



CONSORTIUM

des médias communautaires
de langues officielles
en situation minoritaire

of Official Language Minority
Community Media

Self-assessment of the digital capabilities of OLMC media

Key Findings

The Consortium of Official Language Community Media commissioned PGF Consultant to conduct a digital self-assessment of OLMC media. This self-assessment process aimed to provide an overview of their organizational health, their level of digital maturity, and to identify their priority needs to achieve digital transformation successfully. This work is part of a collective effort to strengthen the sector's capabilities and promote its adaptation to a constantly evolving technological and digital environment.



Key findings

- **Widespread fragility:** More than 50% or more consider themselves fragile from an organizational standpoint.
- **Low digital maturity:**
 - 56% do not have dedicated digital staff;
 - 74% do not have a defined digital action plan;
 - 49% do not track specific performance indicators.
- **Limited use of technology:** Digital tools are primarily used for content production and distribution, but they are rarely utilized to enhance visibility, generate revenue, or position themselves strategically.



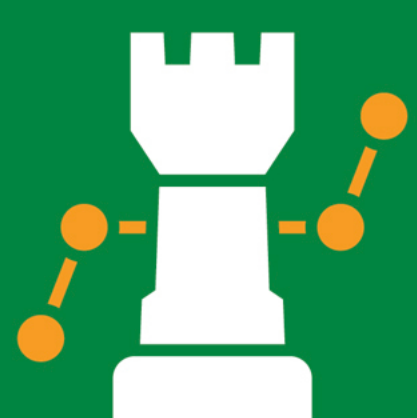
Financial and operational data

- Approximately 66% of media outlets operate on an annual budget of less than \$500,000;
- Nearly one-third have annual revenues of less than \$250,000.



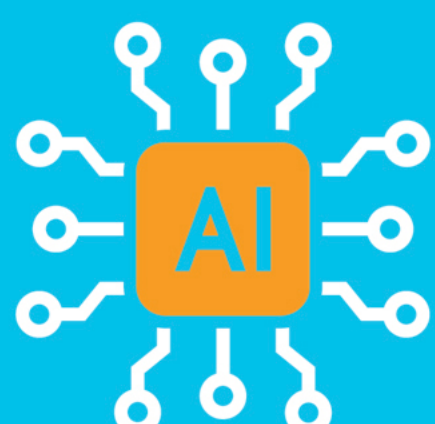
Level of comfort with digital technology

- 45% report a low or acceptable level of comfort;
- 55% say they are fairly comfortable or very comfortable.



Limited digital maturity

- More than half have no dedicated digital staff.
- A majority (74%) have no strategic plan, measures or performance indicators.



Use of AI is still low in the media

- The majority of radio stations and newspapers **do not use generative artificial intelligence** in their work. The minority that does use it mainly uses it to summarize or translate written content.



Major barriers to digital transformation

- Insufficient human resources (88%)
- Lack of funding (81%)
- Lack of time and training (65%)



What they need

- **Human resources**
 - 70% of media outlets urgently need access to specialists in digital advertising and monetization.
- **Equipment**
 - **Radio stations:** Urgent need for computers, high-performance software, and broadcasting tools.
 - **Newspapers:** Need for automation solutions (CMS, CRM, etc.) and digital distribution.



Strategic priorities

The media identify three key levers for a successful digital transition:

1. Stable, predictable, and recurring funding (86%)
2. A clear and replicable digital model (63%)
3. More qualified digital staff (60%)

The self-assessment results reveal a committed but fragile sector facing significant challenges in terms of funding and capacity. To ensure their sustainability and the quality of their impact, OLMC media need structured and predictable support, better coordinated collaboration between community, government, academic, and media stakeholders, and access to better specialized resources or up-to-date, high-performance equipment.