

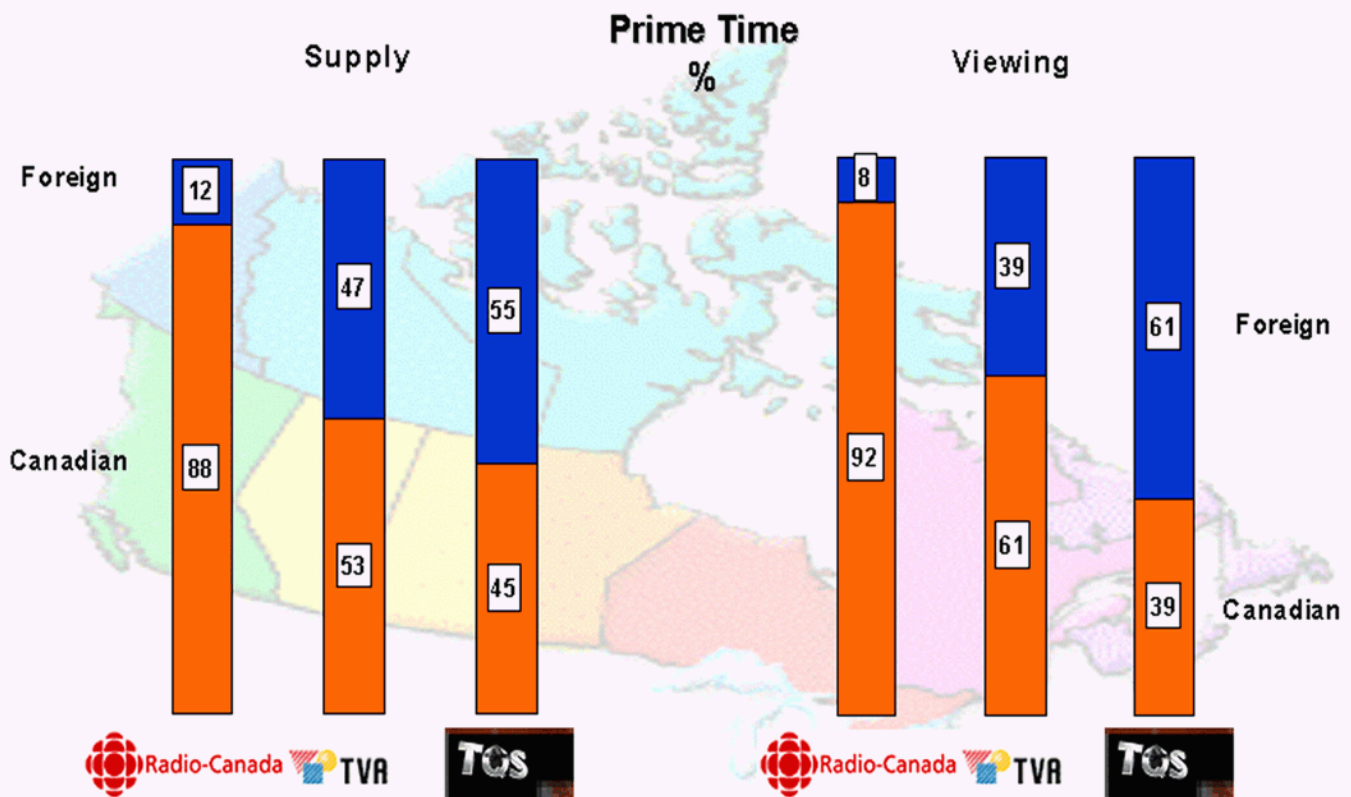


CBC Fact Sheet

Radio-Canada: The Clear Cut CANCON Provider

- ▶ Radio-Canada is the only French-language network offering a predominantly Canadian prime time schedule. While almost 90 per cent of the programs aired by Radio-Canada during prime time between September 2000 and August 2001 were Canadian, Canadian programs only accounted for about one-half of the programs aired by TVA and TQS (53 and 45 per cent, respectively).
- ▶ Moreover, when viewers tune in to Radio-Canada, they are doing so to watch Radio-Canada's Canadian programs. Canadian programs account for 92 per cent of all viewing to Radio-Canada, which is greater than the share of broadcast time that Canadian programs represent. Canadian programming, on the other hand, accounts for about three-fifths (61 per cent) of all viewing to TVA and two-fifths (39 per cent) of all viewing to TQS.

French Market & Canadian Programming



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