

GROUPE MÉDIA

**TFO**

**PROUDLY EDUCATIONAL,  
PROUDLY FRANCOPHONE**

# **ANNUAL REPORT**

Groupe Média TFO 2019-2020

**Ontario**



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# INTRODUCTION

## Message from Carole Beaulieu

### What a year!

We never could have thought that we would need to pull together and show so much creativity and innovation on such short notice. COVID-19 called for a radical readjustment of our daily lives, starting with our family and professional lives. We are already seeing the changes it has brought on. The relationship between citizens, producers and broadcasters has transformed. Consumers can browse content wherever they wish, whenever they wish, on the platform of their choosing, at a speed unlike any ever achieved before. And we must deal with the new reality of how many different types of media exist if we want to make our content increasingly accessible to the greatest number of people.

At Groupe Média TFO, our passion for our mandate and company mission inspires us, every day, to adapt to situations like the one created by COVID-19. By integrating these new innovative approaches, we will consistently express the public value of our content in relation to the movements of the 4th Industrial Revolution.

The major societal debates that occupy the media today are new factors prompting us to review our role with additional vigilance and discipline. We are living in new times; a new era has begun. In this new context, our content must be the vehicle of our public values.

# INTRODUCTION

## Message from Carole Beaulieu

Knowledge is inseparable from critical thinking, and the development of skills such as communication and problem-solving have become essential. Everywhere in the world, the 4th Industrial Revolution, the digital, data and artificial intelligence revolution, is transforming not only learning methods, but also their purpose. Of course, COVID-19 teaches us this every day.

We are confident that Groupe Média TFO's expertise in producing educational and cultural content and its technological innovation will support this new direction. The content made by Groupe Média TFO conveys essential skills, values and abilities to help young audiences grow up and become enlightened world citizens. TFO's French-language programming is aligned with the priorities of Ontario's Ministry of Education and supports children and teens in building their identity, especially as Francophones in a minority setting.

The Board of Directors would like to thank the Ministry of Education for its continued support these past few months. It similarly thanks its partners in the Ontarian and Canadian Francophonie. The Board also wishes to send a message of encouragement and congratulations for the remarkable work accomplished by TFO's teams in this unusual time. Finally, our warmest thanks go to Éric Minoli, General Manager and Chief Operating Officer, who led the company through these changes with tact and efficiency.

Carole Beaulieu, Chair of the Board, Groupe Média TFO

# STRATEGIC SUMMARY

## By Éric Minoli

The year 2019-2020 began with the launch of Groupe Média TFO's new strategic plan emphasizing its role as a catalyst of the French fact. The public media company with an educational vocation prepared to launch its proximity strategies among its audiences, in order to meet its five (5) strategic objectives:

- Amplify and enrich partnerships with school boards and other education organizations to implement the ALP and foster the development of the Franco-Ontarian cultural identity.
- Through our content and services, be a driver of the French fact for Ontarian society, in Canada, and internationally.
- Position our services and content to support more learners, educators and parents in acquiring employability skills.
- Create collaborative, creative spaces for Francophones and Francophiles which encourage the acquisition of employability skills.
- Develop and adapt a new, effective and sustainable business model.

Then, in the fall of 2019, Groupe Média TFO, "Proudly Francophone, Proudly Educational", celebrated its billion cumulative views on all its YouTube channels alongside the Franco-Ontarian community and its partners in the political, educational and cultural sectors. This is a pivotal step in expanding TFO's reach to Francophone and Francophile audiences in Ontario, Canada and elsewhere.

Then, in March 2020, the threat of coronavirus suddenly appeared. The COVID-19 pandemic is announced. Groupe Média TFO demonstrates its agility and expertise in digital propulsion. It launches its Le Camp TFO en famille initiative, presented by IDELLO, for parents, teachers and students. Its multi-channel deployment multiplies the company's distribution power and reaches more homes. Simultaneously, its television, Web, social media and YouTube platforms served our audiences and broadcast content selected for the duration of the pandemic. The initiative reached up to 3 million people during the first month of containment.

# STRATEGIC SUMMARY

## By Éric Minoli

TFO's content stood out. Congratulations are in order. ONFR+, TFO's public affairs, culture and society franchise, is acclaimed and received several awards and nominations for its remarkable coverage. TFO's productions reinvented themselves and found new production methods to capture the attention of online audiences. TFO organized events to bring communities together, including the Bal Démasqué with Radio-Canada, a special evening to celebrate the graduation of thousands of students across the province who had been deprived of the traditional ceremony.

Meanwhile, among internal collaborators, TFO setup its new data technology ecosystem and created its own algorithm to measure its presence in the Francophonie, using an impact score, all while realigning its digital fleet to support the power demanded by a fast-moving market. TFO's internal culture is also being transformed, supported by a new internal communications system that promotes collaboration and the diversity of viewpoints.

Also during the year, a new working committee was formed to create new business opportunities by leveraging our strategic partnerships, particularly to create new synergies with the private sector. The New Revenue Streams and Philanthropy program

was created to stimulate the company's efforts to diversify revenue streams and support its sustainability.

For its part, the Ministry of Education readjusted its approach and invited its media partners, TFO and TVO, to collaboratively support the mandatory adaptation of the education system for the coming months of the pandemic. This vision also extended the reach of TFO's educational content to Ontario students.

Faced with this new dimension of opportunities, Groupe Média TFO reiterated its commitment to the Francophone and Francophile communities of Ontario and Canada. It is committed to paving the way for this new phase of digital learning.

In this annual report, you will find an overview of this very particular year, details of the initiatives undertaken by Groupe Média TFO, and our measures of success.

Enjoy your read!

Éric Minoli, Chief Operations Officer, Groupe Média TFO

# OUTREACH

## Awards and Recognitions

### AWARDS (4)

#### **HILLMAN AWARD 2020**

Category: Honourable Mention

Winner: ONFR+, “Les accents” series

Producer: Gisèle Quenneville

#### **W3 AWARDS 2019 - SILVER**

Category: Branded Entertainment-Not-for-Profit for Video

Winner: TFO Philanthropy

Producer: Groupe Média TFO

#### **GÉMEAUX AWARDS 2019**

Category: Best Youth Animation Series or Show

Winner: L’agent Jean : comment sauver le monde en 90 secondes

Producer: ToonDraw

#### **EXCELLENCE AWARD 2019 - Alliance Média Jeunesse**

Category: Best Interactive Content – Preschool

Winner: Les copains carlins

Producer: Little Engine Moving Pictures

# OUTREACH

## Awards and Recognitions

### RECOGNITIONS

#### KIDSCREEN AWARDS 2020

Category: Programming: Best one-off special (tweens/teens)

Nomination: FLIPPONS 2018

Producer: Fabienne L'Abbé

#### GÉMEAUX AWARDS 2019

Category: Best Youth Animation

Nomination: Pascal Boyer for FLIPPONS 2018

Producer: Fabienne L'Abbé

#### EXCELLENCE AWARD 2019 -

##### Alliance Média Jeunesse

Category: Best Televised Series:  
Commitment, open-mindedness and respect

Nomination: FLIP, l'algorithme

Producer: Fabienne L'Abbé

#### SOIRÉE SAPHIR 2019

Category: Professional of the Year  
(Franco-Ontarian Foundation)

Nomination: Fabienne L'Abbé

#### AFO RECOGNITION AWARD

Category: Franco-Ontarian Horizon

Nominated: ONFR+

Producer: Gisèle Quenneville

#### GÉMEAUX AWARDS 2019

Category: Best Youth Fiction Series  
or Show: 12 years and under

Nomination: Les Sapiens

Producer: Pixcom

# OUTREACH

## Awards and Recognitions

### **GÉMEAUX AWARDS 2019**

Category: Best Female Lead: Youth Series

Nomination: Les Sapiens

Producer: Pixcom

### **EXCELLENCE AWARD 2019 -**

#### **Alliance Média Jeunesse**

Category: Best Live Action Show -  
Preschool

Nomination: Les copains carlins

Producer: Little Engine Moving  
Pictures

### **INTERNATIONAL YOUTH AWARD**

Category: 7 – 10 Years Non-Fiction

Nomination: On Fête Ensemble

Producer: Balestra, TFO co-  
production

### **INTERNATIONAL YOUTH AWARD**

Category: Up to 6 Years Non-Fiction

Nomination: Les copains carlins

Producer: Little Engine, TFO co-  
production

### **SOIRÉE SAPHIR 2019**

Category: Female Personality of the  
Year (Franco-Ontarian Foundation)

Nomination: Carole Nkoa

# ABOUT GROUPE MÉDIA TFO

## Mandate

The mandate of OFLECA/OTELFO is to encourage permanent learning in Ontario by offering quality, French-language educational programming services through television, new media and other communication technologies. Permanent learning means the continuous acquisition of skills and knowledge that are essential to employability and personal growth. In partnership with district school boards and other French-language education organizations and agencies, OFLECA/OTELFO creates and supports a Centre for excellence in permanent learning, thereby expanding the selection of flexible and high-quality programs accessible to learners of all ages. The OFLECA/OTELFO may enter into agreements, including funding agreements with third parties, in accordance with Articles 6 and 10 of the Ontario French-language Educational Communications Authority Act of 2008. MEO Terms of Reference - TFO Business Plan 2015-2018

# MISSION, VISION, VALUES

## 1. MISSION

Groupe Média TFO is an essential educational and cultural partner to develop employability skills in French. It offers learners of all ages, parents and educators stimulating experiences and award-winning content, at the cutting edge of digital learning. Proud of its public heritage, TFO celebrates the French fact in Ontario and beyond.

## 2. VISION

Be recognized as a Francophone partner of choice in transforming education to help make Ontario and Canada more competitive in the era of the 4th Industrial Revolution

## 3. VALEURS

- RESPECT
- LEADERSHIP
- CREATIVITY AND INITIATIVE
- INNOVATION
- AMBITION

# THE BOARD OF DIRECTORS

**Carole Beaulieu**

Chair of the Board (Toronto)

Member since June 26, 2013.

Her appointment ends January 4, 2021.

\*1-M, 2-M

**Carole Myre**

Administrator (Orléans)

Member since April 18, 2012.

Her appointment ends December 31, 2021.

\*2-M

**Donald A. Obonsawin**

Administrator (Ballantrae)

Member since December 17, 2013.

His appointment ends December 16, 2020.

\*1-M, 2-M, 2-C

**Marie Larose**

Administrator (Toronto)

Member since May 27, 2015.

Her appointment ends December 31, 2021.

\*1-M, 2-M

**Bernard Roy**

Administrator (Orléans)

Member since November 30, 2016.

His appointment ends December 11, 2020.

\*1-C

**Dominique O'Rourke**

Administrator (Guelph)

Member since December 31, 2018.

His appointment ends December 30, 2021.

\*1-M, 2-M

**Maxim Jean-Louis**

Administrator (Sudbury)

Member since February 14, 2020.

His appointment ends February 14, 2023.

**Kip Daechsel**

Administrator (Toronto)

Member since November 23, 2016.

His appointment ended November 22, 2019.

\*2-M

**Jean-Jacques Rousseau**

Administrator (Toronto)

Member since November 16, 2016.

His appointment ended November 15, 2019.

\*2-M

**Michel Paulin**

Administrator (Callander)

Member since May 18, 2016.

His appointment ended May 17, 2019.

\*2-C

Board secretaries during this period:

- Isabelle Paquet
- Laurence Dutil-Ricard

\*Board of Directors Committees

1. Governance and Human Resources Committee
2. Finances and Verification Committee

M: Member

C: Committee Chair

*The full amount of remuneration paid to members of the Board of Directors (including the Chair) during 2019-2020 totals \$19,950. This amount matches the remuneration recommended by the Lieutenant-Governor in Council.*

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*Total fees paid to Carole Beaulieu, chairwoman in 2019-2020: \$6,650*

# THE MANAGEMENT TEAM

**Julie Caron**

Chief Digital Learning Officer

**Manuelita Cherizard**

Chief Talent Development Officer

**Nadine Dupont**

Chief Content Officer

**Lisa Larsen**

Chief Finances and Control Officer  
(until June 2019)

**Éric Minoli**

Chief Operations Officer  
Vice-president and Chief Operations Officer  
(until September 2019)

**Carole Nkoa**

Chief Marketing and Communications Officer

**Glenn O'Farrell**

President and Chief Executive Officer  
(until August 2019)

**Michelle Séguin**

Chief Financial Officer  
(as of June 10, 2019)

# CHAPTER 1

TFO'S RESPONSE TO  
SCHOOLS CLOSING -  
COVID-19 SPECIAL

# SPECIAL COVID-19

## Working from Home: TFO Listens to its Teams

In the wake of the government's announcements, Groupe Média TFO applied the security measures prescribed for the new working conditions, and appointed an internal working committee on the matter of COVID-19.

### CHRONOLOGY OF ACTIONS AND HIGHLIGHTS

- A COVID-19 working committee was set up immediately in the wake of the news to establish an agile, phased development plan aligned with government guidelines and to orchestrate telework and accommodate the specific needs of employees.
- Teleworking was set up in less than 48 hours and teams could continue their work.
- Continuous information cells were created and provided by Talent Development, which responded to all situations.
- A return-to-work plan was prepared and updated as the situation evolved.
- The three priorities for return to work : (1) the configuration and reorganization of physical premises, (2) new occupational health and safety rules, and (3) travel conditions, particularly for filming.
- Mechanisms were put in place to foster team cohesion at a distance
- Solutions were proposed to provide support to employees in dealing with isolation and the impact of confinement on mental health.
- Positive reported internal satisfaction rate: 88% of TFO employees are able to do all their work remotely. Generally speaking, the telework experience is well evaluated, at an average of 4.76/5.

# SPECIAL COVID-19

## Being There for Francophone and Francophile Families: Le Camp TFO en famille

Less than 48 hours after the closing of schools, Groupe Média TFO was introducing Le Camp TFO en Famille, an initiative implemented to support Francophones and Francophiles across Ontario and Canada while schools are closed.

Hosting a program of learning activities and fun, educational, quality-certified content, TFO's renowned platforms, such as its TV channel, IDELLO.ORG and BOUKILI.CA, offered handy and effective tools for the whole family during the entire length of the COVID-19 pandemic.

At the heart of Groupe Média TFO's initiative, and in order to support parents in the best possible way, the IDELLO.ORG platform, which already includes nearly 12,000 educational resources, offered intelligent, fun, reliable and safe content collections for all ages.

With its digital presence of over 2 million subscribers and 25 social media accounts, TFO also helped those resources be more accessible to a greater number of parents and teachers, no matter where they are, which was a priority concern in that period of social distancing.

"In difficult situations such as the one we are all facing, it is important to offer a gesture of solidarity to help families navigate the new daily life they will need to adopt over the next few weeks. We wanted TFO to remain supportive of Francophone and Francophile parents, children and teachers across Canada in a useful, effective way."

- Eric Minoli, Chief Operations Officer.

"In the spirit of mutual aid, we immediately made access to IDELLO.ORG free during this critical time. The idea of Le Camp TFO en Famille is simple: support parents as naturally as possible by offering brand new programming every day. By integrating learning activities at home with as much simplicity as possible, we wish to foster joyous, bonding moments for all families."

- Julie Caron, Chief Digital Learning Officer.

# SPECIAL COVID-19

## Being There for Francophone and Francophile Families: Le Camp TFO en famille

### *Agility: the Strength of Camp TFO en famille*

Every day, TFO offered its audiences a series of ideas, tips, specific educational files and resources on well-being and relaxation. In short, videos, digital books, games, applications and other edutainment activities from TFO were offered through tweets, Facebook publications and other quick and immediate means of sharing to continue learning at home, in complete serenity, as a family.

### **On TV**

To provide more information about our broadcast educational programs, TFO's schedule was adapted to ensure that parents and their children would have access to a selection of our best educational content.

### **IDELLO.ORG**

By creating their profile, parents could discover a new selection of educational content every day, customized to their needs and sorted into themes according to the learning activities they were looking for.

### **BOUKILI.CA**

Boasting a virtual library of some hundred original ebooks, Boukili, now available for free on the computer, on tablets and for your smart speakers, was largely consulted by parents who wished to support their children ages 4 and up as they learned how to read in French.

The content made by Groupe Média TFO conveys essential skills, values and abilities to help young audiences grow up and become enlightened world citizens. TFO's French-language programming is aligned with the priorities of Ontario's Ministry of Education and supports children and teens in building their identity, especially as Francophones in a minority setting.

Through its quality productions that convey exemplary values for all families, Groupe Média TFO wishes to become a driver of the French Fact across Ontario, Canada and the world.

# BIG RESULTS

## Employee Survey

After closing its offices on March 17, 2020 and following the first weeks of social distancing and telework, Groupe Média TFO wanted to speak to each of its employees in order to continue supporting them and improve their home office environment. This survey also ensured the company could maintain its excellence by adapting its collaboration methods as needed.

A short survey invited employees to share their experiences, thus getting a better idea of how they were experiencing the change, both in the way teams worked and collaborated, and in their perception of the new reality.

Nearly a hundred people shared their comments and their telework situation. On average, the telework experience was evaluated at a rating of almost 4.8/5.

88% of employees responded that they were able to perform their work from home (11% partially, 1% not at all).

The most common workspace consisted of a laptop, monitor, mouse, desk and chair.

The most positive impact for Groupe Média TFO teams (75% of respondents) was the drastically reduced travel time and costs. The biggest challenge (45%) was the lack of physical activity, followed closely by social isolation (42%).

# BIG RESULTS

## Salient Figures from the Camp TFO en Famille Campaign (March 17 to April 14)

### CONTRIBUER À LA CONTINUITÉ DES APPRENTISSAGES À LA MAISON

- Campaign: Nearly 3 million people reached
- Engagement rate (content satisfaction indicator): between 5% and 17% (compared to 2% before the campaign)
- TV PROGRAMMING: 129% increase in our March 2020 viewing rates compared to our March 2019 viewing rates

### IDÉLLO et BOUKILI

- 5M page views, i.e. +700% compared to the same period in 2019
- Including more than 300K books read on Boukili
- 580K sessions
- +530% compared to the same period in 2019
- Peak of 22K sessions on March 23, 2020

# CHAPTER 2

## EDUCATIONAL

TFO'S CONTENT SHINES  
LIGHT ON ONTARIO

# TFO'S FOOTPRINTS

## Groupe Média TFO Footprint and Understanding of its Audiences

Groupe Média TFO is a model of success among public media companies. It has transformed itself, moving into new Web technologies and spaces. By seizing every opportunity offered by digital innovation, Groupe Média TFO now distributes its content to every single one of its audiences, in Ontario and beyond. These efforts to conquer new markets allow us to participate actively in the expansion of the Francophonie, both in minority communities and around the world.

Although only 4% of the content on the Web is in French, Groupe Média TFO is committed to strengthening this presence by serving all Francophones and Francophiles, particularly those living in minority situations, both in Canada and abroad.

*In a spirit of continuous growth, Groupe Média TFO is expending great efforts to make its content, innovations and platforms known to as many people as possible. New audiences, product development and outreach efforts are already planned to ensure that the company remains a driver of creativity and innovation in a knowledge-based economy, for the benefit of children, teens, the Francophonie and Ontario itself. -*  
Éric Minoli, Chief Operations Officer

# TFO'S FOOTPRINTS

## TFO celebrates one billion views

“Proudly educational, proudly Francophone”, Groupe Média TFO continues its digital transformation with one billion views on YouTube by the end of 2019.

This milestone achievement once again confirms the company's leadership role in digital education and its position as a major player of Francophone content broadcasting on the Web. Since launching its first channels in 2010, Groupe Média TFO has continued to increase its digital presence through its YouTube network, which now features 22 channels. The strategy has already paid off, with two YouTube awards, including a Silver Play Button for Mini Dorémi and a Gold Play Button for Mini ABC.

This success was celebrated with the community at a public event in the Toronto studios of Groupe Média TFO with Ms. Carole Beaulieu, Chair of the Board of Directors of Groupe Média TFO, the Honourable Stephen Lecce, Minister of Education of Ontario, and the Honourable Caroline Mulroney, Minister of Transportation and Francophone Affairs of Ontario.

During the event, students and representatives of the Francophone community also had the opportunity to speak or exchange views with the ministers and visit the Virtual World Laboratory (LUV), a new-generation 3D virtual studio that is unique in North America and custom-designed by Groupe Média TFO.

## TFO celebrates one billion views

*“We owe this success to the vision and talent of our teams and collaborators, as well as their innovation, which Groupe Média TFO values greatly. This is the work of many years of analysis and effort to better understand how children explore their digital world and how we can better support them. We are extremely proud of this achievement.”*

*- Carole Beaulieu, Chair of the Board of Directors, at an event celebrating the milestone for Groupe Média TFO’s YouTube channels.*

*“We are proud of the work of our partners in promoting French-language education for the benefit of students and their families. We applaud Groupe Média TFO for creating high-quality digital educational content that inspires children in Ontario and around the world. Congratulations, Groupe Média TFO, for taking such an impressive step. I wish you every success in reaching your next billion views.”*

*- The Honourable Stephen Lecce, Minister of Education*

*“This remarkable achievement illustrates the creativity and dynamism of Groupe Média TFO’s team, demonstrating the extraordinary reach of its media productions in Ontario, Canada and around the world. By broadcasting Franco-Ontarian content around the world, Groupe Média TFO raises the profile and visibility of Ontario’s Francophonie everywhere. My most sincere congratulations to all those who have made it possible to reach this milestone.”*

*- The Honourable Caroline Mulroney, Minister of Transportation and Minister of Francophone Affairs*

To mark this pivotal moment, Groupe Média TFO launched the “Proudly Educational, Proudly Francophone” campaign alongside the Honourable Stephen Lecce, Minister of Education, and the Honourable Caroline Mulroney, Minister of Francophone Affairs. This campaign promoted Groupe Média TFO’s many creations: educational and cultural content in French for the whole family and the field of education.

NUMBER OF VIEWS AS OF MARCH 31, 2020\*:

**1.4 billion**

NUMBER OF SUBSCRIBERS AS OF MARCH 31, 2020\*:

**2.3 million**

*\*for all TFO channels*

# TF0.ORG

## A platform with over 12,000 pieces of content on demand for the whole family

TF0.org, an intuitive and fully accessible platform (compliant with the AODA — Accessibility for Ontarians with Disabilities Act), offers a catalogue of free educational and cultural resources for all ages, with over 6,000 of them targeted to children aged 2 to 6.

Discovery is limitless with videos, films and shorts, series, games, mobile apps, colouring... There is something for everyone at TF0.org!

# OUR APPS

## A catalogue of free apps to learn while having fun

### Minivers

- Critical thinking and problem solving
- Innovation, creativity and entrepreneurship
- Learning to learn, self-awareness and independent learning

With the MINIVERS application, children create their own stories featuring their favourite characters from the series. Josée, Lexie, Christopher and their friends — Mamie Gâteau, Yéti, Monsieur Gédetou, Bisbille and Xux — help 4 to 7 year-olds develop their creativity. Children choose characters, landscapes, music and sounds to create worlds they recognize! They can also have fun with mini-games and collect mini-money to unlock new elements to enrich their stories.

### Carte postale d'Amélie et Compagnie

- Innovation, creativity and entrepreneurship
- Communication

Just like India, Amélie's aunt, young fans of Amélie et compagnie can create their own custom “postcards” to send to their friends and family! Using this creative app, they can take their own photos, dress up the people in the photograph with accessories, add fun stickers and draw or write a message.

# OUR APPS

## A catalogue of free apps to learn while having fun

### MaXi Créateur BD

- Critical thinking and problem solving
- Innovation, creativity and entrepreneurship
- Learning to learn, self-awareness and independent learning
- Collaboration, mutual help and leadership

All the episodes of the MaXi series are premiered in this application, which also offers young people the opportunity to unlock characters and sets by watching MaXi videos. With MaXi Comic Creator, audience members can create their own comics, participate in the challenges and share their stories with their friends.

### MaXi Écodéfi infini

- Critical thinking and problem solving
- World citizenship and sustainability

With 13 levels to unlock thanks to MaXi characters, players have fun turning cylinders and dodging obstacles as long as possible to get rid of waste! All of the humour and surreal insanity of MaXi condensed into one application!

### Tréma au Canada

Students aged 9 to 12 have fun and learn French with Tréma in Canada! Tréma the yeti and his friends accompany kids during their playful explorations and their discovery of Canada! Three adventures and multitudes of games unlock hidden stories, stimulate users, and trigger their urge to learn.

# OUR APPS

## A catalogue of free apps to learn while having fun

### Charlie et les 5 sens

Accompanied by their friend Charlie, the mischievous little boy from the Mini TFO universe, the children (2-6 years old) discover the senses of sight, touch, taste, smell and hearing, but also the organs associated with them. The intuitive interface application, available in French and English, provides parents and their toddlers with educational games that encourage them to discover and enrich their vocabulary on sensations, as well as activities to explore their environment, all on a backdrop of tolerance and acceptance of others.

### Biblio Mini

Biblio Mini is an interactive and educational application that allows parents to read and tell stories interactively to their children, an engaging activity for toddlers who learn new vocabulary in songs and pictures. Thanks to playful activities (songs, stories and games), children have fun in the company of characters from the world of Mini TFO!

### La Parade des Hipaloulas

After enchanting visitors to the Hipalouparc with their colourful concerts, the Hipaloula tour across Canada and invite children aged 3 to 6 to join them. In the company of Octave and Bémol, children are in charge. As both directors and conductors, children are responsible to organize and lead this memorable musical event! With an original creative activity, children pick sets, floats, and musicians, and even handles scenography. The objective of the application is also to transmit the rules of life and educational notions (sharing, security, mutual aid, etc.) to children through interactive activities and events.

# OUR APPS

## A catalogue of free apps to learn while having fun

### Ouaf Ouaf, Plume et Stan

This is the first preschool program that allows children to interact with their heroes through their touch tablet! Ouaf-Ouaf, Plume and Stan are three friends who have lots of adventures and need the kids to help them make the right choices.

Throughout the viewing, whether live or replayed, children are invited to interact with their heroes by answering their questions on the tablet and helping them progress on their adventure. In each episode, children discover a new story and a new setting. Thanks to the signals that activate the tablet, multiple-choice questions are suggested and children can interact with the characters.

### Motel Monstre - Bouillon Carnaval

It's Bouillon's Carnival! The monstrous carnival is coming to the little village! Kids can visit the booths in the company of Anton, Charles and Kimi in an unpredictable race through a fair that is as sinister as it is fun. In a dizzying race through the booths, 20 morbid and hilarious mini-games are waiting to be discovered, each more disgusting than the last!

### Zoubi Doubi - Lire et jouer

The "Lire et jouer" app invites children aged 2 to 6 to go on adventures with the vehicles from Zoubi Doubi. Among the games available, "Make your own Zoubi" invites children to create their own Zoubi car from a variety of bodies that they can paint and decorate as they wish. "Build Your Zoubi Doubi House" is a puzzle game that asks children to build, paint and decorate a house for Mika and Fiona, two new characters from the second season of the TV series "Zoubi Doubi".

# OUR AUDIENCES PARTICIPATE IN OUR INNOVATION

**Data and Impact Measurement: Aligning with the needs of our audiences to optimize our content offering.**

Through its innovative offer of audiovisual and digital content (namely its 22 YouTube channels, which generated 1.5 billion views to this date), Groupe Média TFO contributes actively to the growth of the Ontarian and Canadian Francophonie. Let's not forget the community includes 10 million speakers, including 2,7 million in minority communities, across Canada.

Groupe Média TFO is one of the major pillars of Franco-Ontarian and Canadian culture. Its commitment to the Francophonie is very clear and its accountability to its audiences and partners is evident.

For the past few years, Groupe Média TFO has been pursuing a digital repositioning, a turn to responsible data use that optimizes its business model. The first step was to create an impact indicator using a pragmatic approach to assess TFO's social accountability with Francophones and Francophiles in Ontario and across Canada. The second step is to develop the index into a Francophonie impact score.

Our model, a company driven by data, is a strategic and operational necessity to survive in a changing environment. While digital measuring is, above all, an essential evaluation tool to assist with decision-making, it is also a powerful instrument to create an efficient and agile model.

# OUR AUDIENCES PARTICIPATE IN OUR INNOVATION

## Our Audience Research and Dialogue Team

To maintain its reaction speed and adaptability to changes in audience behaviour, Groupe Média TFO has developed a research unit within its teams to maintain an ongoing dialogue with our Family and Teacher audiences.

TFO's communities are therefore fully integrated into our creativity process, as they answer our surveys, participate in our focus groups, fill out franchise awareness surveys and contribute to other feedback methods.

The study of audience behaviours divided by niche and aligned by our internal data experts allows us to gather information to improve user experiences. Through these automated platforms, data can be collected in real time and nimbly incorporated into communication and promotional plans, ensuring an anticipated and calibrated approach to market realities.

# OUR AUDIENCES PARTICIPATE IN OUR INNOVATION

**Our difference in the field: TFO creates its own score of impact on the Ontarian and Canadian Francophonie**

To meet one of the objectives of its 2020-2022 strategic plan, TFO has created a Groupe Média TFO Francophonie influence score. It was a way to assess its role as a driver of the French fact for Ontarian society, in Canada, and internationally.

This score measures the evolution of the company's brands and properties in the Francophone space during a reference period where a number of measures (indicators) will have influenced our presence in the Francophonie. Entirely designed by TFO's experts, the algorithm is a combination of more than 150 indicators, harmonized to produce a single performance comparison index.

An impact measurement tool had already been implemented as part of the previous strategic plan to increase the performance of the company's actions. The tool considered the company's digital, educational and Francophone vocation and its contribution to the sustainable development of its target audiences and French Ontario.

# IDÉLLO

## IDÉLLO - An ally for school boards in the digital revolution era

### SALIENT FIGURES

Use of IDELLO by the education community and parents

- At least once a week: 34%
- At least once a month: 59%

#### Surveys

2 surveys conducted in 2019-2020 (in June 2019 and December 2019)

#### Performance indicators

- Number of accounts, for all provinces and roles: 122,977
- Number of teacher accounts, for all provinces: 50,520
- Number of teacher accounts in Ontario: 27,845
- Number of FSL teacher accounts in Ontario: 13,824
- Number of teacher accounts in Québec: 9,233

90% of Francophone teachers in ON have an IDELLO account

65% of Francophile teachers in ON have an IDELLO account

# IDÉLLO

## IDÉLLO - An ally for school boards in the digital revolution era

Number of workshops in Ontario and participants: **139 workshops for 1,570 participants**

Number of CEFR training sessions, fairs and kiosks, for all provinces: **64 for 3,955 visitors**

Number of CEFR training sessions, fairs and kiosks in Ontario: **42 for 2,243 visitors**

Number of CEFR training sessions, fairs and kiosks in Québec: **10 for 881 visitors**

Number of fairs and kiosks in the rest of Canada: **12 for 831 visitors**

Webinars: 91 for all provinces and 495 participants, including:

- 79 webinars for teachers - **403 participants**
- 12 webinars for parents (up to the last week of March) - **92 participants**

Site audience: users, Ontario users...

- **413,959** users including **199,314** users in Ontario
- **698,016** sessions including **408,907** sessions in Ontario

# IDÉLLO

## Thousands of digital educational resources at your fingertips: IDELLO's learning continuum

Groupe Média TFO supports new generations in acquiring employability skills\* on a daily basis by offering creative spaces, both real and digital, that enable those generations to become the main actors of their education. This is the case for our educational platform, IDELLO.

IDELLO assists school boards and education experts in their mission of teaching in French by offering thousands of educational resources adapted to the needs of students from preschool to high school. Offered for free to students and teachers from Ontario's 12 French-language school boards and 60 English-language school boards, and on a subscription basis to any education institution or organization, IDELLO is among the most renowned educational platforms in the country.

From kindergarten to Grade 12, IDELLO prepares new generations of Francophones and Francophiles (French as a second language) for the world of tomorrow through STEAM (science, technology, engineering, arts, mathematics) content that supports provincial education priorities.

In line with the Ontario curriculum, IDELLO content supports students' learning and transmits the values, skills, and abilities that are essential to their development and growth through a practical and interactive approach.

# IDEELLO

## Thousands of digital educational resources at your fingertips: IDELLO's learning continuum

Nearly 12,000 certified quality digital and technological pieces of content highlight the culture of Canada's various provinces. IDELLO is a guaranteed violence-free and ad-free platform that offers resources touching all areas of learning, in the following formats:

- Videos
- Websites
- Apps
- Games
- Teaching tools
- Thematic files

### **IDELLO offers:**

- A more engaging and innovative classroom experience by developing a reverse classroom practice, employability skills, autonomy, curiosity and interest in learning in students.
- Ongoing support through a dedicated local bilingual team for optimal use of the platform.
- Free online and in-person training, tailored to meet the needs of teachers with themes that correspond to the curriculum taught in the classroom.
- The acquisition of fundamental skills and employability skills for young people, including collaboration, critical thinking, problem solving, innovation and entrepreneurship.
- Independent thinking in the classroom and beyond.

## A unique French as a Second Language (FSL) offering

In addition to the many FSL resources available on its platform, IDELLO launched the Français Sans Frontières (FSF) contest on its platform, made possible thanks to the financial support of the Government of Canada through the Department of Canadian Heritage and the Government of Ontario.

This unforgettable and authentic experience with students allowed teachers and their students to create podcasts and digital stories on the theme of intercultural understanding.

*When we watched their productions, I was so proud! Each student, no matter their level or ability to express themselves in French, experienced the project as a success. I heard my students express themselves in a way I had never heard them before during the school year. So it was only natural that we presented their creations with popcorn, to celebrate these great achievements like a film festival! [...] Each production makes me proud of the efforts of my students, even if each has a different experience learning French. Authentic experiences such as these will help them succeed throughout their journey into the world of French as a second language.*

Christine C., teacher at St. Luke's School in Nepean

# IDÉLLO

By giving kids from grades 1 to 12 the chance to express themselves and develop their intercultural understanding with innovative tools, Français Sans Frontières aimed to:

- Foster the involvement of young people in their community and encourage them to grow up with respect for cultural differences;
- Encourage young people to become responsible digital citizens in a multilingual and multicultural society;
- Introduce students to Canada's different cultures through a safe and inclusive website;
- Encourage students to listen, speak, read, write and interact in French;
- Develop cross-cultural understanding among youth;
- Exploit the technologies that students use on a daily basis;
- Invite students to collaborate on a project.

Based on Ontario's French as a Second Language curriculum, the FSL program is categorized according to CEFR levels and offers resources for FSL teachers and students in Ontario's 60 English-language school boards: tutorials, teaching guides, templates to inspire students in creating their podcasts and digital stories, and more.

## IDELLO in Canada

IDELLO is already present in more than 150 school boards across Canada and has been adopted by:

- the Ministry of Education of Ontario
- the Ministry of Education of Manitoba
- the Commission scolaire de Montréal
- the Surrey School District in British Columbia
- the Commission scolaire francophone of Yukon
- the Conseil scolaire acadien provincial
- the Conseil scolaire FrancoSud in Alberta

Through agreements and license purchases by our partners across the country, IDELLO serves 2 million students and 135,000 educators across Ontario and Canada.

# IDÉLLO

## ID,éLLO Award 2019

Each year, the IDELLO Award recognizes the excellence of Ontarian teachers who, every day, make a difference in the lives of their students and do an outstanding job of supporting them in their French-language education.

The IDELLO Award rewards educators, French as a first language teachers, French as a second language teachers and early childhood educators who inspire others, for their daily dedication to serving Ontario's youth and for their innovative educational approaches. These people showcase the talent, passion and creativity of teachers to generate a spirit of collaboration among students and foster dynamic learning that promotes interactivity, mobility and entrepreneurship.

### **IDELLO awarded three prizes:**

- Teacher from a French-language school  
At the Teaching Awards on September 24, 2019, Andréa Pruesse of Samuel-de-Champlain Catholic Elementary School received a 2019 Francophone School Boards of Ontario IDELLO Award.

- French as a Second Language Teacher (including immersion courses, intensive courses, etc.).

During the 42nd national conference of the Canadian Association of Immersion Professionals (CAIP), the 2019 French as a Second Language Teacher IDELLO Award was presented to Tatiana Davydova, from Milliken Mills Public School in Markham.

- Early Childhood Educator  
Shelly Barette from Nouveau Regard Catholic School in Cochrane won the 2019 Early Childhood Educator IDELLO Award, presented by Éric Minoli, TFO's Chief Operations Officer, during a ceremony held at the school.

The launch of the 2020 IDELLO Awards took place in February 2020. The new edition is open, for the first time, to all of Canada, with 4 award categories.

# TFO CREATIONS

## Boukili

- Critical thinking and problem solving
- Learning to learn, self-awareness and independent learning
- Communication
- Literacy and numeracy

To introduce children to the love of reading in a different way, the Boukili application, also available as a Web app and on smart speakers, offers an immersive, interactive and educational experience for children aged 4 and up. The show accompanies French-speaking children and Francophiles in French immersion or French as a second language on a journey around the world punctuated by original stories written and illustrated by Franco-Canadian authors, especially from minority backgrounds, but also by games and questionnaires to satisfy their curiosity and their thirst for learning!

Parents can create playlists for their children, who can read or listen to a narrative and even record their readings! Books can be downloaded for reading offline, in the car or at the cottage!

This free application has been TFO's most downloaded application since its inception, with nearly 3,780,206 books read as of March 31, 2020.

# TFO CREATIONS

## TFO's In-House Productions

The content made by Groupe Média TFO conveys essential skills, values and abilities to help young audiences grow up and become enlightened world citizens. TFO's French-language programming is aligned with the priorities of Ontario's Ministry of Education and supports children and teens in building their identity, especially as Francophones in a minority setting.

Through its quality productions that convey exemplary values for all families, Groupe Média TFO wishes to become a driver of the French Fact across Ontario, Canada and the world.

70% of TFO's TV schedule is dedicated to these smart, creative and stimulating educational Kids/Youth programs which encourage the following skills :

- Critical thinking and problem solving
- Innovation, creativity and entrepreneurship
- Learning to learn, self-awareness and independent learning
- Collaboration, mutual help and leadership
- Communication
- World citizenship and sustainability
- Diversity, equality and inclusion
- Literacy and numeracy
- STEAM focus

# TFO CREATIONS

## Mini TFO - Childhood

Josée, Lexie and Christopher invite children into a world where they can let their imaginations run wild through songs, skits, shows, stories, games, nursery rhymes and mobile applications. Toddlers learn in the company of fun-loving characters.

In line with the STEAM approach, Mini TFO promises a safe, fun and colourful family environment. Children aged 2 to 6 years old are encouraged to make discoveries, express their creativity, reflect and have fun with their three beloved actors Josée, Lexie, and Christopher. Mini TFO's continuous and integrated approach ensures an interactive experience that follows the little citizens of tomorrow in their cognitive and social development.

# TFO CREATIONS

## Minivers, supported by the Canada Media Fund Produced by Renée Paradis

- Problem-solving
- Communication
- Independent learning
- Collaboration, creativity

In the world of Minivers, colourful characters encounter various challenges. Not to worry! They always find a friend to help them through educational games, in song and with humour! To solve the problems they face, characters demonstrate perseverance and creativity. Each episode allows children to see the power of mutual aid and the importance of friendship, and encourages them to reflect on the actions they take every day to make friends.

For Season 2, MINIVERS has come up with a lot of new ideas! With its new characters (Tatie Gâteau and Noisette), new sets (Tatie Gâteau's workshop and Mini-Market) and innovative themes (engineering, creativity, shapes, financial literacy, etc.), the series increasingly promotes the development of skills favoured by the Ministry of Education of Ontario, such as financial literacy, innovation, wellness, global skills (critical thinking, problem solving, innovation, creativity, entrepreneurship, learning to learn, self-awareness, independent learning, collaboration, communication, global citizenship, and sustainability) and STEAM subjects (Science, Technology, Engineering, Arts and Mathematics).

# TFO CREATIONS

## Minivers Show: Le mystère de la carotte disparue

Season 2 was accompanied by a contest and show integrating digital elements inspired by the series.

The provincial digital contest “Contest: Young Screenwriters” encouraged Francophone and Francophile educators from Ontario’s 72 school boards (Kindergarten to Grade 2) to submit scripts with their students, through a collaborative creation classroom activity of their choice (costumes, situations, hypotheses). The contest provided access to a ready-made classroom activity to help develop experiential learning, aligned with global competencies and focused on literacy, storytelling, inquiry, problem solving, and learning through play. Three winning scenarios were integrated into the Minivers 2 show.

In June 2018, the Minivers team travelled to Toronto, Cornwall and Sudbury to meet its mini fans for unique and interactive shows. The show “Le mystère de la carotte disparue” was presented to more than 1,200 Francophone and Francophile students and teachers from 15 Ontarian schools.

# TFO CREATIONS

## Mini Yoga, a way to transform screen time into physical activity

TFO introduces toddlers to wellness with Mini Yoga, a series available on the Mini ABC YouTube channel. Josée, Lexie and Christopher walk children from 2 to 6 years old through a series of exercises that includes creative and fun poses inspired by the animals of the Amazon, the savanna and the far North.

Breathing, stretching, discoveries, songs and riddles — each episode oscillates between stimulation and rest time, an excellent way for children to have fun through yoga and discover strategies to regain calm autonomously.

Mini Yoga encourages children to move, think, discover and develop their imagination. But with the MINI affirmations, Mini Yoga teaches children to cultivate a positive spirit and develop self-confidence.

MINI YOGA also ensures inclusiveness and accessibility for all its little yogis by offering alternative poses for children with disabilities.

# TFO CREATIONS

## Catalogue of TFO Children's programming

### **Toopati**

Alphonse, Bertrand and Céleste, three playful babies, go on lots of adventures after their parents leave for work. Within their cradle, they make many discoveries thanks to their inexhaustible curiosity.

### **Mission : Fruits et légumes**

Forelius Hummus —Daddy Mole — collects information about fruits and vegetables for a top secret organization. His daughter, the ant Pépine Hummus, is of course completely unaware of this, and often nearly surprises him in the middle of a discussion with a mysterious Diane! In each episode, Daddy Mole and Pépine present a surprising characteristic of a fruit or vegetable. This series offers content related to STEAM subjects, with an emphasis on several themes: nature, ecology, nutrition, health, geography, history, etc.

### **Bulle et Guimauve**

Bulle and Guimauve are two adorable puppets that encourage children learn to communicate by teaching them how to react and interact in every situation, with songs!

### **Opéra de l'alphabet**

A.... B... C... Chef Alphabet loves opera and the letters of the alphabet! No wonder he enjoys singing the alphabet on stage, encouraged by his loyal audience of alphabet noodles! Hah! Children will learn everything they need to know about the letters of the alphabet.

### **Savais-tu que...**

Josée, Lexie and Christopher surprise children with unusual facts! Through funny and educational clips, "Savais-tu que?" tests children's knowledge on various subjects, particularly STEAM subjects like astronomy, ancient civilizations, the animal kingdom, the human body...

# TFO CREATIONS

## Catalogue of Children's Co-productions and Acquisitions

### **Milly Miss Questions**

As a nine-year-old girl, Mily has a lot of questions about the world around her. With her family and friends, Maceo and Juliette, and accompanied by her dog Pop, she sets out to find answers. Mily is an excellent role model for creativity, ingenuity and curiosity: she leads children to question what they see by using critical thinking and problem solving.

### **Robotik**

Beka and Bubo, two ingenious robots, are always available to help their friends. In their robotik-lab, they are ready for any challenge! This animated series where children are introduced to verbal and non-verbal language demonstrates the benefits of mutual aid and innovation in problem solving.

### **Zou**

Zou is a 5-year-old little zebra who lives in the city with his parents, grandparents and great-grandmother. Every day gives Zou a new opportunity to explore the world. His family and friends accompany him on his fun escapades as he learns the importance of mutual aid and perseverance and shows great imagination. Social abilities and the learning of skills that allow for growth are at the heart of this series for young children.

### **Les Sauvenature**

“Sauvenature” is the name of a network created by three siblings, Claire, Julien and Thomas, whose mission is to defend animal and plant species and their living environments. Travelling all over the planet, the three defenders of nature make surprising encounters with endangered species. With the help of people in the communities they visit, they demonstrate problem-solving, innovation and collaboration to help endangered species survive.

### **Robin le robot**

Robin the robot and his friends are curious and fearless. Together, they accomplish missions by observing, learning and above all, by asking questions! Each episode allows children to explore an important characteristic of identity development: self-confidence, perseverance, listening, respect, etc. Children will reflect on their identity, qualities, interests and beliefs throughout the series and will be better able to make informed choices when faced with new situations.

# TFO CREATIONS

## **Clic et sa bande**

Clic, an investigative journalist firefly, loves solving mysteries and problems. Adventurous, creative and persistent, this lovely insect has a logical explanation for everything!

## **Ces animaux rigolos**

Simple, fresh and fun, Ces animaux rigolos takes a humorous look at the life, loves and concerns of the animal kingdom from a child's point of view. Each episode of this colourful series focuses on a different animal and asks a question about an aspect of life that all children can relate to.

## **Doudinos**

Doudinos is about three intrepid, courageous and adorable dinosaurs, Gwen, Bob and Tony, who want to discover everything that exists and explore their wonderful world. Their adventures are always full of fun, laughter and new experiences. The young trio is fascinated by the discovery of other dinosaurs, exciting places, amazing objects and new sensations.

## **L'ours Benjamin**

Benjamin and Howard take their work as teddy bears very seriously. Every day, they take on the mission of helping Max and Elisa, the two children in the family, without them knowing it and without breaking Teddy Bear rules. The two animated characters who embody kindness and generosity promote mutual aid and collaboration in each episode, becoming role models for toddlers.

## **Petit Ours**

Little Bear, with the help of his friends and thanks to his curiosity and imagination, explores and discovers the world around him.

## **La petite école d'Hélène**

Welcome to Hélène's Little School — a school where things are quite extraordinary! Hélène teaches her toys and plushies. And though she lacks actual teaching experience and her special students give her many problems, she's got a big heart and knows how to stay positive. Together, Hélène and her students always find a solution!

# TFO CREATIONS

## **Peg + Chat**

In her strangely mathematic world, Peg encounters an innumerable amount of problems which she solves with the help of her cat... Chat.

## **Zoubi Doubi**

Small remote-controlled cars live and play in a life-size forest. As they struggle to cross a stream, construct a dam or explore a swamp, they approach all problems with enthusiasm. To demonstrate to children the importance of solving a challenge, collaboration and perseverance are always part of the solution.

## **Les Cosmopilotes**

The space shuttles Condor, Robin, Faucon, and their classmates from space school travel the galaxy and introduce children to the beauty of the universe. Les Cosmopilotes offers a fun approach to encourage the development of scientific knowledge related to the Earth and space.

## **Maya l'abeille**

Maya is a little bee like no other. Her non-conformism and thirst for adventure led her to leave the hive and live in the meadow, in complete freedom: the world is really too vast and fascinating for her to remain confined to the regulated life of the hive. In each episode of this animated series, Maya encounters a new challenge to overcome; fortunately, she can count on her friends to support her in her quest!

## **Marguerite et la bête féroce**

The adventures of Marguerite and the Fierce Beast take place in the land of Nowhere, in the world imagined by Marguerite for her friends, Homère and the Fierce Beast. Together, they visit different places and find solutions to the challenges they face. Friendship and mutual aid are a staple!

## **Pocoyo**

This series, intended for very young children, features a little boy dressed all in blue who discovers the world around him, with his animal friends: Pato the duck, Loula the dog and Elly the elephant. In each episode, children learn about collaboration, creativity, problem solving and, above all, the importance of friendship. The characters are always there for each other and showcase a beautiful model of self-acceptance and acceptance of others, honesty and open-mindedness.

# TFO CREATIONS

## **Lily et la baie des trésors**

This series is a perfect example of imagination and creativity. Five-year-old Lili lives with her father by the sea. She goes to the beach every day to discover a new object washed away by the waves. Each object becomes a real treasure that transports her into an imaginary world, “the bay of treasures”, where adventure and friendship await. The unique design of Lili et la baie des trésors presents characters, scenery and landscapes entirely created from elements found on the beach.

## **L’art avec Mati et Dada**

Mati, a little girl, and Dada, her robot friend, explore the artistic world by meeting various artists. The two friends discover painting, architecture, music and sculpture while allowing children to learn more about various influential artists. Creativity and innovation are featured in this series which presents masterpieces and artists who have changed the history of art through their talent.

## **Tib et Tatoum**

Who hasn’t dreamed of having a dinosaur best friend? Tib lives within a clan during Prehistory. His biggest concern is the birthmark around his eye that causes other children to mock him relentlessly. But as he loses hope, he finds the perfect friend: a red dinosaur he calls Tatoum. Now all he needs to figure out is how to make him cohabit with dad, mom and the rest of the clan!

## **Ouaf Ouaf, Plume et Stan**

Ouaf Ouaf, Plume and Stan have great adventures with friends as they ask themselves many questions about science, French or mathematics. In each episode, children are invited to answer questions using logic, inference or previous knowledge to help the three friends solve their problem. Mutual help and fun are guaranteed in this animated series!

## **Copains Carlins**

Meet five-year-old Lili and her pug buddies! Lili is a dynamic and curious girl who loves her puppies: Bella, Patou, Bobine and Pablo. These pugs are very talkative! They love to explore, play and discover, with Lili, the delight of being young and going on adventures. Each episode teaches a new register of vocabulary allowing children to navigate more easily in everyday life.

# TFO CREATIONS

## **ScienceXplosion**

The world of science, technology, engineering, arts and mathematics (STEAM) impacts our daily life. In fact, a ScienceXplosion happens every day, everywhere, indoors and outdoors! Eric, the magician, scientist and animator, is guided by his faithful friend Vox to help us explore our world where science abounds!

## **Didou**

A little rabbit, Didou, and his friend Yoko, a ladybird, teach children to draw using colourful little stories.

## **Max et Ruby**

Based on the world-famous Rosemary Wells albums, Max and Ruby follow the adventures of two young rabbits, the mischievous Max and his wiser older sister, Ruby.

## **TIDoc**

TiDoc is a series of medical, practical and humorous vignettes for children aged 6 to 9 that explain the reasons and symptoms of the little and big boo-boos that can happen to us. This series is a great introduction to the challenges we can face medically. Students not only have the opportunity to learn more about various diseases, but also about ways to prevent them. The language used is very simple and well illustrated with different scenes, which makes the concepts easier to understand.

## **Amélie et compagnie**

Welcome to Amélie et compagnie's world! Amélie Archambault is a mischievous and curious 9-year-old girl. She has a taste for adventure and loves animals. She is a champion of all the causes she cares about. Despite her good intentions, she often finds herself in trouble and in the middle of extraordinary situations. This series, shot entirely in Sudbury, Ontario, presents young people with the ups and downs of a young teenager's life as she faces challenges, collaborates with her peers and gets to know herself.

## **MaXi**

Mara and Xilo, part-time Siamese twins, travel around Vakarma, a planet with a unique fauna and flora. In this world where the perfect balance oscillates between nature and music, Mara and Xilo will be drawn into a whirlwind of crazy and exciting adventures. Together, they discover the power of mutual assistance and the importance of sharing and respect as they deal with the challenges they face. In this animated series, students discover a whole new way of life as the characters have similar lifestyles to ours, but elements such as their means of transportation, robotics, music and others are experienced in a completely different way: they need to use their imagination to open themselves to this world.

# TFO CREATIONS

## FLIP - Youth

In just a few years, TFO's youth franchise has become a reference for Franco-Ontarian preteens looking for bold content that reflects their daily realities. Between its digital and televised content, FLIP is a mine of clips and educational series that earnestly showcases the concerns of young people and topics related to their well-being, all while representing the great richness and diversity of Ontario's Francophonie.

FLIP's content, always in French, supports the government of Ontario's educational objectives and follows the curriculum for Grades 7 to 10. FLIP's mission is to engage its young audiences and inspire them every day. FLIP encourages curiosity, reflection, open-mindedness, growth and respect. By giving a voice to young Francophones in minority communities, FLIP is building bridges of unprecedented strength with its audience.

# TFO CREATIONS

## **FLIP l’algorithme, a program supported by the Canada Media Fund, Produced by Fabienne L’Abbé**

- Critical thinking and problem solving
- Collaboration, mutual help and leadership
- Communication
- World citizenship and sustainability
- Diversity, equality and inclusion

FLIP l’algorithme is a TV show presented by Pascal Boyer. It aims to be the starting point of conversations by making people laugh, think about and react to its contents. It is inspired by web algorithms, namely incarnated in the character of AlgoFLIP! The character creates connections from one segment to another, through a logical sequence of hashtags. Just like on the internet, viewers won’t know how the episodes turn out or what topics will be covered until they watch them!

Like any artificial intelligence, AlgoFLIP simplifies complicated concepts and enhances the content presented by the hosts while remaining factual in its remarks. It also shows young people how to live in synergy with technology and how to highlight the qualities that distinguish us from artificial intelligence.

# TFO CREATIONS

## Segments of FLIP l'algorithme:

- AlgoFLIP challenges: AlgoFLIP invites its hosts to participate in a scavenger hunt where they must solve riddles that allow the audience to make fun discoveries about an area of Ontario.
- “Trip de bouffe”: Two hosts share three dishes that serve as an excuse to talk about three hot topics, such as the environment, fair trade or depression.
- “Le Directeur”: Clumsy but endearing, Mr. Constantin tries his best to help his students in any way he can.
- “Les Toutoubeuses”: A series that parodies YouTubers, to make viewers think about the world of influencers and the lack of authenticity in the messages they convey.
- “Le Jury”: A segment that allows students to express themselves on major issues and present a variety of opinions on topics such as accents, the school system, gossip, etc.
- “Dessine-moi”: A series that simplifies certain phenomena and tells the lives of historical figures in the form of drawings.
- “Accès Interdit”: Pascal Boyer introduces the audience to places that are usually inaccessible to the general public, such as the Toronto sewers, the Royal Canadian Mounted Police carousel, or the staging area of a pyrotechnics show.
- News reports: Meetings with experts who help better understand a phenomenon or help discover things about topics such as the human body, sports, video games, etc.
- Interviews: Informal and friendly meetings with headliners (athletes, actors, singers, etc.) who talk about an aspect of their teenage lives.
- “Ti-moment dans ma tête”: Observations on what goes on in teenagers’ brains following various events in their daily lives (an argument with their parents, a really boring teacher, love at first sight, etc.). The different structures of the brain and hormones are personified and dictate the actions of each of the two characters

# TFO CREATIONS

## FLIPFest

The FLIPFest contest, launched at the beginning of the 2019 school year for all school boards in the province, was designed to help young Franco-Ontarians in Grades 7 and 8 overcome their linguistic insecurity. FLIPFest is a tool to give young Franco-Ontarians confidence in their oral expression skills and encourage them to share their thoughts on subjects that affect them and which they might not discuss at school. The goal: promote French among young Francophones in minority communities who face language insecurity in Ontario.

A total of 49 classes participated and received free public speaking workshops presented by a member of the FLIP team. In just two days, thanks to a new series of tutorials, more than 1,000 students discovered how to build a good argument, prepare a speech and use public speaking techniques to capture the audience's attention.

Through tutorials and in-school training, Franco-Ontarians aged 12-15 got to meet the FLIP facilitation team. The customized distance mentoring that took place during the contest also allowed the team to forge close ties with our target audience. In total, more than 800 hours were dedicated to this direct contact with young participants.

# TFO CREATIONS

## FLIPFest

“My students enjoyed the training very much, so I really enjoyed it as well. The videos made the presentation much more specific for our students. The excellent trainer was able to adapt to the language level of our students so that they could understand correctly. Also, the students loved choosing their own subject matter and I must admit that I found that good too. Not being used to this kind of concept, I thought it was great! In short, excellent training that I would recommend to everyone!”

-Karine St-Jean, La Citadelle Catholic High School, Cornwall

“The experience was great for the students. I enjoyed seeing their commitment.”

-Élise Goulet-Pedersen, Béatrice-Desloges Catholic High School, Orléans

“One teacher told me that he had never seen some of his students express themselves so much in French of their own free will. I was also told about one student in particular who suffered from a great lack of confidence and who finally came out of his shell thanks to FLIPFest. It's really touching to see how much of an impact you can have on young people with initiatives like this!”

-Audrey Gagnon, FLIP researcher and FLIPFest facilitator

# TFO CREATIONS

## FLIPPONS 2019

### THE FRANCO-ONTARIAN YEAR IN REVIEW WAS BACK IN 2019!

In only two years, FLIPPONS, the only 100% Francophone year-in-review outside Quebec, has become a reference within the Franco-Ontarian community by creating a quality humorous event for the whole family. This time, FLIPPONS 2019 was filmed before an audience at the Nouvelle Scène Gilles Desjardins in Ottawa. The live taping in front of an audience of all ages helped create more excitement in the community for the December 31 broadcast.

This year-end special for Franco-Ontarian youth is now one of the major television events on December 31. Rich in content that stimulates reflection and critical thinking, FLIPPONS allows young (and not-so-young) people to have a good time while developing their sense of belonging and cultural identity. And what could be more relevant, to ensure the audience recognizes itself in FLIPPONS, than to suggest topics and hosts in their own image? At the helm of the program, Pascal Boyer surrounded himself with the biggest names on the Franco-Ontarian art scene to offer a show with an identity as diverse and offbeat as its production team.

Each program segment and each topic was a pretext for new experiences and broadened horizons. FLIPPONS 2019 was punctuated with original sketches scripted exclusively for this second edition, to better laugh, react and reflect on the best and worst moments of the year, from the Greta Thunberg phenomenon, to commentary by Denise Bombardier, and from victory of the Toronto Raptors to Kawhi Leonard's departure and the federal elections, etc.

# TFO CREATIONS

## FLIPPONS 2019

FLIPPONS 2019 forged even stronger ties with the community thanks to the participation of Lydia Philippe, François Boileau, Stéphanie Chouinard, Marie-France Lalonde, Stef Paquette, Félix St-Denis, Mathieu Fortin, Patrick Bourbonnais, Caroline Gélinault, Francesco Macallister-Caruso, Davy Sabourin, young actor Mickaël Girouard and many others!

FLIPPONS 2019 also allowed Franco-Ontarians to discover new talent, such as Evelyne Roy-Molgat, a young comedian recruited through FLIP's partnership with Concours LOL, a provincial school-based comedy contest, as she was added to the team of commentators. Also in partnership with Concours LOL, FLIPPONS 2019 collaborated with La Gussi Kanane (Ottawa) and Anika Dutil-Moser (Cornwall) to write the In Memoriam segment, thus giving a voice to young up-and-coming comedians. In 2019, this segment was accompanied by music students from the Ontario Centre for Excellence in the Arts (De La Salle Public High School).

They were accompanied by seasoned collaborators who were well known to young audiences in Ontario, such as Diandra Grandchamps (FLIP l'algorithme - TFO), Alexandre Bisailon (FLIP l'algorithme and FLIPPONS 2018 - TFO, Le sens du punch - UnisTV), Nadia Campbell, (Improtéine improv troupe, FLIPPONS 2018 - TFO, General Tour -

UnisTV) and Mathieu Pichette (Bizarroscope - Unis TV and FLIPPONS 2018 - TFO). In short, FLIPPONS 2019 showcased local talents and artists.

*"You have set a high bar and have succeeded in creating an event that unites and validates the Franco-Ontarian cultural field. This is so important. Very proud to see TFO at the heart of a new tradition. That's what we need."*

-Mathieu Pichette, collaborator, animator, designer, actor, screenwriter and director of youth shows

FLIPPONS also won the hearts of the biggest names in Canadian and international production, reaping prestigious nominations. Nominated at the Kidscreen Awards 2020 for Best one-off special (Tweens/teens), FLIPPONS took French-speaking Ontario beyond our borders to the Kidscreen Summit, which hosted the awards ceremony. At this event, which was one of the largest gatherings of youth content creators in the world, TFO proudly carried the colours of French Ontario alongside productions from companies such as Sinking Ship, Marblemedia, Disney, Nickelodeon and DreamWorks Animation.

# TFO CREATIONS

## Catalogue of Youth Programming

### **Mix Métiers**

Follow Dali, Seana, Anne-Sophie and Louis-Philippe as they travel across Ontario to meet professionals in a variety of interesting professions. By spending time with them, the four teens discover many surprising aspects of these jobs as well as passionate people. This series of reports leads students to open up to the world around them by understanding the role of each community member and reflecting on the contribution they would like to make in the future. By being exposed to various occupations, students come to determine their tastes and interests and consider their place in the world.

### **Subito Texto**

This series presents the daily life of young teenagers: their social life, family life, and love life, etc. Viewers will recognize themselves in these realistic characters who experience familiar situations, whether it is a quarrel between friends, writing articles for the school newspaper, or the unknown during a move. In each episode, characters demonstrate creativity and innovation to solve their problems while getting to know each other and forging their identity. They are role models of positive leadership within a group and lead young people to become engaged and responsible citizens.

### **Motel Monstre**

In Bouillon, a team manages a motel built next to a thermal spring with mysterious properties. Disgusting monsters, a lunatic old man and Magalie, a clumsy and resourceful fifteen year-old, move heaven and earth to keep the spring and motel open, as the survival of the monsters depends on it. This series, where mutual aid and creativity are put in the foreground in order to solve the problems encountered, opens the doors of imagination.

# TFO CREATIONS

## **Les Sapiens**

Two rival clans trying to flee a volcanic eruption accidentally settle the same mountain. The cave of the Roc clan is underground, while the cave of the Pierre clan is on the surface. Together, they must learn to live together, for better or for worse, while avoiding bad weather and the albino sabertooth tiger. In a nearby clearing, a strange shaman, Mystic Denise, and her best friend Lucy come to add a touch of absurdity to their adventures.

## **Vraiment TOP**

VRAIMENT TOP! offers short instructive videos on countless exciting topics by presenting the most important or interesting information in a countdown format. Science, history, geography, etc., everything goes! A great way to awaken one's general culture in a simple and effective way. Students will be able to make easy connections with their experiences and will be encouraged to continue their learning by conducting surveys.

## **On fête ensemble...**

Young new Canadians are featured as they prepare to take part in a celebration specific to the country they or their parents come from. For the occasion, they invite a friend to join them to introduce them to their country...

## **Boum, c'est canon!**

You don't need to be a genius to participate in Boum, c'est canon! Just be on your game and don't take yourself too seriously! This fast-paced youth quiz invites participants to answer fun and unusual questions by collaborating with their partner. Communication, perseverance, collaboration and problem solving are at the forefront as both players and viewers are challenged.

## **La vraie histoire de la préhistoire**

With the series La Vraie Histoire de la Préhistoire, Pierre-Luc Lalumière, Christine Laroche, and Maripier Lapierre, three prehistoric enthusiasts, present us different clips dealing with animals, plants, arts, sports and the way our distant ancestors lived, using illustrations and animations. Independent learning, citizenship and problem-solving are at the heart of this series that introduces us to our ancestors and their way of life.

# CHAPTER 3

## FRANCOPHONE

TFO CREATES PROMISING  
BRIDGES AND SYNERGIES  
WITH THE FRANCO-  
ONTARIAN COMMUNITY

# COMMUNITY CONNECTIONS

TFO has a tradition of traveling regularly to remoter areas to meet with Franco-Ontarian communities in order to stay connected to the realities and needs of the province's Francophones and Francophiles, and to keep an eye on the issues they face.

The fall 2019 tour was carried out in six Ontarian cities: Sudbury, Hearst, Cochrane, Windsor, Hamilton and Guelph. Éric Minoli, General Manager and Chief Operating Officer, accompanied by Julie Caron, Director general of Digital Learning, and Carole Nkoa, Director general of Marketing-Communications and Philanthropy, presented Groupe Média TFO's new 2019-2022 strategic plan to local leaders, among other points of discussion.

The planned meetings focused on two main themes: digital education/learning, as well as the new face of Ontario's Francophonie and its issues, including the arts and culture community, the postsecondary community and the local economy.

They met various organizations and institutions, including the Assemblée de la francophonie de l'Ontario (AFO), ACFO Ottawa, ACFO Sudbury, the Regroupement des gens d'Affaires d'Ottawa, Providence School Board in Windsor, the Conseil scolaire des écoles publiques de l'Est-Ontarien (CEPEO), Sciences Nord in Sudbury, Hearst University, the Conseil scolaire public du Grand Nord de l'Ontario, etc.

These meetings across the province were opportunities to create new synergies and new projects to drive innovation in digital learning and contribute to the creation of new content that reflects the image of Franco-Ontarians.

Here are a few examples of projects that have emerged from these tours:

- Groupe Média TFO signed an agreement between IDELLO and the Sciences Nord Museum.
- ONFR+ is creating a series of reports to showcase central and southern Ontario, a region where Francophone immigration has recently increased.

# COMMUNITY CONNECTIONS

## News about French Ontario is on ONFR+. Produced by Gisèle Quenneville

For more than a year now, ONFR+ has been the destination of choice for news and political, societal and cultural issues affecting Francophones and Francophiles in Ontario. Every day, our experienced team of journalists and directors in Toronto, Ottawa and Sudbury delivers a variety of content based on three main components:

- News: a news thread highlighting the important issues of the Ontarian Francophonie (analyses, news, articles, etc.).
- Society: stories that speak to Francophones all across Ontario
- Culture: showcasing Franco-Ontarian artists (music, literature, theatre, film and visual arts).

A true reference and influential forum dedicated to the community in all its diversity, ONFR+ offers reliable, quality content every day to a loyal and committed audience.

### “CROQUIS LITTÉRAIRE” — THE LITERATURE OF FRENCH ONTARIO

ONFR+ presents a series of literary sketches in which a Franco-Ontarian novel is discussed by a reader. A series shot in TFO’s Virtual Worlds Laboratory (LUV).

### “NOMADE” - FRANCOPHONES AROUND THE WORLD

From Asia to Africa and Europe, journalist Étienne Fortin-Gauthier sets out to discover Francophone issues that affect the lives of people around the world. Follow him on his adventures and meet people whose lives have been changed by French. You’ll see that French is everywhere... even where you’d least expect it!

# COMMUNITY CONNECTIONS

**News about French Ontario is on ONFR+.  
Produced by Gisèle Quenneville**

## FRANCOPHONE IMMIGRATION

The survival of the Franco-Ontarian community depends on Francophone immigration, but is enough being done to attract newcomers? And once they arrive in Ontario, do they succeed in integrating and becoming a stakeholder in the Francophone community? ONFR+ explores this question in this new series, traveling to the four corners of the province to observe the challenges faced by Francophone immigrants and discover what new initiatives are implemented to better welcome them and facilitate their integration.

## COMMUNITY EVENT AT TFO

How are Francophone immigrants welcomed? What can be done to make everyone feel Franco-Ontarian? On March 10, 2020, ONFR+ invited the Franco-Ontarian community to a special program hosted by journalist Étienne Fortin-Gauthier on the theme of living together and Francophone immigration. Some 50 guests attended the filming of the program, which was broadcast live on YouTube and Facebook, and asked questions to the experts who were on hand to discuss the topic:

- Fété B. Ngira-Batware Kimpiobi, Executive Director of SOFIFRAN
- Aurélie Lacassagne, political scientist, Université Laurentienne
- Ephrem Porou, vice-president of the Regroupement étudiant franco-ontarien (RÉFO)
- Marc Albert Cormier, teacher
- Arwinder Kaur, co-chair of the Peel Dufferin Halton Francophone Table

# COMMUNITY CONNECTIONS

## A Response to the COVID-19 Situation

During this unprecedented period in our history, the entire ONFR+ team was standing by the Franco-Ontarian community to provide the information it needed, in French. Whether through websites or social networks, our teams encouraged conversations and discussions on topics that impact the population.

- Daily content: daily coverage of topics that affect Franco-Ontarians. Read all the provincial news with our team of journalists.
- Thematic articles: Linked to current events, these special reports plunge our audiences into the turbulent daily life of Franco-Ontarian communities. Our journalists offer a wide range of perspectives on specific subjects: how is teleworking working in cities with low-speed internet access? What specific measures are cities with at-risk populations taking? These are just a sampling of the topics covered on ONFR+.
- The situation, on video: A series of videos showcasing testimonials from Franco-Ontarians here and elsewhere. From their homes, they share their opinions on the evolution of regulations, daily situations, the changes brought about by the crisis where they live, and so on.
- Culture: During the confinement, ONFR+ offers cultural discoveries from the comfort of your living room! On the one hand, Franco-Ontarian artists present their French reading, music or cinema suggestions: Véronique Sylvain's reading list, Jacobus' musical suggestions... On the other hand, the ONFR+ cultural feed offers moments of escapism with a selection of works in French: books, music, concerts, virtual museum tours, podcasts, etc.
- Live broadcasts: Journalist Étienne Fortin-Gauthier is live on Facebook for interactive interviews with experts in the fields of health, personal finance or education, to answer questions from the community.

# CINÉ TFO

## Auteur Cinema in the Spotlight!

For decades, through its Ciné TFO offer, Groupe Média TFO has been introducing all Francophone and Francophile moviegoers to films from here and abroad. This daily appointment, every evening at 9 p.m. on TFO and on demand on [tfo.org](http://tfo.org), presents a selection of exceptional films. Auteur cinema, great classics and documentaries offer a new perspective on the world through their richness and diversity.

Ciné TFO showcases Canadian and international Francophone talent through films in French or in their original version with French subtitles.

# MY FRENCH FILM FESTIVAL

## French films featured on MyFFF find a new international ambassador in TFO.

As a catalyst of the Canadian Francophonie and a driving force of the French fact, Francophone culture and its many faces, TFO has become the first Canadian broadcaster of the “My French Film” digital festival.

Through this first collaboration in Canada, Groupe Média TFO and UniFrance joined forces to offer a unique cinematic experience to Canadian Francophone and Francophile audiences. From January 16 to February 16, 2020, Groupe Média TFO offered its TV subscribers an exclusive weekly scheduled viewing, as well as access to the festival’s films on demand through SVOD platforms of Canadian cable operators.

This new partnership was an opportunity to offer original, quality programming to the many Francophone and Francophile moviegoers across the country, particularly in minority communities, by optimizing our presence on scheduled and on-demand networks to offer a unique moment on TV and the most popular digital platforms, tablets or smartphones of all our viewers.

The Digital Festival also appeared in theatres in Ottawa, Toronto and Montreal for private screenings followed by discussions with the audience, hosted by Joanne Belluco of ONFR+. In all, 358 moviegoers watched three of the films shown by MyFFF during its first tour.

- In Ottawa, in the presence of the Right Honourable Michaëlle Jean: *Exfiltrés* (January 29 at the Canadian Museum of Nature) in the presence of the film’s director, Emmanuel Hamon.
- In Montreal: *Les Météorites* (February 6 at Pointe-à-Callière), in the presence of the film’s lead actress, Zéa Duprez.
- In Toronto: *Les Confins du monde* (February 24 in collaboration with Alliance Française, and on its premises), in the presence of Eric Jennings, FRSC - Professor Emeritus of French and Francophone History, University of Toronto.

# COMMUNITY CONNECTIONS

## Projects with school boards boost entrepreneurship among young franco-ontarians

Every year, Groupe Média TFO works with school boards to promote the initiatives of exceptional young people across the province. Given the company's vocation of inspiring audiences to make a difference in their communities and develop their skills, TFO developed new production partnerships to support innovative projects imagined by Franco-Ontarian students.

### CRÉATECH

*Maurice-Lapointe Elementary and High School (CÉPÉO)*

At the end of March 2019, the Créatech was inaugurated. It is a space for technological creation, a digital workshop with a do-it-yourself area, designed and implemented by students Nour, Simon, Eleya, Emma and Joshua, under the supervision of their teachers Camille Boudreau and Alexandre Audet, as part of the first Tablettistes Grant.

A video documenting the project, showcasing the space and highlighting the commitment and achievements of the young people involved, was produced for use by the CÉPÉO. The video presents all the stages of the project, from the first creative meetings of the Créatech group to the installation of the space, all the way to the official inauguration alongside parents and the community.

With the help of several other young people later involved in the project — Sandrine, Zahraa, Alex, Adam, Meghan and Aliyah — the Créatech team has created a space allowing all the students in the school to discover STEM fields differently, to experiment independently or as a group in the following fields:

- Robotics (Lego WeDo 2.0, Lego Mindstorm EV3, Ozobots)
- Carpentry (saws, hand drills, balsa wood, pliers)
- Multimedia (cameras, green screen, microphones)
- Programming (Scratch (online software), Micro:bit, Bloxels)
- DIY (glue guns, paint and brushes, recycled material, other materials)
- Design material (Cameo 3 silhouette, adhesive vinyl, heated transfer vinyl)

# COMMUNITY CONNECTIONS

## Projects with school boards boost entrepreneurship among young franco-ontarians

### AMI.E.S DE POCHE

*Madeleine-de-Roybon Public Elementary School*

After meeting a group of teens involved in the “Ami.e.s de Poche” club, Groupe Média TFO produced three videos to give the project some visibility: a making-of, a behind-the-scene look of their visit, and a promotional clip.

For six years now, the “Ami.e.s de Poche” club has been making woollen dolls dressed in recycled fabric for underprivileged young people or for sale, to raise funds and donate them to local or international charities.

We wanted to recognize this remarkable community commitment and support it in a different way. TFO’s production teams set out to meet the club in Kingston and film the daily lives of the club’s 40 or so students and their teachers, organize interviews with their parents and the school, etc. Then, it was the students’ turn to board the bus to Toronto, to visit TFO’s studios and film a promotional “Ami.e.s de Poche” clip in our LUV.

This cross promotional campaign between the CÉPÉO, the École primaire publique Madeleine-de-Roybon and TFO gave the “Ami.e.s de Poche” project some visibility on our platforms and encouraged their entrepreneurial spirit, their creativity and their generosity. To contribute to their fundraising and support their initiative, TFO also raised funds by offering “Ami.e.s de Poche” to its employees.

*\*(en date du 31 mars 2019)*

# VALUED-ADDED PARTNERSHIPS

The relationships that Groupe Média TFO nurtures with Ontario's French-speaking communities make it possible to combine TFO's recognized digital expertise with the high-calibre fields of expertise of the province's institutions.

## SCHOOL BOARDS

As IDELLO partners, Ontario and immersion teachers have access to content collections aligned with the Ontarian curriculum. IDELLO's personalized approach stands out through its vision of proximity, with numerous points of contact, including webinars, customized workshops, thematic dossiers, teaching sheets, and a catalogue of over 12,000 educational resources.

Carefully prepared by IDELLO, the platform's content is designed to support the daily lives of students and teachers in a fun and collaborative way.

## LA CITÉ IN OTTAWA

A partner of choice, the two institutions celebrated the arrival of Groupe Média TFO in La Cité's premises in May 2019. The arrival of TFO in La Cité is above all the consolidation of a well-established partnership that serves to prepare a new generation of experts. Both institutions share the same forward-thinking vision of education to create an inspiring place for convergence and unity among the stakeholders of Francophone knowledge. Through this partnership, Groupe Média TFO and La Cité are intensifying their efforts to initiate sustainable solutions adapted to the future needs of the labour market.

# VALUED-ADDED PARTNERSHIPS

## UNIVERSITÉ DE L'ONTARIO FRANÇAIS

The partnership between Groupe Média TFO and Université de l'Ontario français is built on three cornerstones: the vitality and influence of Ontario's Francophone communities; their educational and cultural mandate, which is supported by the creation, transmission and mobilization of knowledge, innovation and inclusion; and finally, an innovative and forward-thinking vision of creativity and experiential and digital learning. The partnership between the two institutions relies in particular on an academic collaboration, focused on research, innovation, and the provision of services and support.

## PARTNERS AND SPONSORS

Groupe Média TFO and its franchises also develop various partnerships throughout the year to promote the French fact. Events such as those organized as part of FLIPPONS 2019, TFO's end-of-year review, have generated several initiatives within the cultural community, including La Nouvelle Scène in Ottawa. The presence of Flip TFO at the Festival Franco d'Ottawa and the Minivers tour in schools during Fall 2019 were opportunities to meet TFO's audiences.

Through news reports and its view on the world and Franco-Ontarian society, ONFR+ also stood out this year for the excellent coverage provided by its teams, who received Canada's top journalism prizes.

# CHAPTER 4

THE OUTREACH OF FRENCH  
ONTARIO (PROUDLY!)

# THE ECONOMIC VITALITY OF FRENCH ONTARIO

## The Laboratoire d'Univers Virtuels (LUV)

The LUV (Virtual World Laboratory) is a unique and innovative production solution in North America. As the first digital background studio that uses video game technology to produce TV shows, the LUV is a dynamic process to dynamically create content in real time.

Creating this cutting-edge studio and commercializing it for various industry players benefits the entire creative ecosystem, namely because it is an efficient way to optimize assets and resources in the public sector. The Virtual Worlds Laboratory is also marketed so its cutting-edge technology can serve and benefit external productions. This commercialization initiative allows TFO to capitalize on the strength of Ontarian and Canadian innovation and creativity, and to seek new revenues to sustain its operations.

# THE ECONOMIC VITALITY OF FRENCH ONTARIO

## TFO'S INVESTMENT IN ONTARIO'S TELEVISION INDUSTRY: NEW GUIDING PRINCIPLES

As a producer and broadcaster of French-language educational and cultural content, Groupe Média TFO's contribution to the development of the production industry in Ontario is unique. When it comes to working with the production sector, Groupe Média TFO's guiding principles are based on the desire to:

- Guarantee transparency and fairness by creating and implementing a governance charter that ensures that producers and the public have access to information and are informed of the evaluation criteria used by the internal evaluation committee;
- Foster the development of the economic fabric of Ontario and other minority provinces. Today, for instance, 88% of production investments are Ontarian, with a few projects in the Canadian Francophonie.

## REACHING FRANCO-ONTARIAN COMMUNITIES THROUGH LOCAL MEDIA

In keeping with its commitment to guarantee access to quality French-language content, Groupe Média TFO is building new bridges in the Franco-Ontarian media community. This effective approach makes reaching Franco-Ontarian communities across the province possible, by investing in ad placements and investing in the local Franco-Ontarian media industry to contribute to its sustainability.

Various partnerships have been set up, such as the publication of the ONFR's column in Le Droit newspaper, as well as promotion and advertising namely through broadcasting radio spots on community radio stations.

# OUR PARTNERS

## Private Sector Partnerships

Groupe Média TFO is essential to the expansion of the French fact in Ontario and Canada. It forges business ties with its partners to support the production of French-language educational content, to remain competitive and innovative.

### PHILANTHROPY PROGRAM

While on the lookout for new ways to support TFO's sustainability, particularly through the production of quality French-language content, Groupe Média TFO has decided to establish a New Revenue Streams and Philanthropy department, inviting the private sector to support investments in content production, thus better meet the needs of young audiences.

TFO's French-language educational content, given its focus on employability skills, is an added value for companies wishing to offer a bilingual e-learning solution. Groupe Média TFO therefore optimizes its assets to expand opportunities for content creation, supporting kids in their learning with relevant approaches.

As an actor of change and innovation with a recognized digital expertise, Groupe Média TFO remains a partner of choice, even as digital learning is undergoing a profound transformation, especially in the wake of the COVID-19 pandemic. By providing French resources and content in these fields, Groupe Média TFO ensures that Franco-Ontarians have all the tools they need to succeed in the new economy.

# OUR PARTNERS

## Active International Partnerships

In 2016, Groupe Média TFO started selling its content internationally. The market's appetite for French-language educational products was confirmed. Since then, several agreements were created and new audiences now have access to TFO's content.

- United States - PBS Learning Media, Louisiana Public Broadcasting
- France - Beneylu and Qwant Junior, Group AB (TV)
- Foundation Alliance Française (worldwide) - Special COVID-19 Kit
- OIF (Africa) - Special COVID-19 Kit
- Canada - Via Rail, Air Transat and Air Canada, ICI tou.tv
- Italy - Rai 3 (TV)
- Spain - TV Catalunya
- China - Jolly
- Taiwan - Eva Air
- United Arab Emirates - eJunior KidsTV

# CHAPTER 5

THE POST-COVID ERA

THE POST-COVID ERA, AN ESSENTIAL TRANSFORMATION

# THE POST-COVID ERA, AN ESSENTIAL TRANSFORMATION

## Post COVID-19 Market Data

Digital consumption trends since the beginning of the COVID-19 pandemic have shown exponentially growing consumption patterns. Internet use has increased by 50% since the beginning of the pandemic and nearly 55% of consumers read the news on their cell phones, compared to 21% on their desktop computers. Other indicators of online content consumption show that users prefer local news sites. Videos are the most popular content for every age group, and millennials are listening to more podcasts and livestream content. Global Web Index also reports that, since the beginning of the pandemic, TV and streaming platforms such as YouTube and TikTok have been by far the preferred platforms for all generations.

The crisis of COVID-19 and its unpredictable and unstable context require very frequent monitoring to understand the needs of stakeholders and propose appropriate solutions. What is certain is that brands will have to demonstrate flexibility, an ability to propose an adapted offer quickly, and solidify their relationship with their audiences.

The industry also agrees that the COVID-19 crisis has accelerated the need for digital transformation. Groupe Média TFO's lead is its core business. Its expertise in the creation of quality content and in digital amplification are two assets to propel a new digital acceleration and capture all the opportunities available in its target markets.

# THE POST-COVID ERA, AN ESSENTIAL TRANSFORMATION

## Groupe Média TFO's Adjusted Vision

### AGILITY AND EFFICIENCY

The analysis of new digital opportunities and the evolution of the relationship with customers has allowed Groupe Média TFO to rethink its approach by turning the company towards data, a major digital transformation initiative undertaken about 24 months ago during its shift towards data.

In order to respond to the speed of the market, it was necessary to focus on digital cohesion and allow the offer to be more directly and strategically focused on the customer, thanks to omnichannel distribution. Omnichannel distribution is an integrated vision of the company as a whole, across all its interconnected communication channels, with the ultimate goal of satisfying customers by meeting and exceeding their various expectations.

### NEW MODERNIZATION AREAS OF GROUPE MÉDIA TFO

Changing towards an omni-channel distribution model required a series of operational alignments so all company departments could converge towards an automated and centralized data management system, with the customer at its core. Many areas have been modernized to enable this new digital shift. Several achievements, such as the in-house creation of an algorithm to measure the impact of Groupe Média TFO on its markets using a score, now make it possible to target promotional activities with much greater precision and agility. Its research unit and dialogue with audiences, on the other hand, supports data team decisions in real time, by explaining how our consumers use our content.

# THE POST-COVID ERA, AN ESSENTIAL TRANSFORMATION

## Groupe Média TFO's Adjusted Vision

### TALENT AT THE CORE: EMPLOYEE EXPERIENCE AT THE HEART OF OUR BUSINESS

TFO's culture has a great value to nourish its innovation process: diversity in all its aspects, including diversity of viewpoints. At the heart of TFO's innovation, the company has a team of approximately 200 employees from nearly 30 countries in the international Francophonie. As a public company serving the French fact in Ontario, Groupe Média TFO is proud to represent the values of openness and inclusiveness intrinsic to Ontario's Francophonie.

To celebrate the unique contribution of its internal collaborators, Groupe Média TFO organizes an annual Employee Recognition Award to underscore the seniority or expertise of its employees.

# CONCLUSION

The COVID-19 crisis has shown us that learning is undergoing a profound transformation, and that the shift towards a new way of delivering e-learning is necessary. Innovation and agility will become essential skills to stand out in an increasingly competitive world, which will also lead to the emergence of new models. In a context of global uncertainty, Groupe Média TFO, as a French-language public media institution in a minority language situation, will play a key role. Its influence and reach will become promising collective assets to multiply larger-scale initiatives aimed at showing Ontario's youth how to contribute fully and wisely to tomorrow's society, with the help of quality, tailor-made French-language content.

This is a crucial turning point. The future of the public media industry and its sustainable development in our highly changing society is at the heart of the issue. We will continue to deliver our mandate to citizens, with a selection of local voices, reliable and quality content, therefore nourishing the democratic digital sphere in a responsible and enlightened manner.

We still don't know what tomorrow's jobs will be. Our duty is to actively participate in the development of current and future generations of Francophones and Francophiles, to advance the cause of education in Ontario, in Canada and beyond, by building on our strengths: our core business (content production) and our expertise in digital propulsion.

**GROUPE MÉDIA**

**TFO**

# FINANCIAL STATEMENTS

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

Group Media TFO's discussion and analysis provides an overview of the organization's financial activities for the fiscal year ended March 31, 2020. The objective of this information is designed to focus on the current year's activities, resulting changes and currently known facts, and therefore should be read in conjunction with the 2019/2020 audited financial statements.

### **REVENUES AND EXPENDITURES**

#### ***Revenue***

Total revenues for 2019/20 are \$38,9M, composed of:

- Contributions – Operating grants which is the amount recognized of the Government of Ontario current year funding in this fiscal year; \$17.1M
- The Amortization of Deferred Contributions of \$15.7M
- Funding for special projects and Corporate and Government funding of \$3.0M, and
- Other revenues of \$3.1M.

These are explained further below.

#### **Contributions – Operating grants - Government of Ontario Funding of \$17.1M (Note 15)**

The total amount of funding received from the Ontario Government in 2019/20 is \$30.8M - the same amount as in 2018/19 (except for \$1M received in 2018/2019 for the build out of the new Ottawa offices). The Statement of Operations show a Contribution - Operating grants of \$17.1M. The difference of \$13.7M is explained as follows,

- \$17.2M was deferred to future years related to expenditures capitalized; \$15.1M for productions, co-productions and the purchase of Broadcasting rights, and \$2.1M for capital assets
- \$2,3M was deferred to 2020/21 related to unspent amounts for dedicated projects budgeted in 2019/20
- \$5.8M was recognized in this fiscal year related to funding received in previous years related to dedicated projects that were unspent in 2018/19 and completed in 2019/20

The increase in recognized Contributions – Operating Grants of \$2.1M, from \$14.9M in 2018/19 to \$17.1m in 2019/20 is mainly related to the reduction of deferred contributions for dedicated projects from \$4.2M (2018/19) to \$2.0M (2019/20).

Note 15 provides the reconciliation between the funding received and the amount recognized on the Statement of Operations.

#### **Amortization of Deferred Contributions of \$15.8M**

The Amortization of Deferred Contribution of \$15.7M is the recognition of prior years' Government of Ontario funding related to the current year's amortization expense on expenditures capitalized in previous years. Government of Ontario funding is deferred when assets are purchased and recognized when the depreciation costs are expensed. This records the funding received in the same period that the amortization expense is incurred. The \$15.8M is the total amortization expense for Broadcasting Rights, In-house programming, and other capital assets.

## **Other Revenue of \$3.1M**

One of GMTFO's strategic objectives is "Organizational sustainability to develop and advance a new business model that is both successful and sustainable". GMTFO is continuously looking at ways to generate other revenues through the sale of Broadcasting Rights of its content, subscriptions to IDÉLLO to school boards, teachers and parents outside of Ontario, the sale of services through *Le Laboratoire d'univers virtuels (LUV)*, and advertising and promotion. One of the major revenues is TV cable subscriptions; these have been in a steep decline over the last five years due. Strategies are in place to grow all of these revenues.

## ***Expenses***

The only substantial changes to expenditures are administrative expenses which increased by \$1.2M which relates to one-time projects undertaken in 2019/20 such as the implementation of a new finance system and various marketing projects.

## ***Excess of Revenue over Expenses***

GMTFO finished the year with an Excess of revenues over expenditures of \$229,033, after the impact of the net actuarial gains.

## **STATEMENT OF FINANCIAL POSITION**

### ***Assets***

Cash-on-hand decreased by \$3.3M mainly due to the reduction of deferred contributions for dedicated projects from \$4.2M (2018/19) to \$2.0M (2019/20) and for Broadcasting Rights of \$1M.

Restricted Cash increased by \$2.0M because for the first time GMTFO accrued signed agreements for the co-production of content and acquisition of Broadcasting Rights for an amount of \$2.4M in 2019/20.

### ***Liabilities***

The liabilities have an overall net effect of an increase that can be attributed to various strategic decisions made by GMTFO.

Current Liabilities - Deferred contributions decreased by \$2.1M, from \$4.7M in 2018/19 to \$2.6M in 2019/20. This is mainly due to the decrease in the government funding deferred related to dedicated projects.

Deferred Contributions – Broadcasting Rights increased by \$3.3M, from \$16.9M to \$20.2M mostly related to an increase in the purchase of Broadcasting Rights in 2019/20.

### ***Net Assets***

GMTFO finished the year with an Excess of revenue over expenses of \$229,033 resulting in Net Assets as at March 31, 2020 of \$6,764,787; \$1.5M of this amount is in a restricted fund while the remaining amount of \$5,245,779 is unrestricted.

**ONTARIO FRENCH-LANGUAGE EDUCATIONAL  
COMMUNICATIONS AUTHORITY (OFLECA)**

**FINANCIAL STATEMENTS**

**MARCH 31, 2020**

ONTARIO FRENCH-LANGUAGE EDUCATIONAL  
COMMUNICATIONS AUTHORITY (OFLECA)

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## MANAGEMENT'S REPORT

Management of the Ontario French-language Educational Communications Authority (OFLECA) is responsible for the financial statements, the notes to the financial statements and all other financial information contained in this financial report.

Management has prepared the financial statements in accordance with Canadian public sector accounting standards. In order to achieve the objective of fair presentation in all material respects, reasonable estimates and professional judgements were used. Management believes the financial statements present fairly the OFLECA's financial position as at March 31, 2020, as well as the results of its operations and its cash flows for the year then ended.

In fulfilling its responsibilities and recognizing the limits inherent in all systems, Management has developed and maintains a system of internal controls designed to provide reasonable assurance that the OFLECA's assets are safeguarded from loss and that the accounting records are a reliable basis for the preparation of financial statements.

The Board of Directors is responsible for ensuring that the OFLECA's Management fulfills its responsibilities for financial reporting and is ultimately responsible for reviewing and approving the financial statements. The Board of Directors carries out its responsibility for review of the financial statements principally through the Audit Committee. The Audit Committee meets with Management and the external auditors to discuss the results of audit examinations and financial reporting matters and to satisfy itself that each party is properly discharging its responsibilities. The external auditors have full access to the Audit Committee with or without the presence of Management.

The financial statements for the year ended March 31, 2020 have been audited by Marcil Lavallée, Chartered Professional Accountants, Licensed Public Accountants, the independent external auditors appointed by the members of the OFLECA. The accompanying Independent Auditor's Report outlines their responsibilities, the scope of their examination and their professional opinion on the financial statements.

*Eric Minoli*

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Eric Minoli  
Chief Operating Officer

*Michelle Séguin*

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Michelle Séguin, CPA, CA  
Interim Director of Finance responsible for Financial, Legal and Administrative Services

Toronto, Ontario  
June 19, 2020

## INDEPENDENT AUDITOR'S REPORT

To the Directors of  
Ontario French-language Educational Communications Authority (OFLECA)

### *Opinion*

We have audited the financial statements of Ontario French-language Educational Communications Authority (OFLECA) (the Organization), which comprise the statement of financial position as at March 31, 2020, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2020, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### *Basis for Opinion*

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### *Other Information*

Management is responsible for the other information. The other information comprises the annual report, but does not include the financial statements and our auditor's report thereon. The annual report is expected to be made available to us after the date of this auditor's report.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

When we read the annual report, if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance.

### *Responsibilities of Management and Those Charged with Governance for the Financial Statements*

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.



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Comptables professionnels agréés  
Chartered Professional Accountants



In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

*Auditor's Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
  - Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

*Marcil Lavallée*

Chartered Professional Accountants, Licensed Public Accountants

Ottawa, Ontario  
June 19, 2020

**Marcil Lavallée**

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

STATEMENT OF FINANCIAL POSITION

MARCH 31, 2020

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|                                                  | 2020          | 2019          |
|--------------------------------------------------|---------------|---------------|
| <b>ASSETS</b>                                    |               |               |
| <b>CURRENT ASSETS</b>                            |               |               |
| Cash                                             | \$8,577,160   | \$ 11,987,446 |
| Accounts receivable (Note 4)                     | 3,300,010     | 2,780,172     |
| Prepaid expenses                                 | 1,304,302     | 1,299,308     |
|                                                  | 13,181,472    | 16,066,926    |
| <b>RESTRICTED CASH</b> (Note 5)                  | 6,154,165     | 4,210,986     |
| <b>BROADCASTING RIGHTS</b> (Note 6)              | 17,773,522    | 15,860,444    |
| <b>IN-HOUSE PROGRAMMING</b> (Note 7)             | 12,919,164    | 13,899,506    |
| <b>ASSET – EMPLOYEE FUTURE BENEFITS</b> (Note 8) | 4,156,400     | 3,851,200     |
| <b>CAPITAL ASSETS</b> (Note 9)                   | 7,030,847     | 7,571,538     |
|                                                  | 48,034,098    | 45,393,674    |
|                                                  | \$ 61,215,570 | \$ 61,460,600 |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

STATEMENT OF FINANCIAL POSITION

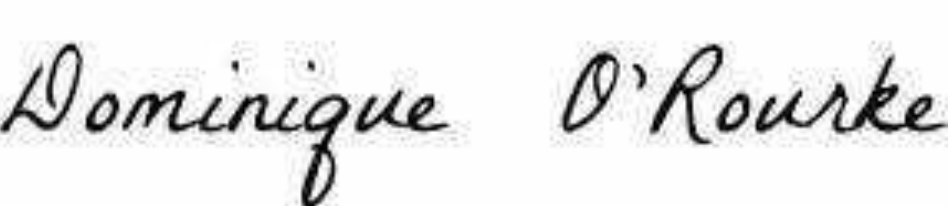
MARCH 31, 2020

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|                                                                          | 2020          | 2019          |
|--------------------------------------------------------------------------|---------------|---------------|
| <strong>LIABILITIES</strong>                                             |               |               |
| <strong>CURRENT LIABILITIES</strong>                                     |               |               |
| Accounts payable and accrued liabilities (Note 10)                       | \$7,061,482   | \$7,958,128   |
| Deferred contributions (Note 11)                                         | 2,583,074     | 4,699,657     |
|                                                                          | 9,644,556     | 12,657,785    |
| <strong>LIABILITY – EMPLOYEE FUTURE BENEFITS (Note 8)</strong>           | 2,718,300     | 2,559,600     |
| <strong>DEFERRED CONTRIBUTIONS – BROADCASTING RIGHTS (Note 12)</strong>  | 20,185,368    | 16,860,444    |
| <strong>DEFERRED CONTRIBUTIONS – IN-HOUSE PROGRAMMING (Note 13)</strong> | 13,194,941    | 13,899,506    |
| <strong>DEFERRED CONTRIBUTIONS – CAPITAL ASSETS (Note 14)</strong>       | 8,707,620     | 8,947,513     |
|                                                                          | 44,806,229    | 42,267,063    |
|                                                                          | 54,450,785    | 54,924,848    |
| <strong>NET ASSETS</strong>                                              |               |               |
| Internal Restrictions (Note 5)                                           |               |               |
| - TFO Fund                                                               | 1,519,008     | 1,519,008     |
| - Pension Fund                                                           | -             | -             |
| Unrestricted 5,245,777                                                   |               | 5,016,744     |
|                                                                          | 6,764,785     | 6,535,752     |
|                                                                          | \$ 61,215,570 | \$ 61,460,600 |

ON BEHALF OF THE BOARD

  
\_\_\_\_\_  
President of the Board

  
\_\_\_\_\_  
President of the Finance and Audit Committee

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED MARCH 31, 2020

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|                                                                                              | 2020          | 2019          |
|----------------------------------------------------------------------------------------------|---------------|---------------|
| REVENUE                                                                                      |               |               |
| Contributions                                                                                |               |               |
| - Operating grants (Note 15)                                                                 | \$ 17,129,241 | \$ 14,900,541 |
| - Funding for special projects (Note 16)                                                     | 332,342       | 667,160       |
| - Corporate and government (Note 17)                                                         | 2,638,000     | 2,930,499     |
| Other revenue (Note 18)                                                                      | 3,100,294     | 3,578,943     |
| Amortization of deferred contributions                                                       |               |               |
| - Broadcasting rights (Note 12)                                                              | 5,995,699     | 6,211,358     |
| - In-house programming (Note 13)                                                             | 7,755,298     | 9,086,971     |
| - Capital assets (Note 14)                                                                   | 2,014,313     | 2,393,733     |
|                                                                                              | 38,965,187    | 39,769,205    |
| EXPENSES                                                                                     |               |               |
| Content and programming                                                                      | 6,764,323     | 6,615,922     |
| Production and technology                                                                    | 7,467,485     | 7,146,223     |
| Administration                                                                               | 8,145,965     | 6,980,493     |
| Write-off of capital assets                                                                  | -             | 4,990         |
| Amortization of broadcasting rights                                                          | 5,995,699     | 6,211,358     |
| Amortization of in-house programming                                                         | 7,755,298     | 9,086,971     |
| Amortization of capital assets                                                               | 2,014,313     | 2,393,733     |
| Employee future benefits                                                                     | 739,571       | 1,321,486     |
|                                                                                              | 38,882,654    | 39,761,176    |
| EXCESS OF REVENUE OVER EXPENSES BEFORE NET ACTUARIAL GAINS ON EMPLOYEE FUTURE BENEFITS PLANS | 82,533        | 8,029         |
| Net actuarial gains – Employee future benefits plans                                         | 146,500       | 1,025,714     |
| EXCESS OF REVENUE OVER EXPENSES                                                              | \$ 229,033    | \$1,033,743   |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

STATEMENT OF CHANGES IN NET ASSETS  
FOR THE YEAR ENDED MARCH 31, 2020

|                                 | TEO Fund    | Internal Restrictions Pension Fund | Unrestricted | 2020 Total  | 2019 Total   |
|---------------------------------|-------------|------------------------------------|--------------|-------------|--------------|
| BALANCE, BEGINNING OF YEAR      | \$1,519,008 | \$ -                               | \$ 5,016,744 | \$6,535,752 | \$ 3,302,009 |
| Excess of revenue over expenses |             | -                                  | 229,033      | 229,033     | 1,033,743    |
| Allocation – Pension Fund       |             | -                                  | -            | -           | -            |
| BALANCE, END OF YEAR            | \$1,519,008 | \$ -                               | \$5,245,777  | \$6,764,785 | \$6,535,752  |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED MARCH 31, 2020

|                                                                                       | 2020                          | 2019                          |
|---------------------------------------------------------------------------------------|-------------------------------|-------------------------------|
| <strong>OPERATING ACTIVITIES</strong>                                                 |                               |                               |
| Excess of revenue over expenses                                                       | \$ 229,033                    | \$ 1,033,743                  |
| Adjustments for:                                                                      |                               |                               |
| Amortization of broadcasting rights                                                   | 5,995,699                     | 6,211,358                     |
| Amortization of in-house programming                                                  | 7,755,298                     | 9,086,971                     |
| Amortization of capital assets                                                        | 2,014,313                     | 2,393,733                     |
| Net actuarial gains – Employee future benefits Plan                                   | (146,500)                     | (1,025,714)                   |
| Amortization of deferred contributions – broadcasting rights                          | (5,995,699)                   | (6,211,358)                   |
| Transfer – deferred contributions – broadcasting rights                               | (167,000)                     | (3,570)                       |
| Amortization of deferred contributions – in-house programming                         | (7,755,298)                   | (9,086,971)                   |
| Amortization of deferred contributions – capital assets                               | (2,014,313)                   | (2,393,733)                   |
| Transfer – deferred contributions – capital assets                                    | (375,975)                     | (275,527)                     |
| Loss on write-off of capital assets                                                   | -                             | 4,990                         |
|                                                                                       | (460,442)                     | (266,078)                     |
| Net change in non-cash working capital items (Note 3)                                 | (3,538,061)                   | 3,464,204                     |
|                                                                                       | (3,998,503)                   | 3,198,126                     |
| <strong>INVESTING ACTIVITIES RELATED TO CAPITAL ASSETS AND INTANGIBLE ASSETS</strong> |                               |                               |
| Programming grant                                                                     | 9,487,623                     | 6,819,501                     |
| In-house programming grant                                                            | 7,050,733                     | 5,943,468                     |
| Capital grant                                                                         | 2,150,395                     | 3,020,536                     |
| Acquisition of broadcasting rights                                                    | (7,908,777)                   | (5,815,931)                   |
| Acquisition of in-house programming                                                   | (6,774,956)                   | (5,943,468)                   |
| Acquisition of capital assets – net amount                                            | (1,473,622)                   | (2,666,733)                   |
| Proceeds from disposal of capital assets                                              | -                             | 17,182                        |
|                                                                                       | 2,531,396                     | 1,374,555                     |
| <strong>NET INVESTING ACTIVITY</strong>                                               |                               |                               |
| Net change in restricted cash                                                         | (1,943,179)                   | (1,175,097)                   |
| <strong>NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS</strong>                 | <strong>(3,410,286)</strong>  | 3,397,584                     |
| <strong>CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR</strong>                         | <strong>11,987,446</strong>   | 8,589,862                     |
| <strong>CASH AND CASH EQUIVALENTS, END OF YEAR</strong>                               | <strong>\$ 8,577,160</strong> | <strong>\$11,987,446</strong> |

Cash and cash equivalents consist of cash.

# ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

## NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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### 1. STATUTE AND NATURE OF OPERATIONS

The Ontario French-language Educational Communications Authority (the Authority) is a Crown corporation created by a decree on April 1, 2007. The Authority is an independent French language broadcasting network and a charitable organization under the Income Tax Act and, as such, is exempt from income tax.

The Authority's main objectives are to provide French language educational broadcasting and telecommunications to the general public, to provide for the francophone community's interests and needs, and to develop the knowledge and skills of this community.

### 2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements have been prepared in accordance with Canadian public sector accounting standards (PSAS-GNFPO). The Authority has elected to apply Section SP 4200 series for government not-for-profit organizations. The accounting policies are set out below:

#### Management estimates

The preparation of financial statements in compliance with the PSAS-GNFPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses for the periods covered. Actual amounts could differ from these estimates. The main estimates relate to the useful life of capital assets, broadcasting rights and capitalized in-house programming costs and to the evaluation of certain provisions. Estimates also include the basis of allocating expenses used to capitalize the portion of the salaries and other expenses related to in-house programming. Estimates also include assets and liabilities related to employee future benefits.

The main items for which significant estimates were made are the defined benefits assets and liabilities for the accrued benefit pension plan and other retirement benefits plan. To estimate these amounts, management is required to make various assumptions that it considers reasonable, including with respect to inflation rates, discount rates and mortality rates. Management also takes into account future salary increases and the retirement age of employees. Any changes to the assumptions could have a significant impact on the Authority's results and financial position. The staff pension benefit expense could increase or decrease in upcoming years.

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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#### 2. SIGNIFICANT ACCOUNTING POLICIES (continued)

##### Contribution receivable

A contribution receivable is recognized as an asset when the amount to be received can be reasonably estimated and ultimate collection is reasonably assured.

##### Revenue recognition

###### *Contributions*

The Authority follows the deferral method of accounting for contributions.

Unrestricted contributions are recognized as revenue in the statement of operations when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Contributions which are, explicitly or implicitly, externally restricted for the purchase of capital assets or broadcasting rights or internally developed television broadcasting subject to amortization (in-house programming) are deferred in the statement of financial position and recognized as revenue in the statement of operations on the same basis and over the same periods as the related assets.

Contributions which are, explicitly or implicitly, externally restricted for specific expenses to be incurred in future years (in-house programming and others) are deferred in the statement of financial position and recognized as revenue in the statement of operations in the period in which the related expenses are incurred.

###### *Subscriptions and other*

Revenue from signal subscriptions, sale of services, advertising and distribution, sale of educational products and other is recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

###### *Interest income*

Interest income is recognized as revenue when it becomes due.

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

11

#### 2. SIGNIFICANT ACCOUNTING POLICIES (continued)

##### Revenue recognition (continued)

###### *Contributions received in the form of supplies and services*

The Authority accounts for the contributions received in the form of supplies and/or services when the fair value of these contributions can be reasonably estimated, and when the Authority would have obtained the supplies and services for its regular operations in another manner. Contributions received in the form of supplies and/or services are recorded at the fair value of the supplies and services received.

##### Financial instruments

###### *Measurement of financial instruments*

The Authority initially measures its financial assets and liabilities at fair value, except for certain non-arm's length transactions.

The Authority subsequently measures all its financial assets and financial liabilities at amortized cost, except for investments in equity instruments that are quoted in an active market, which are measured at fair value. Changes in fair value are recognized in operations.

Financial assets measured at amortized cost include cash, accounts receivable and restricted cash.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

###### *Impairment*

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in operations.

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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#### 2. SIGNIFICANT ACCOUNTING POLICIES (continued)

##### Financial instruments (continued)

###### *Transaction costs*

The Authority recognizes its transaction costs in operations in the period incurred. However, financial instruments that will not be subsequently measured at fair value are adjusted by the transaction costs that are directly attributable to their origination, issuance or assumption.

##### Cash and cash equivalents

The Authority's policy is to present unrestricted cash and investments with a term equal to or less than three months in cash and cash equivalents.

##### In-house programming, broadcasting rights and production costs

In-house programming, broadcasting rights and production costs are accounted for as follows:

###### *In-house programming*

In-house programming is defined as internally developed television broadcasting. Completed and in-progress programming having a future economic value through rebroadcasting and the use of web-based interactive tools is accounted for on an individual basis at cost, deducted from accumulated amortization and cumulative loss in value. Cost includes the cost of supplies and services and the portion of the labour and other direct expenses related to programming. Programming costs are recognized in the statement of operations with the television and new media services expense using the straight-line method over a period of four years or when programming is sold or unusable.

###### *Broadcasting rights and production costs*

Broadcasting rights and productions under co-production, pre-purchase and acquisition contracts are accounted for at cost. Broadcasting rights are amortized over a period of four years on a straight-line basis.

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

2. SIGNIFICANT ACCOUNTING POLICIES (continued)

Capital assets

Capital assets are recorded at cost, net of accumulated amortization.

Amortization is calculated using the straight-line method over the estimated useful lives of assets over the following periods:

|                                     | Periods               |
|-------------------------------------|-----------------------|
| Mobility (tablets and smart phones) | 2 years               |
| Office equipment                    | 3 years               |
| Office infrastructure               | 4 years               |
| Computerized production equipment   | 5 years               |
| Production equipment                | 7 years               |
| Office furniture and equipment      | 10 years              |
| Leasehold improvements              | Duration of the lease |

Write-down of capital assets, broadcasting rights and in-house programming

When capital assets, broadcasting rights and in-house programming no longer contribute to the Authority’s ability to provide services, the excess of the carrying amount of such assets over their residual value, if any, is recognized in the statement of operations.

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

14

#### 2. SIGNIFICANT ACCOUNTING POLICIES (continued)

##### Employee future benefits

The Authority accrues its obligations under the employee defined benefit plans, net of the fair value of plan assets. In order to do so, the Authority has adopted the following policies:

- The actuarial determination of the accrued benefit obligations for pensions and other retirement benefits uses the projected benefit method prorated on service. This determination incorporates management's best estimate of future salary levels, discount rate, other cost escalation, retirement ages of employees and other actuarial factors;
- For the purpose of calculating the expected return on plan assets, those assets are valued at fair value;
- An actuarial gain (loss) arises from the difference between the actual long-term rate of return on plan assets for a period and the expected long-term rate of return on plan assets for that period or from changes in actuarial assumptions used to determine the accrued benefit obligations. Actuarial gains (losses) for each period are recognized on a systematic basis and are amortized over the average remaining service life of active employees covered by the pension plan, which is 13 years. The average remaining service period of the active employees covered by the other retirement benefit plans is 17 years.

##### Foreign currency translation

Monetary assets and liabilities in foreign currency are translated at the exchange rate in effect at the balance sheet date, whereas other assets and liabilities are translated at the exchange rate in effect at the transaction date. Revenue and expenses in foreign currency are translated at the average rate in effect during the year, with the exception of expenses relating to non-monetary assets and liabilities, which are translated at the historical rate. Exchange gains and losses are recognized in the current year's operations.

##### Excess financing

Government ministries can require the reimbursement of any excess funding. All such reimbursements will be accounted for in the financial year in which they occur.

**ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)**

**NOTES TO THE FINANCIAL STATEMENTS**

**MARCH 31, 2020**

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**3. NET CHANGE IN NON-CASH WORKING CAPITAL ITEMS**

|                                          | 2020                 | 2019                |
|------------------------------------------|----------------------|---------------------|
| Accounts receivable                      | \$ (519,838)         | \$ (139,237)        |
| Prepaid expenses                         | (4,994)              | (466,803)           |
| Accounts payable and accrued liabilities | (896,646)            | 872,396             |
| Deferred contributions                   | (2,116,583)          | 3,197,848           |
|                                          | <b>\$(3,538,061)</b> | <b>\$ 3,464,204</b> |

**4. ACCOUNTS RECEIVABLE**

|                                                                  | 2020                | 2019                |
|------------------------------------------------------------------|---------------------|---------------------|
| Ministry of Education                                            | \$ 1,015,125        | \$ 13,731           |
| Governments and government agencies                              | 931,174             | 1,728,834           |
| Subscriptions (cable broadcasting and educational subscriptions) | 238,770             | 187,082             |
| Commodity taxes                                                  | 842,194             | 640,248             |
| Others                                                           | 272,747             | 210,277             |
|                                                                  | <b>\$ 3,300,010</b> | <b>\$ 2,780,172</b> |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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5. RESTRICTED CASH

|                                  | 2020                | 2019                |
|----------------------------------|---------------------|---------------------|
| Reserves                         |                     |                     |
| - Capital renewal <sup>(a)</sup> | \$ 1,000,000        | \$ 1,000,000        |
| - TFO Fund <sup>(b)</sup>        | 1,519,008           | 1,519,008           |
| - Broadcasting rights            | -                   | 1,000,000           |
| - Transition                     | 12,306              | 55,011              |
| - AODA <sup>(c)</sup>            | 258,455             | 260,992             |
| - In-house programming           | 275,777             | -                   |
| Commitments                      |                     |                     |
| - Broadcasting rights            | 2,411,846           | -                   |
| - Capital assets                 | 676,773             | 375,975             |
|                                  | <u>\$ 6,154,165</u> | <u>\$ 4,210,986</u> |

- (a) A portion of the funding received annually can be set aside to ensure that the Authority’s technical capital assets keep pace with technological changes and can be maintained or replaced.
- (b) During the 2008-2009 year, the Authority decided to restrict contributions obtained from the dissolution of the TVOntario Foundation, which were received during the previous year. To this effect, these restricted funds may be used for purposes determined by the Board of Directors from time to time, and only with the approval of the Board.
- (c) Annually, a portion of the operating budget is specifically allocated to meet the requirements of the *Accessibility for Ontarians with Disabilities Act, 2005* (AODA). The balance of \$258,455 was recognized as deferred revenue and as an addition to the restricted cash. This amount will be used during the year ended March 31, 2021.

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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#### 6. BROADCASTING RIGHTS

|                                                 | 2020         |                          |              |
|-------------------------------------------------|--------------|--------------------------|--------------|
|                                                 | Cost         | Accumulated amortization | Net value    |
| Broadcasting rights and completed productions   | \$33,019,669 | \$18,208,432             | \$14,811,237 |
| Broadcasting rights written off during the year | (8,575,862)  | (8,575,862)              | -            |
|                                                 | 24,443,807   | 9,632,570                | 14,811,237   |
| Work in progress                                | 2,962,285    | -                        | 2,962,285    |
|                                                 | \$27,406,092 | \$ 9,632,570             | \$17,773,522 |

|                                                 | 2019          |                          |               |
|-------------------------------------------------|---------------|--------------------------|---------------|
|                                                 | Cost          | Accumulated amortization | Net value     |
| Broadcasting rights and completed productions   | \$ 30,623,708 | \$ 17,982,506            | \$ 12,641,202 |
| Broadcasting rights written off during the year | (5,769,773)   | (5,769,773)              | -             |
|                                                 | 24,853,935    | 12,212,733               | 12,641,202    |
| Work in progress                                | 3,219,242     | -                        | 3,219,242     |
|                                                 | \$ 28,073,177 | \$ 12,212,733            | \$ 15,860,444 |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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7. IN-HOUSE PROGRAMMING

|                                                                           | Cost | Accumulated<br>amortization | Net value | 2020         |              |              |
|---------------------------------------------------------------------------|------|-----------------------------|-----------|--------------|--------------|--------------|
|                                                                           |      |                             |           |              |              |              |
| In-house programming                                                      |      |                             |           | \$40,102,116 | \$27,182,952 | \$12,919,164 |
| In-house programming completely amortized and written off during the year |      |                             |           | (10,271,708) | (10,271,708) | -            |
|                                                                           |      |                             |           | \$29,830,408 | \$16,911,244 | \$12,919,164 |

|                                                                           | 2019         |               |              |
|---------------------------------------------------------------------------|--------------|---------------|--------------|
|                                                                           | Cost         | amortization  | Net value    |
| In-house programming                                                      | \$45,696,092 | \$ 31,796,586 | \$13,899,506 |
| In-house programming completely amortized and written off during the year | (12,368,932) | (12,368,932)  | -            |
|                                                                           | \$33,327,160 | \$ 19,427,654 | \$13,899,506 |

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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#### 8. ASSET AND LIABILITY – EMPLOYEE FUTURE BENEFITS

##### Description of pension and other retirement benefit plans

The Authority has a number of funded and unfunded defined benefit plans, as well as defined contribution plans, that provide pension, other retirement and post-employment benefits to most of its employees.

The pension plan to which most of the Authority's employees contribute is made up of two components. The first component consists of a defined benefit plan entirely funded by the Authority. According to this plan, pension benefits are based on the number of years of service and the employee's salary at the end of their career. Every year, the pension benefits are grossed-up in accordance with the rate of inflation, up to a maximum of 3%. The second component consists in a defined contribution plan, with contributions paid by both the Authority and the participants. Other retirement benefit plans are contributory health care, dental and life insurance plans.

##### Total cash payments

Cash payments made for future employee benefits, consisting of cash contributed by the Authority to its funded pension plan, cash payments directly to beneficiaries on account of its unfunded other retirement benefit plans, and cash contributed to its defined contribution plans, amount to \$1,089,584 (2019: \$1,898,726).

##### Defined benefit plans

The Authority measures its accrued defined benefit obligations and the fair value of the plan assets as at March 31 of each year. The most recent actuarial valuation of the pension plan, for funding purposes, was prepared by Morneau Shepell as at March 31, 2020 and is a data extrapolation and evaluation based on the complete actuarial valuation dated March 31, 2017.

The next complete valuation, as of March 31, 2020, is currently being prepared. The final full actuarial valuation report was not available at the date of approval of the financial statements.

**ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)**

**NOTES TO THE FINANCIAL STATEMENTS**

**MARCH 31, 2020**

**8. ASSET AND LIABILITY – EMPLOYEE FUTURE BENEFITS (continued)**

**Reconciliation of the funded status of the benefit plans to amounts recorded in the financial statements**

|                                        | Funded Pension Benefit Plan | 2020                              |                |
|----------------------------------------|-----------------------------|-----------------------------------|----------------|
|                                        |                             | Unfunded Retirement Benefit Plans | Other Total    |
| Accrued benefit obligations            | \$15,559,400                | \$ 2,333,900                      | \$17,893,300   |
| Fair value of plan assets              | (18,318,900)                | -                                 | (18,318,900)   |
| Funded status – plan deficit (surplus) | (2,759,500)                 | 2,333,900                         | (425,600)      |
| Unamortized net actuarial gain (loss)  | (1,396,900)                 | 384,400                           | (1,012,500)    |
| Accrued pension liability (asset)      | \$ (4,156,400)              | \$ 2,718,300                      | \$ (1,438,100) |

|                                        | Funded Pension Benefit Plan | 2019                              |                |
|----------------------------------------|-----------------------------|-----------------------------------|----------------|
|                                        |                             | Unfunded Retirement Benefit Plans | Other Total    |
| Accrued benefit obligations            | \$14,841,500                | \$ 2,030,800                      | \$16,872,300   |
| Fair value of plan assets              | (18,739,700)                | -                                 | (18,739,700)   |
| Funded status – plan deficit (surplus) | (3,898,200)                 | 2,030,800                         | (1,867,400)    |
| Unamortized net actuarial gain (loss)  | 47,000                      | 528,800                           | 575,800        |
| Accrued pension liability (asset)      | \$ (3,851,200)              | \$ 2,559,600                      | \$ (1,291,600) |

# **ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)**

## **NOTES TO THE FINANCIAL STATEMENTS**

**MARCH 31, 2020**

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### **8. ASSET AND LIABILITY – EMPLOYEE FUTURE BENEFITS (continued)**

#### **Pension plan asset components**

At the measurement date of March 31, the pension plan assets consist of the following:

|                   | 2020 | 2019 |
|-------------------|------|------|
|                   | %    | %    |
| Asset category    |      |      |
| Equity securities | 60   | 60   |
| Debt securities   | 40   | 40   |
| Other             | -    | -    |
|                   | 100  | 100  |

#### **Employee future benefit costs recognized in the year and benefits paid**

|                                             | 2020                    |                        |
|---------------------------------------------|-------------------------|------------------------|
|                                             | Pension<br>Benefit Plan | Other<br>Benefit Plans |
| Employee future benefits costs recognized   | \$ 530,000              | \$ 188,900             |
| Benefits paid, reimbursements and transfers | \$ 622,400              | \$ 30,200              |

|                                             | 2019                    |                        |
|---------------------------------------------|-------------------------|------------------------|
|                                             | Pension<br>Benefit Plan | Other<br>Benefit Plans |
| Employee future benefits costs recognized   | \$ 438,700              | \$ 213,200             |
| Benefits paid, reimbursements and transfers | \$ 688,200              | \$ 32,700              |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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8. ASSET AND LIABILITY – EMPLOYEE FUTURE BENEFITS (continued)

Employee future benefits costs recognized consists of the following:

|                                                                     | Pension Benefit Plan |            | Other Benefit Plans |            |
|---------------------------------------------------------------------|----------------------|------------|---------------------|------------|
|                                                                     | 2020                 | 2019       | 2020                | 2019       |
| Current service benefits' costs                                     | \$ 775,200           | \$ 744,800 | \$ 156,700          | \$ 169,500 |
| Amortization of net actuarial losses (gains)                        | (31,800)             | (102,100)  | (26,500)            | (17,900)   |
| Interest costs of pension benefits                                  | 806,900              | 764,900    | -                   | -          |
| Actuarial loss (gain) related to the expected return on plan assets | (1,020,300)          | (968,900)  | 58,700              | 61,600     |
|                                                                     | \$ 530,000           | \$ 438,700 | \$ 188,900          | \$ 213,200 |

Significant assumptions

The significant assumptions used are as follows (weighted average):

|                                                  | 2020                 |                     |
|--------------------------------------------------|----------------------|---------------------|
|                                                  | Pension Benefit Plan | Other Benefit Plans |
|                                                  | %                    | %                   |
| Accrued benefit obligations                      |                      |                     |
| Discount rate                                    | 5.60                 | 2.60                |
| Rate of compensation increase:                   |                      |                     |
| Non-unionized employees                          | 2.5 per year         | -                   |
| Unionized employees                              | 2.5 per year         | -                   |
| Employee future benefits costs                   |                      |                     |
| Discount rate                                    | 5.40                 | 4.00                |
| Expected long-term rate of return on plan assets | 5.40                 | -                   |
| Rate of compensation increase:                   |                      |                     |
| Non-unionized employees                          | 2.5 per year         | -                   |
| Unionized employees                              | 2.5 per year         | -                   |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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8. ASSET AND LIABILITY – EMPLOYEE FUTURE BENEFITS (continued)

Significant assumptions (continued)

|                                                                      | Pension<br>Benefit Plan | 2019<br>Other<br>Benefit Plans |
|----------------------------------------------------------------------|-------------------------|--------------------------------|
| Accrued benefit obligations                                          | %                       | %                              |
| Discount rate                                                        | 5.40                    | 2.80                           |
| Rate of compensation increase:                                       |                         |                                |
| Non-unionized employees                                              | 1.50 until 2019         | -                              |
| Non-unionized employees                                              | 2.50 2020 and after     | -                              |
| Unionized employees                                                  | 2.50 per year           | -                              |
| Employee future benefits costs                                       |                         |                                |
| Discount rate                                                        | 5.65                    | 3.20                           |
| Expected long-term rate of return on plan assets                     | 5.65                    | -                              |
| Rate of compensation increase:                                       |                         |                                |
| Non-unionized employees                                              | 1.50 until 2019         | -                              |
| Non-unionized employees                                              | 2.50 2020 and after     | -                              |
| Unionized employees                                                  | 2.50 per year           | -                              |
| The assumed health care cost trend rates are based on the following: | 2020                    | 2019                           |
|                                                                      | % 5.17                  | % 5.23                         |
| Growth rate of health care costs                                     |                         |                                |
| Prescription medication:                                             |                         |                                |
| Initial health care cost trend rate                                  | 6.0                     | 6.0                            |
| Cost trend rate declines to                                          | 4.0                     | 4.0                            |
| Year that the rate reaches the rate it is assumed to remain at       | 2040                    | 2040                           |
| Hospitalization cost, eye care, dental care and other medical care   | Between 0 and 4.00      | Between 0 and 4.00             |

Defined contribution plan

The total expense recognized in relation with the defined contribution plan amounts to \$224,217 (2019: \$221,069).

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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#### 9. CAPITAL ASSETS

|                                   | 2020                |                          |                     |
|-----------------------------------|---------------------|--------------------------|---------------------|
|                                   | Cost                | Accumulated amortization | Net value           |
| Mobility                          | \$ 243,159          | \$ 189,723               | \$ 53,436           |
| Office equipment                  | 1,008,562           | 638,921                  | 369,641             |
| Office infrastructure             | 562,253             | 560,026                  | 2,227               |
| Production equipment              | 15,028,036          | 12,694,558               | 2,333,478           |
| Computerized production equipment | 13,321,766          | 11,424,267               | 1,897,499           |
| Office furniture and equipment    | 2,143,286           | 1,360,658                | 782,628             |
| Leasehold improvements            | 7,483,232           | 5,891,294                | 1,591,938           |
|                                   | <b>\$39,790,294</b> | <b>\$32,759,447</b>      | <b>\$ 7,030,847</b> |

|                                   | 2019                |                          |                     |
|-----------------------------------|---------------------|--------------------------|---------------------|
|                                   | Cost                | Accumulated amortization | Net value           |
| Mobility                          | \$ 192,613          | \$ 141,993               | \$ 50,620           |
| Office equipment                  | 688,053             | 575,737                  | 112,316             |
| Office infrastructure             | 562,253             | 485,601                  | 76,652              |
| Production equipment              | 14,424,549          | 12,023,378               | 2,401,171           |
| Computerized production equipment | 13,005,889          | 10,678,238               | 2,327,651           |
| Office furniture and equipment    | 2,070,362           | 1,219,585                | 850,777             |
| Leasehold improvements            | 7,375,068           | 5,622,717                | 1,752,351           |
|                                   | <b>\$38,318,787</b> | <b>\$30,747,249</b>      | <b>\$ 7,571,538</b> |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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10. ACCOUNTS PAYABLE AND ACCRUED LIABILITIES

|                                    |              | 2020      | 2019         |
|------------------------------------|--------------|-----------|--------------|
| Trades payable and accrued charges | \$ 5,643,004 |           | \$ 6,998,577 |
| Accrued wages and benefits         |              | 1,078,532 | 786,209      |
| Government remittances             |              | 339,946   | 173,342      |
|                                    | \$ 7,061,482 |           | \$ 7,958,128 |

11. DEFERRED CONTRIBUTIONS

~~Ministry of~~ 2020

|                                    | Education    | Others     | Total        |
|------------------------------------|--------------|------------|--------------|
| <del>Deferred Contributions</del>  |              |            |              |
| Balance, beginning of year         | \$ 4,483,139 | \$ 156,940 | \$ 4,640,079 |
| Add: Amount received               | 2,286,655    | 205,964    | 2,492,619    |
| Less: Amount recognized as revenue | (4,470,833)  | (261,182)  | (4,732,015)  |
| Balance, end of year               | 2,298,961    | 101,722    | 2,400,683    |
| <del>Special projects</del>        |              |            |              |
| Balance, beginning of year         | 59,578       | -          | 59,578       |
| Add: Amount received               | 296,360      | -          | 296,360      |
| Less: Amount recognized as revenue | (173,547)    | -          | (173,547)    |
| Balance, end of year               | 182,391      | -          | 182,391      |
| Total                              | \$ 2,481,352 | \$ 101,722 | \$ 2,583,074 |

# ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

## NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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### 11. DEFERRED CONTRIBUTIONS (continued)

|                                      | 2019                |                       |                     |
|--------------------------------------|---------------------|-----------------------|---------------------|
|                                      | Education           | Ministry of<br>Others | Total               |
| <b><i>Deferred contributions</i></b> |                     |                       |                     |
| Balance, beginning of year           | \$ 1,169,979        | \$ 100,579            | \$ 1,270,558        |
| Add: Amount received                 | 4,352,867           | 272,856               | 4,625,723           |
| Less: Amount recognized as revenue   | (1,039,707)         | (216,495)             | (1,256,202)         |
| Balance, end of year                 | 4,483,139           | 156,940               | 4,640,079           |
| <b><i>Special projects</i></b>       |                     |                       |                     |
| Balance, beginning of year           | 43,750              | 187,501               | 231,251             |
| Add: Amount received                 | 59,578              | -                     | 59,578              |
| Less: Amount recognized as revenue   | (43,750)            | (187,501)             | (231,251)           |
| Balance, end of year                 | 59,578              | -                     | 59,578              |
| <b>Total</b>                         | <b>\$ 4,542,717</b> | <b>\$ 156,940</b>     | <b>\$ 4,699,657</b> |

### 12. DEFERRED CONTRIBUTIONS – BROADCASTING RIGHTS

|                                                    | 2020                | 2019         |
|----------------------------------------------------|---------------------|--------------|
| Balance, beginning of year                         | <b>\$16,860,444</b> | \$16,255,871 |
| Add:                                               |                     |              |
| Amount received this year – Ministry of Education  | <b>8,430,839</b>    | 5,800,880    |
| Amount received prior year – Ministry of Education | -                   | -            |
| Amount received – Others                           | <b>1,056,784</b>    | 1,018,621    |
| Less:                                              |                     |              |
| Transfer                                           | <b>(167,000)</b>    | (3,570)      |
| Amortization – Amount recognized as revenue        | <b>(5,995,699)</b>  | (6,211,358)  |
| Balance, end of year                               | <b>\$20,185,368</b> | \$16,860,444 |

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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#### 13. DEFERRED CONTRIBUTIONS – IN-HOUSE PROGRAMMING

|                                             | 2020         | 2019         |
|---------------------------------------------|--------------|--------------|
| Balance, beginning of year                  | \$13,899,506 | \$17,043,009 |
| Add:                                        |              |              |
| Amount received – Ministry of Education     | 5,689,379    | 5,080,110    |
| Amount received – Canadian Media Fund       | 1,361,354    | 863,358      |
| Less:                                       |              |              |
| Amortization – Amount recognized as revenue | (7,755,298)  | (9,086,971)  |
| Balance, end of year                        | \$13,194,941 | \$13,899,506 |

#### 14. DEFERRED CONTRIBUTIONS – CAPITAL ASSETS

|                                                                 | 2020         | 2019         |
|-----------------------------------------------------------------|--------------|--------------|
| Balance, beginning of year                                      | \$ 8,947,513 | \$ 8,596,237 |
| Add:                                                            |              |              |
| Amounts added to deferred contributions – Ministry of Education | 2,150,395    | 3,020,536    |
| Less:                                                           |              |              |
| Transfer                                                        | (375,975)    | (275,527)    |
| Amortization – Amount recognized as revenue                     | (2,014,313)  | (2,393,733)  |
| Balance, end of year                                            | \$ 8,707,620 | \$ 8,947,513 |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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15. CONTRIBUTIONS – OPERATING GRANTS

|                                                              | 2020         | 2019         |
|--------------------------------------------------------------|--------------|--------------|
| <i>Received in current year</i>                              |              |              |
| Grant – core                                                 | \$14,312,183 | \$17,551,410 |
| Grant – core – AODA                                          | 657,300      | 657,300      |
| Grant – capital                                              | 1,750,000    | 2,750,000    |
| Grant – broadcasting rights                                  | 8,430,839    | 5,800,880    |
| Grant – in-house programming                                 | 5,689,379    | 5,080,110    |
| <i>Total received in current year: Ministry of Education</i> | 30,839,701   | 31,839,700   |
| <i>Received in prior year</i>                                |              |              |
| Capital                                                      | 375,975      | 275,527      |
| Broadcasting rights                                          | 1,000,000    | -            |
| AODA                                                         | 260,992      | 186,343      |
| Dedicated projects                                           | 4,209,841    | 853,364      |
| <i>Transfer to deferred contributions</i>                    |              |              |
| Broadcasting rights                                          | (9,430,839)  | (5,800,880)  |
| In-house programming                                         | (5,689,379)  | (5,080,110)  |
| Capital assets                                               | (2,150,395)  | (3,020,536)  |
| Dedicated projects                                           | (2,028,200)  | (4,091,875)  |
| Dedicated projects – AODA                                    | (258,455)    | (260,992)    |
|                                                              | \$17,129,241 | \$14,900,541 |

**ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)**

**NOTES TO THE FINANCIAL STATEMENTS**

**MARCH 31, 2020**

**16. CONTRIBUTIONS – FUNDING FOR SPECIAL PROJECTS**

|                                  | 2020       |                       |             |
|----------------------------------|------------|-----------------------|-------------|
|                                  | Education  | Ministry of<br>Others | Total       |
| Funding received in current year | \$ 455,154 | \$ -                  | \$ 455,154  |
| Funding recognized               | 173,548    |                       | - 173,548   |
| Less: Deferred contributions     | (296,360)  |                       | - (296,360) |
|                                  | \$ 332,342 | \$ -                  | \$ 332,342  |

|                                  | 2019       |                       |            |
|----------------------------------|------------|-----------------------|------------|
|                                  | Education  | Ministry of<br>Others | Total      |
| Funding received in current year | \$ 587,988 | \$ 20,000             | \$ 607,988 |
| Funding recognized               | 43,750     | 75,000                | 118,750    |
| Less: Deferred contributions     | (59,578)   | -                     | (59,578)   |
|                                  | \$ 572,160 | \$ 95,000             | \$ 667,160 |

ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 2020

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17. CONTRIBUTIONS – CORPORATE AND GOVERNMENT

|                                                        | 2020         | 2019         |
|--------------------------------------------------------|--------------|--------------|
| <b>Ministry of Education</b>                           |              |              |
| Funding received in current year                       | \$ 2,605,000 | \$ 2,605,000 |
| <b>Canada Media Fund</b>                               |              |              |
| Funding received in current year                       | 1,361,354    | 1,188,077    |
| Less: Deferred contributions – in-house programming    | (1,361,354)  | (863,358)    |
| <b>Other Ontario agencies</b>                          |              |              |
| Funding received in current year                       | 986,684      | 724,401      |
| Funding recognized from prior years                    | -            | -            |
| Less: Deferred contributions – broadcasting rights     | (981,784)    | (723,621)    |
| <b>Other provinces</b>                                 |              |              |
| Funding received in current year                       | 20,000       | -            |
| Funding received in current year – broadcasting rights | 75,000       | 295,000      |
| Funding recognized from prior years                    | -            | -            |
| Less: Deferred contributions – broadcasting rights     | (75,000)     | (295,000)    |
| <b>Corporate</b>                                       |              |              |
| Funding received in current year                       | 4,600        | 3,500        |
| Funding recognized from prior years                    | 3,500        | -            |
| Less: Contributions deferred to the following year     | -            | (3,500)      |
|                                                        | \$ 2,638,000 | \$ 2,930,499 |

**ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)**

**NOTES TO THE FINANCIAL STATEMENTS**

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**18. OTHER REVENUE**

|                                            | 2020         | 2019         |
|--------------------------------------------|--------------|--------------|
| Signal subscriptions                       | \$ 1,316,864 | \$ 1,518,159 |
| Sale of services                           | 348,891      | 1,014,856    |
| Promotion and distribution                 | 455,925      | 278,674      |
| Sale of educational material               | 273,654      | 177,390      |
| Sublease                                   | 139,519      | 149,701      |
| Interest                                   | 292,715      | 173,712      |
| Donations received in the form of services | 77,600       | 237,243      |
| Donations and other                        | 195,126      | 29,208       |
|                                            | \$ 3,100,294 | \$ 3,578,943 |

**19. RELATED PARTY TRANSACTIONS BETWEEN RELATED ORGANIZATIONS**

As sponsor of the Ontario French-language Educational Communications Authority Pension Plan, the Authority has undertaken to pay certain costs of the pension plan, including compensation of employees, professional fees and costs associated with the use of premises and other associated costs.

**20. FINANCIAL INSTRUMENTS**

**Financial risk management objectives and policies**

The Authority is exposed to various financial risks resulting from both its operations and its investment activities. The Authority’s management manages financial risks.

The Authority does not enter into financial agreements including derivative financial instruments for speculative purposes.

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

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#### 20. FINANCIAL INSTRUMENTS (continued)

##### Financial risks

The Authority's main financial risk exposure and its financial risk management policies are as follows:

##### *Credit risk*

Credit risk is the risk of financial loss for the Authority if a customer or counterparty to a financial instrument fails to meet its contractual obligations. Such risks arise mainly from certain financial assets held by the Authority consisting of cash and cash equivalents and accounts receivable.

The Authority is exposed to credit risk attributable to its accounts receivable. The credit risk is assessed as low mainly due to the type of debtor, for the most part comprised of the government.

The Authority is exposed to concentration risk attributable to cash and cash equivalents and restricted cash since it only trades with one financial institution. The Authority manages its credit risk by dealing with a reputable bank.

##### *Exchange risk*

The Authority is exposed to exchange risk due to cash and cash equivalents and accounts receivable denominated in US dollars. As at March 31, 2020, cash and cash equivalents in US dollars totalled USD \$107,274 (CAD \$152,188) (2019: USD \$132,093 (CAD \$176,515)).

The Authority does not enter into forward exchange contracts to cover its exchange risk exposure. The Authority believes that it is not subject to significant foreign exchange risk from its financial instruments.

## ONTARIO FRENCH-LANGUAGE EDUCATIONAL COMMUNICATIONS AUTHORITY (OFLECA)

### NOTES TO THE FINANCIAL STATEMENTS

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#### 20. FINANCIAL INSTRUMENTS (continued)

##### *Liquidity risk*

Liquidity risk is the risk that the Authority will not be able to meet its financial obligations as they become due.

Liquidity risk management serves to maintain a sufficient amount of cash and cash equivalents. To ensure that the Authority has the necessary funds to fulfil its obligations, the Authority's management establishes budgets, but does not prepare cash flow forecasts.

As at March 31, 2020, the Authority has a cash and cash equivalents and restricted cash balance of \$14,731,325 (2019: \$16,198,432). All the Authority's financial liabilities totalling \$7,061,482 (2019: \$7,958,128) have contractual maturities of less than 365 days.

#### 21. CONTRACTUAL OBLIGATIONS

The Authority has entered into operating lease agreements, expiring December 31, 2028, which call for payments of \$7,982,284 for the rental of office space. The minimum lease payments for the next five years are \$885,254 for the year ending March 31, 2021, \$894,363 for the year ending March 31, 2022, \$923,138 for the year ending March 31, 2023, \$949,382 for the year ending March 31, 2024 and \$951,811 for the year ending March 31, 2025.

The Authority has entered into other operating lease agreements expiring in 2020-2021 to pay a total amount of \$317,000.

As at March 31, 2020, the Authority had committed an amount of \$2,336,846 for the purchase of broadcasting rights, of which \$2,325,946 will be paid during the year ending March 31, 2021 and \$10,900 during the year ending March 31, 2022.

As at March 31, 2020, the Authority had committed an amount of \$676,773 for the purchase of capital assets for the 2020-2021 year.

#### 22. CONTINGENCY

The funding received from government ministries may be refunded following an audit if the funding received is identified as a surplus based on the funding arrangements agreed between the parties. As at March 31, 2020, management has not been informed of any potential refund.

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#### **23. SUBSEQUENT EVENTS**

The recent outbreak of the coronavirus, also known as COVID-19, has spread across the globe and is impacting worldwide economic activity. Conditions surrounding the coronavirus continue to rapidly evolve and government authorities have implemented emergency measures to mitigate the spread of the virus. The outbreak and the related mitigation measures have impacted the Authority's operations. The extent to which these events may impact the Authority's business activities will depend on future developments, such as the ultimate geographic spread of the disease, the duration of the outbreak, business disruptions, and the effectiveness of actions taken in Canada and other countries to contain and treat the disease. These events are highly uncertain and, as such, the Authority cannot determine the ultimate financial impacts at this time.