programming, such as Champlain's Dream, makes education fun for all types of audiences. Hearty congratulations to TFO on the great success of this project. We hope to see more initiatives like this as TFO embraces its role as a provider of quality, authentic French-language programs made in Canada. Bravo TFO!"



## A STORY OF COURAGE... OF LOVE AND OF ADVENTURE...

Champlain, one of the greatest symbols of our heritage, and his vision and determination have been turned into a miniseries. Six episodes aired on TFO from March 16 to April 20, 2015.



Madeleine Meilleur, Minister of Affaires Francophones, lors des activités de lancement du *Rêve de Champlain* à Ottawa, le 9 mars 2015.

### CRTC MESSAGE OF SUPPORT

## SIX HUNDRED AND THIRTY

**SERGE CHARBONNEAU**

La Pêche, Québec

"TFO's series about Champlain corresponds exactly to current government policy as to the importance of highlighting Canada's history. Everyone in Canada should watch it - not just those who have access to TFO. This is why it is so important to broadcast TFO to the entire country."

## THE WEBSITE

Champlain's Dream is also a story of innovation and success in terms of producing and distributing French-language content. In support of the docudrama's release on TFO, a website was created containing backstage footage, interviews, and fascinating historical content for viewers of all ages.



## GAME CHAMPLAIN 1603 LE NOUVEAU MONDE

**Champlain 1603: le Nouveau Monde Game**  
This strategic web game guarantees players exciting adventure, where they can relive the challenges Champlain faced: establishing, managing, and expanding a colony. As Champlain did, you will have to weather the harsh living conditions of the New World.

## THE APP

What if Champlain had access to a digital tablet? This application will make French Canada's history more fascinating than ever! The Champlain's Dream application was designed for mobile downloading, allowing the audience to access and view content and play games on tablet, no matter where they are.



## LE PETIT CHAMPLAIN

Designed for children aged 5 to 8, Le Petit Champlain is an educational application to introduce children to history and take them on an adventure that will bring out the little explorers in each of them. Let the adventure begin! Groupe Média TFO is proud to bring this "dream" to all Canadians!

CRTC MESSAGE OF SUPPORT

## EIGHT HUNDRED AND FIFTY-NINE

**MADELEINE MEILLEUR,**

Attorney General,  
Minister Responsible for Francophone Affairs

"The government recognizes TFO's contribution as an institution devoted to educational, cultural, and socioeconomic development. TFO plays a key role in building the identity of our youth, and contributes to the development of Francophone communities in Ontario and across the country. The adaptation of historian David Hackett Fischer's book "Le Rêve de Champlain" into a television series is a prime example of one of the innovative projects undertaken by the TFO group, which resonate in Ontario, Quebec and other regions. This project is also part of celebrations of the 400<sup>th</sup> anniversary of the French presence in Ontario."

CRTC MESSAGE OF SUPPORT

## EIGHT HUNDRED AND FORTY-SIX

**GRAHAM FRASER,**

Commissioner of Official Languages

"TFO's programming plays a precious role in the development of French language and culture in Canada. Official language communities don't always have access to a wide range of cultural resources in their own language. (...) The obligation to broadcast TFO would render its content available to a larger share of the Canadian public, including in areas where educational audiovisual products in the French language are more difficult to access."

# MAKING CHILDREN AND PARENTS HAPPY



mihi TFO



#### CRTC MESSAGE OF SUPPORT

### FIVE HUNDRED AND THIRTEEN

**SUZANNE GOUIN,**

President and Chief Executive Officer

TV5 Québec Canada

"We believe that the approval of TFO's application would contribute significantly to granting young Francophone Canadians access to a wealth of quality, diverse, children's/youth programming in the French language. (...) TV5 Québec Canada is convinced that minority Francophone and Acadian communities would greatly benefit from the opportunity to access TFO. "

# CHILDHOOD IS A JOURNEY

Groupe Média TFO believes that every child is smart; for us, a smart child has a lot of life and ambition, and a promising future ahead. Our content enhances what children learn in school, in addition to enabling them to have exceptional experiences that enrich their lives.

With over 70% of our schedule dedicated to children and with thousands of online viewing hours, we work with high-quality content to spark children's passion and imagination, and help them discover their own potential. A number of achievements in 2014-2015 have shown us that our young audience and their parents have chosen TFO as their preferred destination.

A number of achievements in 2014-2015 have demonstrated to us that our young audience and their parents have chosen TFO as their preferred destination.







The Mini TFO world is a range of educational and recreational content that has been carefully selected for preschoolers. A home-grown Groupe Média TFO production, Mini TFO provides an interactive experience for kindergarteners and offers entertainment content of short duration including games, applications and series broadcast on television, the web and on YouTube. Mini TFO is the fruit of the labour of a talented team wholly dedicated to children's development.

#### CRTC MESSAGE OF SUPPORT

### THREE HUNDRED AND TEN

**MATHILDE DHERISSARD,**

Kuuujuaq, Québec

"It is the only children's channel we watch, the only one that offers truly educational programming."

#### FACEBOOK COMMENT

**JEAN-FRANÇOIS**

**CAROLANNE,**

Facebook/MiniTFO

"My children love you! They've been singing, laughing and playing with you since they were babies! We are the from Laurentians in Quebec and we came to see you last year at the Curd Festival... Thanks for being part of my children's everyday life!"

#### FACEBOOK COMMENT

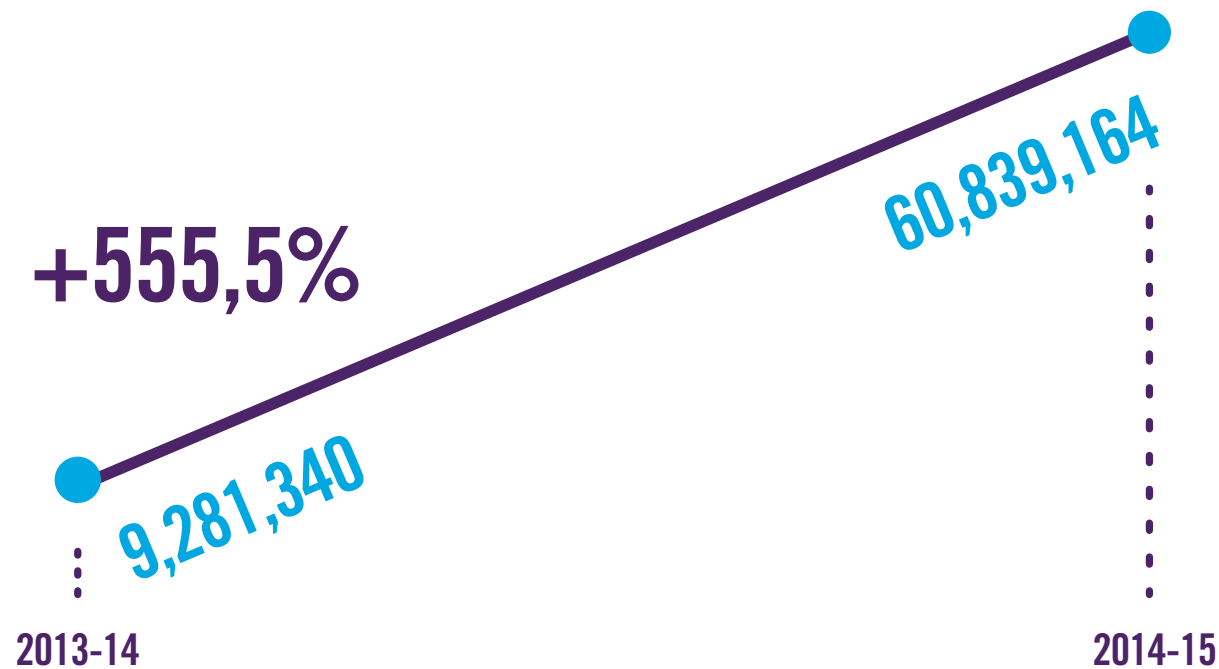
**VÉRONIQUE PICHÉ,**

Facebook/MiniTFO

"My little guy is 2.5 years old and Mini TFO has been a part of his life since he was born. He is at an age where he repeats everything, so he sings the songs and repeats the letters and the numbers. His Dad is an Anglophone, so Mini TFO is perfect to help him improve his French. I love it that you have more and more clips/characters! My son associates television with "MiniTFO" — so adorable!"

## EVEN MORE CONTENT ACCESSIBLE ON TV AND ON MOBILE PLATFORMS

### GROWTH OF YOUTUBE/MINITFO VIEWS



The steady growth of Mini TFO's three YouTube channels (ABC Mini, Mini Dorémi and MiniMation) reflects a strong public interest in MINI TFO content. On March 31, 2015, the Youtube/MiniTFO channel had close to 61 million views.

**780** SHORT PROGRAMS  
IN 2014-2015 FOR  
A TOTAL OF **28h45m**



## NUMBER OF PRODUCTION HOURS FOR MINI TFO CAPSULES

|         |         |
|---------|---------|
| 2012-13 | 8 h 49  |
| 2013-14 | 15 h 33 |
| 2014-15 | 28 h 45 |



## MARKETING AWARDS 2015

MINI TFO

Multicultural Original Integrated

BRONZE

Graphic Design

CRAFT

*Le que vous lisez*  
**EN CE MOMENT**  
EST PERÇU  
*Par nos*  
*yeux à l'envers.*

 **VOTRE**  
**CERVEAU**  
 *le texte*

REMET  
**À L'ENDROIT.** 

AVEC MINITFO, TOUT EST MATIÈRE À APPRENDRE.  
**MÊME NOS PUBLICITÉS. POUR PLUS DE CONTENU**  
**ÉDUCATIF POUR ENFANTS, VISITEZ TFO.ORG/MINI.**

# AWARD-WINNING EDUCATIONAL APPLICATIONS FOR LITTLE ONES



## BIBLIO MINI

THE BEST MOBILE  
APP AWARDS 2014

BIBLIO MINI  
FINALIST

BEST CHILDREN'S APP

Parents read and tell stories to their children in an interactive way; an engaging activity using songs and images to teach children new vocabulary.



## CHANSONS TRADITIONNELLES

Parents and children relive the joy of singing together as a family, traditional songs that impacted their childhood.



## CHARLIE AND THE FIVE SENSES

TFO's first bilingual application, introduces Charlie, a purple character with beautiful feet who teaches children to accept others.

40

APPLICATIONS  
AVAILABLE

55,335  
DOWNLOADS

CRTC MESSAGE OF SUPPORT

FIVE HUNDRED AND  
NINETY-FIVE

JOHANNE GAUDET

Saint-Lin-Laurentides, Québec

"Mini TFO is very important for my daughter. [She] has a disability and doesn't have many interests, but when she sees the Mini TFO characters, she becomes excited, animated, happy (smiling)."

## QUALITY PROGRAMMING

"The vision behind our programming is driven by the educational quality and variety of our content for Children and Youth, and the diversity in the types of programs we bring to our young audiences. We continue with them as they grow and we develop a relationship of trust with their parents, so they can relate to clever, entertaining, multi-platform programs," Annick Snell, Director of Pre-purchasing and Acquisitions for Children and Youth Programming at Groupe Média TFO, recipient of the Prize for a Career Dedicated to Excellence, awarded by Youth Media Alliance in May 2014.

Our Youth/Children programming is aligned with the Ontario Curriculum and bears in mind the importance of preparing kids for future career paths, by sparking in them a passion for learning through an approach that is focused on STEAM (Science, Technology, Engineering, Art, and Mathematics)."

**ANNICK SNELL,**

Director of Pre-purchasing and Acquisitions for Children and Youth Programming at Groupe Média TFO

**RECIPIENT OF THE PRIZE FOR A CAREER DEDICATED TO EXCELLENCE, AWARDED BY THE YOUTH MEDIA ALLIANCE IN MAY 2014.**

# WHAT IF WE LEARNED WHILE HAVING FUN?



## C'EST WOW!

Targeted at older children between 6 to 9 years of age, C'est Wow! is a program that facilitates the learning of mathematics and geometry, in alignment with the Ontario Curriculum.



## BOOM C'EST CANON

Hosted by Pascal Morrissette and Pascal Barriault, this quiz show invites young participants to answer questions that are just as funny as they are unusual. Every episode is a competition between two teams of one teenager and two adults, who move up squares on a huge game board, Snakes-and-Ladders style. Shot in front of an audience in a studio with a "pop art" set decor, this series features a terrifically fun universe, attractive to both young people and their parents.



## ZOUBI DOUBI

**HÉLÈNE BOULAY ET CHARLES DELISLE,**  
Questions à l'auditoire, 8 juin 2014

"We are writing you from Quebec. Our grandson is absolutely in love with your show, Zoubi Doubi. I have to tell you that the show is pure genius, with its focus on friendship, cooperation, gender equality and resourcefulness, all in a playful spirit. Keep up the excellent work!"



## PEG + CHAT

A series seeking to cultivate mathematical skills through the adventures of Peg and her cat.

# RESPECT, OPENNESS AND RESILIENCE

## CONTENT THAT ENCOURAGES LEARNING SOCIAL VALUES



### SUBITO TEXTO

Recipient of five 2015 Prix Gémeaux nominations, Subito Texto has rich content anchored in the reality and problems of today's youth.



### MOTEL MONSTRE

Recipient of numerous Prix Gémeaux and other accolades in the industry, Motel Monstre is now in its fourth season of teaching respect of differences by multiplying viewer experiences on numerous digital platforms.



### LES HIPALOULAS

Teaching resilience to children through music.



### ZACK ET QUACK

Little ones will develop a passion for reading with Zack and Quack, two heroes who are loved by children and who spur surprise and excitement while teaching young viewers the value of friendship.

#### CRTC MESSAGE OF SUPPORT

## EIGHT HUNDRED AND FIFTY-SEVEN

### MARTIN THÉBERGE

President (FCCF)

### CATHERINE VOYER-LÉGER

President (ACO), Fédération culturelle canadienne-française (FCCF) and Alliance culturelle de l'Ontario (ACO)

"Let us recognize the expertise developed by TFO in terms of youth programming. There is no doubt that the high-calibre educational content offered by TFO has helped curb assimilation and promote the immersion of children in Francophone culture. These are opportunities that all Francophones deserve to benefit from in the future. (...) According to the FCCF and the ACO, the obligation to carry TFO will ensure that Francophones across the country will have easy access to TFO's French-Canadian content."



# WUXIA THE FOX

Co-produced by Saga and Groupe Média TFO, Wuxia the Fox is an illustrated book accompanied by an iPad application to be released in the fall of 2015. With the help of voice recognition software, Wuxia is sure to spark children's curiosity and transport them into a world of fantasy created by Jonathan Bélisle. The tool is designed to foster cooperation between parents/children and teachers/students.



**GRAND PRIX NUMIX  
INNOVATION 2015**

WUXIA THE FOX  
SPECIAL MENTION



**161 PROGRAMS**  
(139 LIVE SHOWS)  
**57 HOURS**

FLIP offers funny shorts, capsules (showbiz, beauty, fashion, technology), photos, and videos that create quite a buzz on the web and social media. FLIP airs on TFO, every evening at 7 p.m. Live: Monday to Thursday on YouTube.



They welcome into the studio well-known Youtubers such as **PL CLOUTIER** and **CYNTHIA DULUDE**.

#### CRTC MESSAGE OF SUPPORT

### EIGHT HUNDRED AND FIFTY-SIX

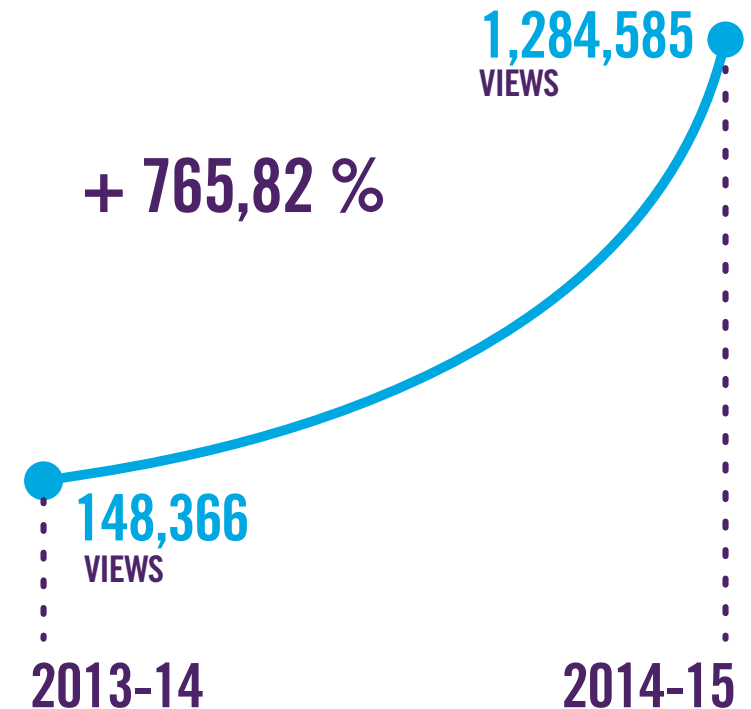
**CASSIDY VILLENEUVE**

Vice-President,  
Fédération de la jeunesse franco-ontarienne

"TFO distinguishes itself not only through its programming quality and diversity, but also through its leadership on the web. The FESFO regularly consults its members who confirm the importance of having a web and social media presence in order to reach their age range (14- to 18-year-olds). TFO is thus an essential player in attracting youth to Francophone content. By creating and broadcasting

Canadian Francophone cultural references, it contributes to reinforcing young people's feeling of belonging to their community. We also believe that all Canadians should have access to TFO regardless of where they live."

## GROWTH OF YOUTUBE VIEWS





66

**12** FRENCH LANGUAGE SCHOOL  
BOARDS IN ONTARIO

**62** SCHOOLS AND SCHOOL BOARDS  
OUTSIDE ONTARIO

**7,000** MULTIMEDIA EDUCATIONAL TOOLS

**21,000** TEACHERS

**60** ENGLISH LANGUAGE SCHOOL  
BOARDS IN ONTARIO

**2,000,000** STUDENTS

#### CRTC MESSAGE OF SUPPORT

### HUNDRED AND SEVENTY-FIVE

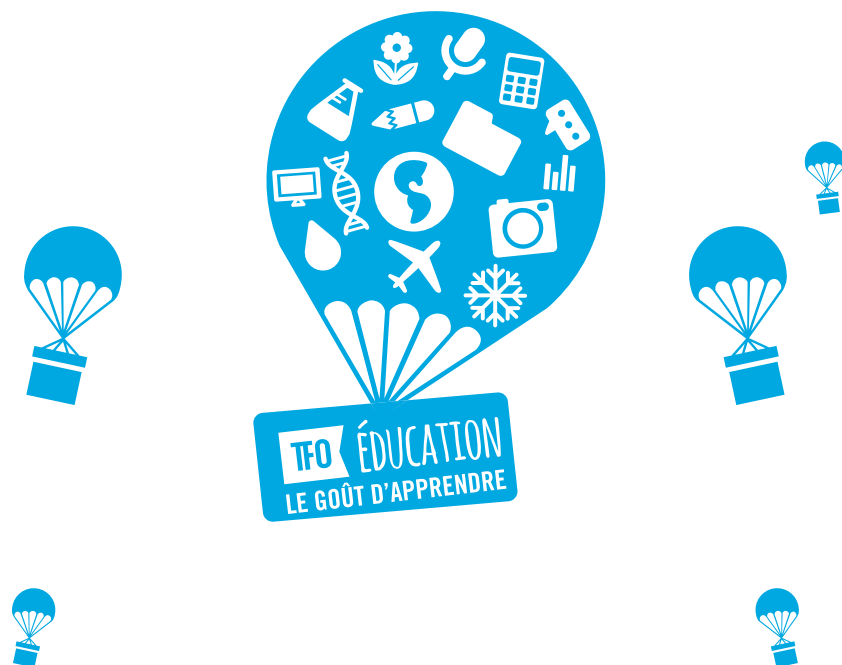
**DENIS CHARTRAND**

President,  
Conseil des écoles publiques de l'Est de l'Ontario

"The Canadian Francophonie — and more specifically the world of French-language education in Canada — needs a network like TFO, a network that nourishes reflection, offers quality materials that teachers can use in their classrooms, and contributes to the cultural enrichment of our students, their families, and their communities. (...) In this era of globalization, all players within the Francophonie should be working together to promote French. (...) Our Board is convinced that players such as TFO are essential in this sense."

## TFO ÉDUCATION PLAYS AN ESSENTIAL ROLE IN THE DEVELOPMENT AND GROWTH OF ONTARIO AND CANADA'S FRANCOPHONE COMMUNITIES.

In 2014, TFO Éducation signed an agreement with the Ontario Ministry of Education to offer French language resources from TFO Éducation to English-language school boards, teachers, and students throughout the province. The winning collection, comprising more than 7 000 multimedia educational tools, can now be used by 14 000 English-language teachers in 60 school boards, and will benefit close to 2 million students from all parts of Ontario.



### CRTC MESSAGE OF SUPPORT

## EIGHT HUNDRED AND SEVEN

BETTY GORMLEY

Executive Director,  
Canadian Parents for French, Ontario Chapter

"In August 2015, the Ministry of Education announced additional support in order to give 60 Ontario English-language school boards access to TFO's 7000 educational resources on various platforms, in a concerted effort to meet needs expressed by that community. In the months that followed the announcement, 3000 teachers signed up as resource users. There was a wave of positive comments. Additionally, as the TFO channel aligns these new resources with the skill levels of French-as-a-Second-Language (FSL) learners, up to 14 000 FSL teachers will begin to use these resources in classes across the province. (...) TFO must continue to reinforce the Francophone presence in Ontario and throughout the country, and the public must continue to benefit from its programming."

### CRTC MESSAGE OF SUPPORT

## FOUR HUNDRED AND SIXTY-SIX

MARIELLE METZ

Brampton, Ontario

"As a Southern Ontario French Immersion teacher, I find invaluable the immediate access to Francophone language and culture that TFO's broadcast and electronic resources provide. The Ontario Ministry of Education's new French curriculum prioritizes the use of "authentic" language resources – from beginner to Core French classes. Additionally, the presence of Franco-Ontarian culture in this province is increasingly fragile and can benefit from visible cultural reinforcement that is easily accessible to the public."

## TFO.ORG/EDUCATION VIRTUAL CLASSROOM

The TFO Éducation website is a multimedia platform designed to meet the specific needs of the educational world, in classrooms and beyond the confines of school. It provides teachers with Francophone educational resources that are rich and modern, as well as a work space and place for exchange with colleagues and students.



### CRTC MESSAGE OF SUPPORT

## TWO HUNDRED AND THIRTY-EIGHT

**JOHN GIRARD**

Teacher, St. Michael's, Pincher Creek,  
Alberta

"I'm a French Immersion teacher in Pincher Creek, Alberta, and I find that TFO's resources are priceless in terms of teaching! They are a real asset from kindergarten to Grade 12."

# 3,574

members on TFO.org/education  
in March 2014

# 8,775

members on tfo.org/education  
in March 2015

TFO Éducation resources are aligned with the programs and priorities of the Ontario Ministry of Education, and are classified according to the Common European Framework of Reference for Languages (CECR) standards: learning, teaching, assessment.

### CRTC MESSAGE OF SUPPORT

## FIVE HUNDRED AND EIGHTY-FOUR

**ISABELLE SAUVÉ**

Ottawa, Ontario

"I am a teacher in a French-language school in Ontario and I use TFO resources daily. At home, my son has watched TFO from a very young age. The vocabulary used in children's programming is rich and varied. TFO is important to me, my students, and my family!"

# IDENTITY BUILDING

TFO Éducation's resources foster collaborative learning and knowledge construction, and they help make teaching more dynamic and allow teachers to carry out engaging activities with students about important topics. Regardless of the format used - computers, tablets, smart phones, interactive whiteboards - resources from TFO Éducation promote collaborative learning, knowledge construction, interactivity and mobility.

## CRTC MESSAGE OF SUPPORT

### SIX HUNDRED AND THIRTY-FOUR

**GILLES LEROUX**

Executive Director Centre franco-ontarien  
de ressources pédagogiques (CFORP)

"TFO has accomplished an important milestone in terms of democratizing and making learning French fun. Its varied content is innovative and of excellent quality and reaches its targeted audience through a vast presence on various platforms (...). Its educational resources become highly valuable tools for teachers across the country, and inspire teachers to be creative in the context of learning in the digital age."

## CRTC MESSAGE OF SUPPORT

### TWO HUNDRED AND THIRTY-TWO

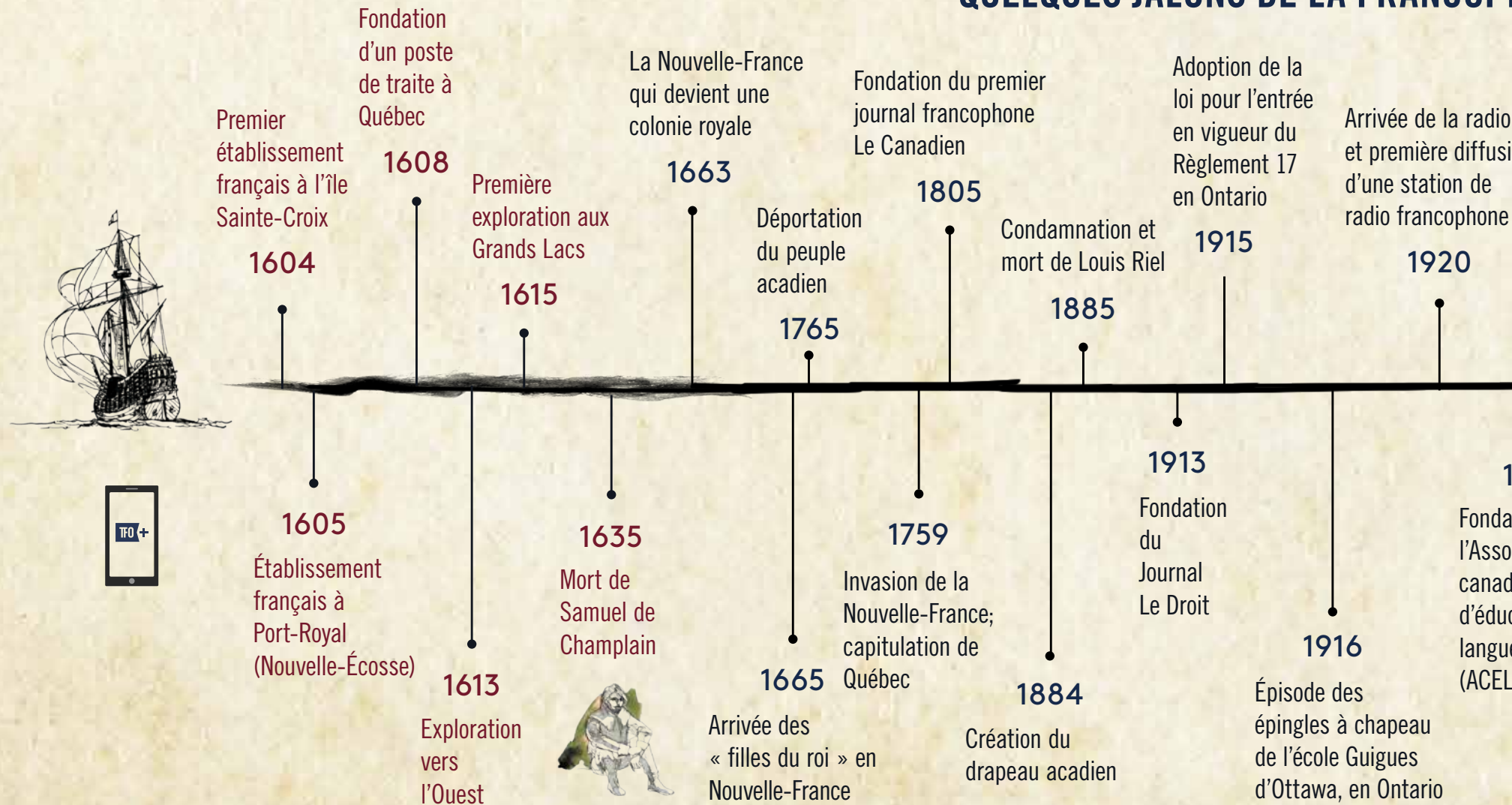
**ANNIE JUSSAUME**

Verchères, Québec

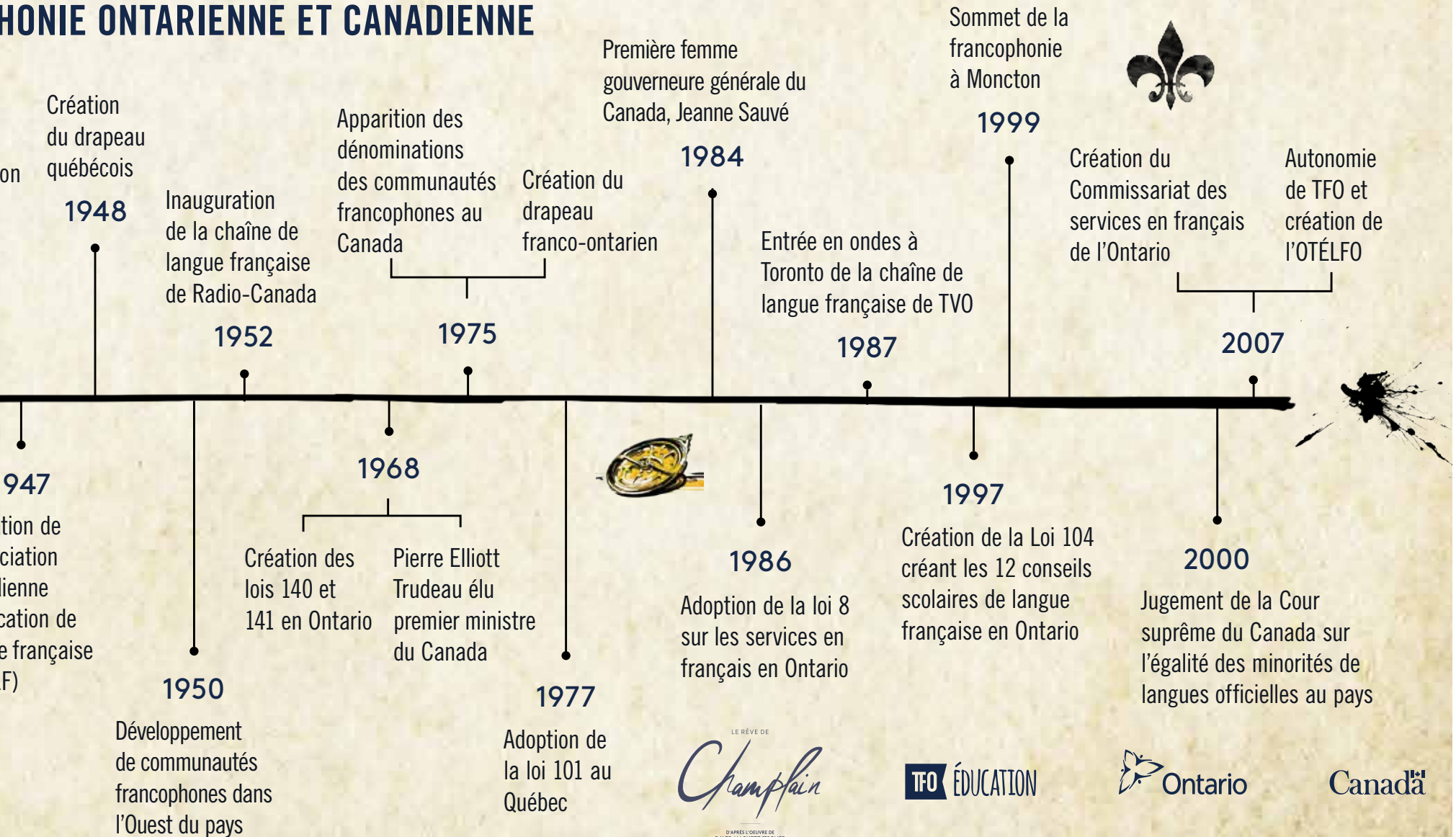
"As a secondary school teacher, I appreciate historical programs and quizzes that help my students discover Canada through the eyes of youth from other provinces."



## QUELQUES JALONS DE LA FRANCOPI



# FRANCOPHONIE ONTARIENNE ET CANADIENNE



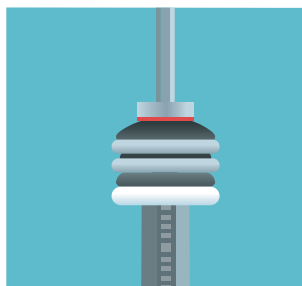
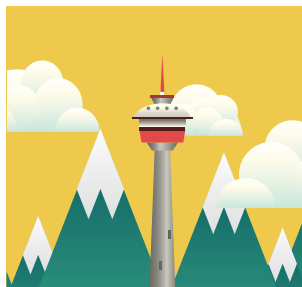


TFO 24.7 is a web-television magazine that is original and enriching, and reflects Francophone communities' realities through interviews, reports, comedy sketches, chronicles... TFO 24.7 opens up access to the dynamism of artists, entrepreneurs, and leaders who help make Canadian Francophonie shine.

Launched in 2013-2014, TFO 24.7 debuted as a web series whose reports and interviews were produced as collaborations between TFO 24.7 teams and collaborators from all across Ontario.

For the 2014-2015 season, in addition to a social platform web presence, TFO 24.7 has increased its reach with a daily program broadcast Monday to Friday at 8 p.m. In this season, more collaborators from across Canada were brought in, to guarantee visibility to all Francophones.

**136** PROGRAMS  
**600** ITEMS PRODUCED PER TEAM



#### CRTC MESSAGE OF SUPPORT

## SEVEN HUNDRED AND FIFTY-ONE

**ÉLODIE BEDOUET**

Executive Director, Association des francophones du Nord-Ouest de l'Ontario (AFNOO)

"TFO gives Francophone and francophile communities the possibility of accessing films in French and appreciating Francophone musical talents. It's not always easy to produce Francophone artists in Dryden, Thunder Bay or Longlac; TFO offers an interesting alternative.

(...) I would also like to add that AFNOO developed a service agreement with TFO 24.7 to make it possible to report from the North-West, contributing to the visibility of Francophone communities. This innovative agreement maximizes TFO's resources, by shaping and engaging collaborative organizations such as AFNOO."

**114**  
COLLABORATORS FROM ACROSS ONTARIO AND CANADA

## LE NOUVEAU REGARD FRANCOPHONE

TFO 24.7

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CARTE  
DE  
VISITE

---

#ONFR

TOUS LES SOIRS 20H30

CAMPAIN "J'AIME", FALL 2014

*Karine Morin, Justice of the peace, Toronto*



# CARTE DE VISITE

Gisèle Quenneville, Linda Godin, Rachel Desaulniers et Daniel Lessard meet personalities that have shaped Canada's Francophonie.

**99 PROGRAMS**  
(3 programs per week)  
**49 h 30 m**

**MAJOR NAMES FROM CANADA'S FRANCOPHONIE  
HAVE BEEN INVITED ON CARTE DE VISITE**

**Ontario**  
Bob Rae (Toronto)  
France Gélinas (Sudbury)

**Montreal**  
Bernard Derome  
Denise Bombardier

**West**  
Carmen Campagne (Winnipeg)  
Ibrahima Diallo (Winnipeg)

**New-Brunswick**  
Herménégilde Chiasson  
(Moncton)

**CRTC MESSAGE OF SUPPORT**

**EIGHT HUNDRED AND TEN**

**LISE BOURGEOIS**

President, La Cité

"Students and staff from Collège La Cité have been collaborating for years with Groupe Média TFO by contributing expertise in certain activities such as public affairs' reports or other media productions. We believe that TFO is an important and necessary resource that contributes to increasing the visibility of Francophones living in a minority environment, and makes their accomplishments known."

# #ONFR

## AT THE FOREFRONT OF THE PROVINCE'S NEWS

Hosted by François Pierre Dufautl, #ONFR summarizes the week's political news from Ontario and Canada: political, linguistic, economic, and social issues from Ontario.

**35** PROGRAMS **306** BLOG POSTS

### CRTC MESSAGE OF SUPPORT

## THREE HUNDRED AND FORTY-FIVE

**JEAN-ROCK BOUTIN**

Toronto, Ontario

"TFO is essential to the development of Ontario's Francophonie; it is a uniting factor for this community that is spread throughout the province of Ontario. TFO is a reliable source of information and education for all age groups within our community, and reflects the diversity of our Francophone cultures (...). Through its content, TFO is en route to becoming a uniting model for the Francophone community outside of Quebec. These efforts must be pursued in order to encourage the creation of a strong link between us — even if we may be far away from each other."



## LE CINÉMA QUI VOUS ALLUME

### TFO.ORG/CINE

CinéTFO, original, unique, and daring film — every day. CinéTFO proposes original, unique, and daring film; quality film programming intended for a passionate cinema-loving audience, featuring contemporary and classic films from around the world.

### THE NEW PASSPORT

With a single click, explore our programming: an interactive experience with multimedia content (videos, interviews, photos, trailers, CinéTFO blogs and articles, etc.) Available at [tfo.org/cinetfo](http://tfo.org/cinetfo).

#### CRTC MESSAGE OF SUPPORT

### THREE HUNDRED AND TWENTY-EIGHT

**MICHÈLE EMOND**

Montréal, Québec

"(...) I admit that if I could no longer watch classic films in their original languages on TFO, I would cancel my cable subscription, because TFO is the most brilliant jewel in Canadian television — thank you for existing!"

#### CRTC MESSAGE OF SUPPORT

### A HUNDRED AND EIGHTY-SIX

**BENOÎT TRUDEL**

Ottawa, Ontario

"(...) I especially like the possibility of watching numerous films from a variety of countries, and in many cases, masterpieces of international film. The viewing experience that TFO offers has no equal in English-language television channels — whether Canadian or American. Thank you for your excellent work!"



**LE CINÉMA QUI VOUS ALLUME**

My Sweet Pepper Land | Hiner Saleem avec Golshifteh Farahani

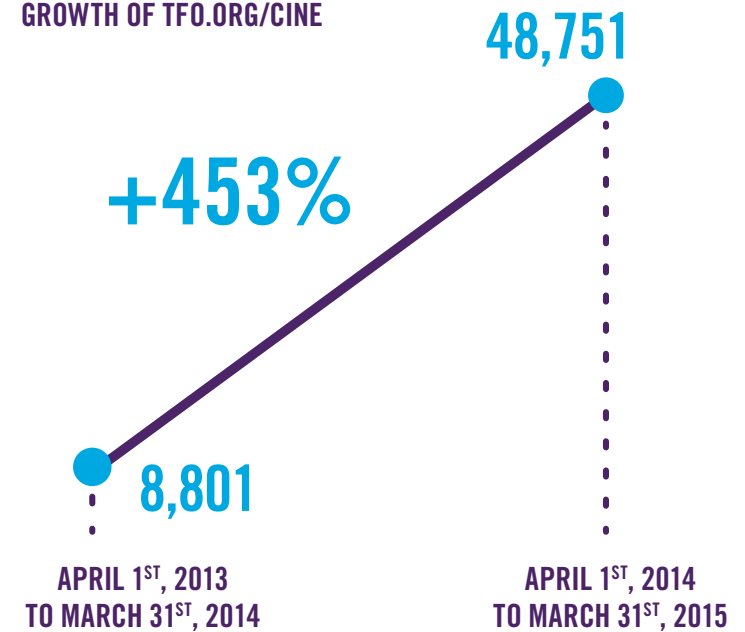


# A DAILY CINEMATIC RENDEZ-VOUS AT 9 P.M.

## FROM MONDAY TO SATURDAY MOTION PICTURES PROGRAMMED BY GENRE AND BY CYCLE

- Homages and retrospectives of the greatest filmmakers (Abbas Kiarostami, Gilles Carle, Maurice Pialat, Krzysztof Kieslowski, Jacques Tati, etc.).
- Television series (Berlin Alexanderplatz by Rainer Werner Fassbinder, Le Décalogue by Krzysztof Kieslowski, Les lignes de Wellington by Valeria Sarmiento, Scènes de la vie conjugale by Ingmar Bergman, etc.).
- French-language films subtitled in English for francophiles, and English-language films subtitled in French.
- Homages to contemporary Canadian filmmakers (Denis Côté, Guy Maddin, Sarah Polley, Catherine Martin, etc.).
- International films in their original languages, subtitled in French.
- Long and short films: auteur films and classic films.
- Docufictions intermixing documentary and historical re-enactment elements (Champlain's Dream)
- Exclusive interviews with international filmmakers and actors.

### GROWTH OF TFO.ORG/CINE



### CRTC MESSAGE OF SUPPORT

## EIGHT HUNDRED AND FOUR ROCK DEMERS

President, Les Productions La Fête,  
Montréal, Québec

"What to say about the place made for culture in general – and music and film especially? For a Canadian film lover, there is no better channel to tune into than TFO. Of all the channels out there, it's truly at TFO that one finds the best film programming. Isn't that incredible?"



## NEW FRENCH-CANADIAN MUSIC ESSENTIALS

The BRBR Web Platform, Groupe Média TFO's music series, showcases emerging Francophone, francophile, and Canadian artists. With a number of agreements signed with new partners (including AOL, La Presse, MSN, VOIR, and NOW), BRBR is even more present on external platforms, offering increased visibility to artists. For the next broadcast season, BRBR will go on a roadtrip across Canada, meeting Canadian artists and their fans along the way. On television and on the web, BRBR will share performances, interviews, blogs and travel tales to shine a light on creative talents from all corners of Canada.

**520** BLOG POSTS

**326** SESSIONS AND  
MUSIC VIDEOS

**39** PROGRAMS

### CRTC MESSAGE OF SUPPORT

## FIVE HUNDRED AND FIFTY-FIVE

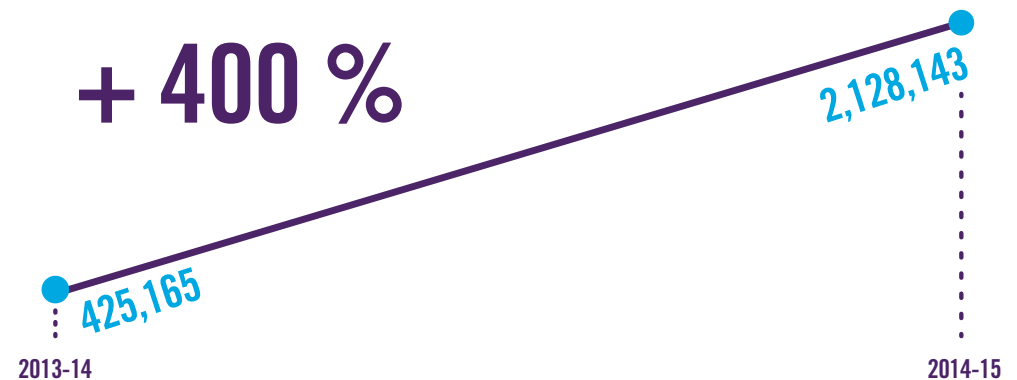
KARYNE LEFEBVRE

Laval, Québec

"TFO offers quality Francophone television. (...). TFO shines and goes completely unrivaled. (...). It constantly strives to accurately represent diverse ethnic communities and highlight Franco-Canadian culture (I'm thinking specifically of the program BRBR, once one of the only television broadcasting platforms for Francophone music in the country)."

### YOUTUBE.COM/BRBRTFO

**+ 400 %**



# DEVELOPMENT AND INNOVATION

## AUDIENCE GROWTH

**\$138,758**

ADVERTISING REVENUE IN  
2014-2015

## CONTENT DISTRIBUTION

**\$ 2,689,867**

IN CABLE DISTRIBUTION REVENUE IN  
2014-2015

**“WE WORK TO ENHANCE OUR CONTENT  
IN ORDER TO ENSURE EASY ACCESS FOR  
THE WIDEST POSSIBLE AUDIENCE.”**

**JULIE GAUVIN,**

Chief Development and Innovation Officer

#### CRTC MESSAGE OF SUPPORT

### A HUNDRED AND NINETY-NINE

**MARC BEAUDET**

President, Turbulent

"TFO's growth is good news for the digital industry of independent transmedia producers. TFO is an organization that believes in the importance of digital and has implemented numerous major strategic initiatives. TFO is an example for the Canadian television industry, which lags behind in including digital technologies in the entertainment it offers. (...) Canadian digital companies find in TFO a thorough and innovative partner [that contributes to] reinforcing the development of key transmedia expertise in Canada."

#### CRTC MESSAGE OF SUPPORT

### EIGHT HUNDRED

**CAROL JOLIN**

President, Association des enseignantes et  
des enseignants franco-ontariens (AEFO)

"Groupe Média TFO is a known reference for educational and innovative Francophone content for children. An avant-garde player in the field of digital learning, Groupe Média TFO has experienced record commitment rates on a global scale with regards to its educational content for children. The TFO channel, Mini TFO, and Edululu (the first online evaluation and ranking service for educational apps in French and English) are some of Groupe Média TFO's offered services."

# EDULULU

Launched in April 2014, Edululu is a web application intended for parents and educators; Edululu is the first public service that offers assessments of educational applications available in Canada on iOS and Android. Edululu is the Canadian reference for French- and English-language educational applications for 2- to 17-year-olds.

Edululu assessments are conducted by a team of independent experts comprising educators, parents, ergonomists, and web designers and developers. Together, they assess, grade, and comment on new educational applications available on the market.

EDULULU.ORG

**92,996** SINGLE VISITS

**350,841** PAGE VIEWS

**OVER 6 MILLION**

CANADIANS SIGNED UP DURING THE EDULULU  
LAUNCH CAMPAIGN IN APRIL 2014

**20** EXPERT ASSESSORS

**850** APPLICATIONS ASSESSED

**19** ARTICLES IN THE MEDIA

**500** TWEETS SHARED

 **MAXIME JOHNSON** @MAXIMEJOHNSON

Avis aux parents et enseignants : EduLulu de TFO teste toutes les nouvelles applis éducatives sur iOS et Android [bit.ly/Pn24k6](http://bit.ly/Pn24k6)

 **BENOIT PETIT** @PETITBENOIT

EduLulu : guide d'apps éducatives [edulu.org/fr](http://edulu.org/fr) par @TFOCanada Article de @abfil-  
ion [fr.canoe.ca/techno/chroniq...](http://fr.canoe.ca/techno/chroniq...) [pic.twitter.com/ojOzSGoa68](http://pic.twitter.com/ojOzSGoa68)

 **SIMPLY STACIE** @SIMPLYSTACIENET

Discover Educational Apps for Your Children on EduLulu [sulia.com/c/technology/f...](http://sulia.com/c/technology/f...)

 **BERNIER ET CIE** @BERNIERETCIE

EduLulu, nouveau site testant systématiquement toutes les applications éducatives pour iOS et Android, @maximejohnson à @Bernieretcie 8h40

 **CANOE.CA TECHNO** @CANOETEC

#EduLulu : trouvez les meilleures applis éducatives pour enfants [bit.ly/1rgrVlx](http://bit.ly/1rgrVlx) #TFO

 **NETPUBLIC** @NETPUBLIC

EduLulu: Nouveau guide d'applications mobiles éducatives: 300 applis sélectionnées [ow.ly/w5Cj6](http://ow.ly/w5Cj6) [pic.twitter.com/4gnJPzB4fl](http://pic.twitter.com/4gnJPzB4fl)

 **BRUNO GUGLIELMINETTI** @GUGLIELMINETTI

EduLulu : trouvez les meilleures applis éducatives – [fr.canoe.ca/techno/chroniq...](http://fr.canoe.ca/techno/chroniq...)

 **ADNEWS.COM** @ADNEWS.COM

Groupe Media TFO @TFOCanada launches EduLulu #edululu [adnews.com/32666#.U1Z6TZm...](http://adnews.com/32666#.U1Z6TZm...)

 **MOMMY CONNECTIONS** @MOMMYCONNECTION

Looking for educational apps for your kids? Check out EduLulu @TFOCanada [ow.ly/wg2on](http://ow.ly/wg2on)

 **MARTINE GINGRAS** @BANLIEUSARDISES

Vraiment bien! "@TFOCanada: #EduLulu flaire les meilleures #applis éducatives [edululu.org](http://edululu.org) #parents [ow.ly/i/5fSa4](http://ow.ly/i/5fSa4)"





## A Bilingual Conference

2<sup>ND</sup> EDITION, FEBRUARY 18, 2015

- More than 227 participants were invited to reflect on new learning opportunities as well as relevant pedagogical practices, bearing in mind new realities of the technological landscape.
- A meeting place for representatives from the worlds of education, educational content producers, and new technological tool creators.
- An opportunity to maintain the richness and diversity among these three groups who invest and contribute to the development of digital education.
- The involvement of school boards, with the support of the Ontario Ministry of Education.



### CRTC MESSAGE OF SUPPORT

## HUIT CENT VINGT-TROIS

**RONALD CANUEL**

President and CEO,  
Association canadienne  
d'éducation

"The CEA shares with TFO a mutual commitment to support teachers and students in minority linguistic communities in Canada. I had the pleasure of meeting TFO's Board, and of speaking at the 2015 Les Tablettistes conference. I am impressed as much with the quality of the learning products as the leadership, in terms of digital content that capitalizes on technology to enlarge potential learning experiences in our target audiences."



"My sincere congratulations once again, for the success of the Tablettistes! I learned a great deal and returned to the office full of ideas and projects."

**SELMA TOPRAK, CONSULATE  
GENERAL OF FRANCE IN TORONTO**

"I greatly enjoyed the event and was impressed by the level of professionalism demonstrated by the Groupe Média TFO team."

**DONALD IPPERCIE, PRINCIPAL,  
GLEDON COLLEGE**

"The best event of all!"

**EDUCATION AND NEW TECHNOLOGIES CONSULTANT,  
MINISTÈRE DE L'ÉDUCATION, DU LOISIR ET DU SPORT**

"The day's lessons were invaluable.  
Thank you!"

**CAMILLE HEMMING, PRODUCER,  
ACCESSIBLE MEDIA INC.**



" You did a great job hosting a first-class event. "

**ROB HENDERSON, PRESIDENT  
AND CEO, YCONIC**

# PRODUCTION, TECHNOLOGIES, AND INNOVATION

"Being able to find appropriate solutions within our work environment and production capacity."

**CHRISTIANE SCHER,**  
**VICE-PRESIDENT AND CHIEF OF OPERATIONS**

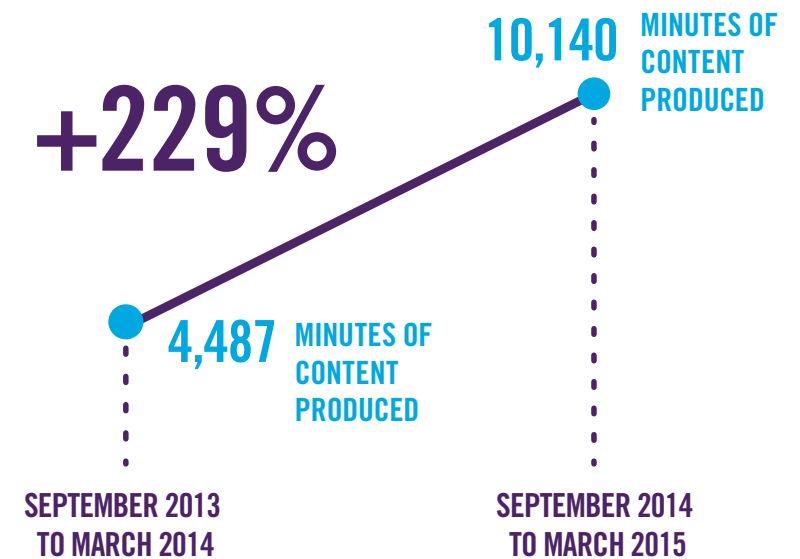
Through its new operational model implemented over the course of 2014-2015, TFO increased its production capacity by defining new practices. Work teams developed new ways of doing things and created custom processes to offer the public an increased number of products that meet their needs.

# 2<sup>nd</sup> PLACE WORLDWIDE

## TFO'S NEW PRODUCTION ECOSYSTEM

In September 2014, the TFO model received an award at the IBC Innovation Awards in Amsterdam, and earned 2<sup>nd</sup> place internationally for its content production

### CONTENT PRODUCED IN 2014-2015



# OUR TALENT

"Promoting the talents of our internal collaborators – our priority in 2014-2015."

**MARION BONAFOS,  
HUMAN RESOURCES DIRECTOR**

"Ensuring that the company's growth matches up with our efforts to recognize talents , the right context to foster creativity in a positive work environment."

**CHRISTIANE SCHER,  
VICE-PRESIDENT AND CHIEF OF OPERATIONS**

# LE DI -VAN

## THE EMPLOYEE RECOGNITION PROGRAM

Dedicated to the acknowledgement of employee creativity and engagement, Groupe Média TFO's first employee recognition program was launched in March 2015. The program is focused on three primary axes: information, engagement, and talent recognition, and publishes information of interest to all employees.

## OPTIMIZING INDIVIDUAL STRENGTHS

In 2014-2015, a new performance appraisal process was implemented for all employees, across the board. Employees can benefit from individualized coaching in order to promote their strengths while benefiting, if necessary, from an adapted training plan. The new model is the result of a fruitful collaboration with the two unions, UNIFOR and GCM, and the Human Resources Department.

## TRAINING

Employee training requests were integrated into a global training plan adapted to the needs of each of TFO's sectors.

**2085**

HOURS OF TRAINING

**152 TRAINING SESSIONS**

IN 2014-2105

## RECRUITMENT

In 2014-2015, Human Resources recruited 48 professionals to fill permanent and contractual positions — a number that represents a quarter of its employees. In order to accomplish this, Human Resources placed emphasis on its dissemination networks, such as its website and LinkedIn platform, and also developed partnerships with (among others) post-secondary institutions such as College La Cité, in order to support the next generation of workers.

## THE ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT

Given the entry into force of the Law, Groupe Média TFO established a working group to develop procedures, policies, and accessibility standards to be implemented in 2015-2016.

# 2015 EMPLOYEE RECOGNITION PRIZE

The Employee Recognition Prize, now in its third edition, was created to recognize longstanding employees and highlight the value of their long-term work and engagement over the years. Three employees were also celebrated by their peers for their work, team spirit, and initiative.

## SENSE OF INITIATIVE AWARD

**Isabelle Lemay**  
Associate Producer-Director

## AWARD OF EXCELLENCE

**David Manga-Ebengue**  
Principle Mail Clerk

## TEAM SPIRIT AWARDS

**Hélène Chaland**  
Educational Resource Agent,  
TFO Éducation

## 20 YEARS AT TFO!

**James Poll**  
Editor

**Lisa Laforest**  
Technical Director

## 15 YEARS AT TFO!

**Alexandre Brûlé**  
Technical Producer

**Empyreal Palmer**  
Editor

**Nadine Dupont**  
Executive Producer

## 10 YEARS AT TFO!

**Carole Milon**  
Designer, Television Production

**Donna Dudinsky**  
Senior Officer, Copyright & Clearances

**Éric Minoli**  
Chief Technology Officer

**Stephen Maynard**  
Acquisition Agent

## 5 YEARS AT TFO!

**David Carbert**  
Mini TFO Producer-Director

**GROUPE MÉDIA**

**TFO**

Groupe Média TFO has been extremely successful at seizing digital opportunities and bringing avant-garde educational and cultural content to all platforms, targeted at Francophones and francophiles in Canada. We could not do it without the talented and persevering team that has helped us elevate our products to the top tier, side by side with the industry's greatest.

We will continue to work hard to make sure our expertise and leadership keep us at the forefront of producing content as a public educational media outlet in a francophone setting. We will maintain our focus on digital optimization and innovation as we implement our strategy, never straying from the objective of helping French Canadian language and culture thrive, here and everywhere else in the world.

# ANNUAL REPORT 20<sup>14</sup><sub>15</sub>

