

The CBC's mandate should require that it no longer accept advertising in any form, on air and online. The fact that it needs to chase ratings in addition to a mandate of public broadcasting sets it apart from other public broadcasters, and not in a good way. Broadcasters known for their innovation and creativity, such as the ABC, BBC, DR in Denmark, and even NHK in Japan (known for their experimentation on the technical side) are all funded by the government, through either appropriations as the CBC partly is, or through licence fees. Doing this will also help private media organisations, such as online-only sites competing with the CBC's gigantic ad-funded online presence, as well as countering the constant accusations of eating into their own ad sales (as Radio 2 was often accused of a few years ago). It is worth it to spend more to eliminate all advertising and commercial pressures in order to do something bold and new - something that could bring Canadian culture to international recognition as Danish, British, and even Australian television shows have. The only way to do this is to avoid being like the multitude of private broadcasters that exist in the country and by having a truly non-commercial organisation. Is it worth the \$200 or so million in ad revenue if nobody thinks your content is worth watching or sharing? The CBC must be reinvented into an ad-free business if it wants to survive in the 21st century.