

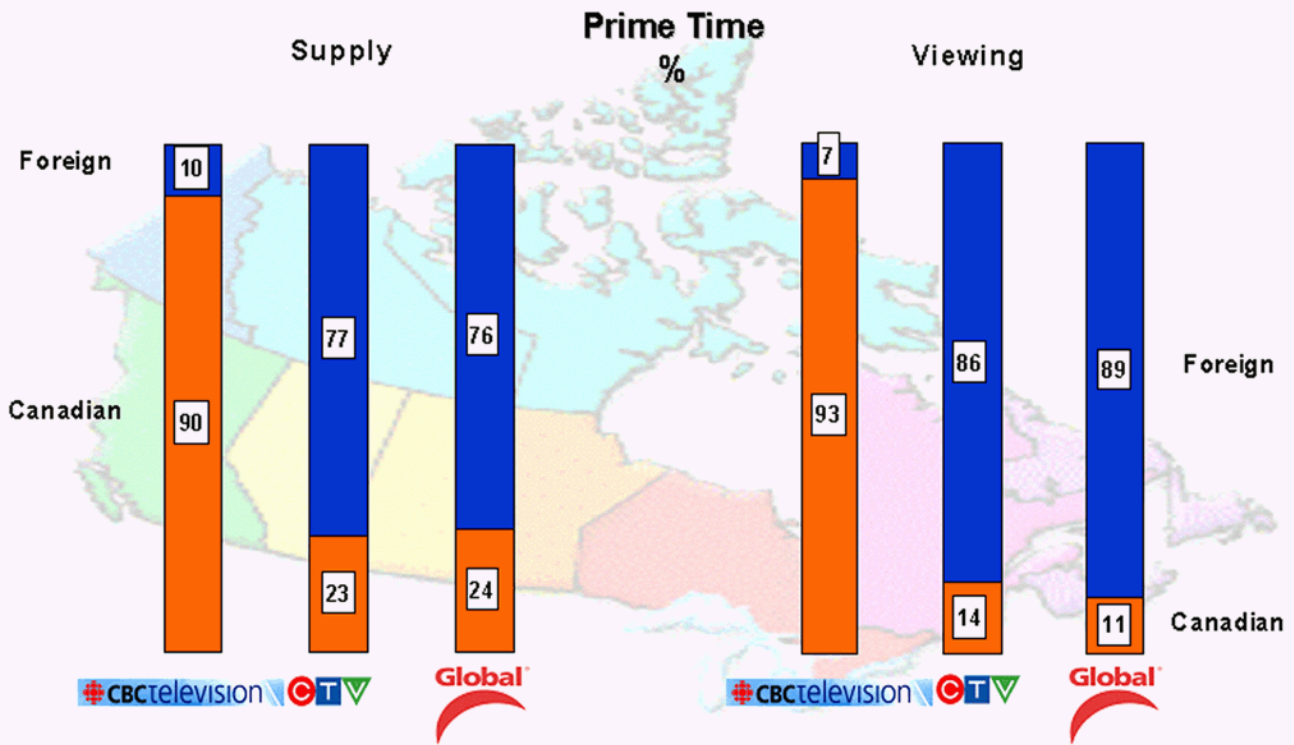


# CBC Fact Sheet

## CBC TV: Home of Canadian Content

- ▶ Only CBC TV airs Canadian programs in prime time when the majority of Canadians are able to view it. While Canadian programs accounted for 90 per cent of the programs aired by CBC TV in the September 2000 to August 2001 period, Canadian programs represented less than one-quarter of CTV's and Global's prime time schedules during the same period.
- ▶ CBC TV not only airs Canadian programming in prime time, but it delivers the audience to Canadian programming in prime time as well. While Canadian programs account for 93 per cent of all prime time viewing to CBC TV, foreign programs, which are mostly comprised of simulcast U.S. programs, account for 86 and 89 per cent of all viewing to CTV and Global, respectively.
- ▶ CBC TV is the only network delivering a larger viewing share for its Canadian programs compared to the share of broadcast time that these represent.

### English Market & Canadian Programming



Source: CORP+RATE RESEARCH (Nielsen Media Research, CDS - September 2000 to August 2001)