



Arts and Entertainment

A beautiful song, a compelling story or a hilarious comedy routine. For viewers, listeners and Web surfers, CBC/Radio-Canada is where high-quality cultural programming can be found. In a country rich with some of the world's best creative minds, our homegrown musicians, actors, writers, filmmakers, and artists get their exposure here. Their talent becomes programming that entertains us all, and attracts large audiences. With the public as its shareholder, CBC/Radio-Canada can take risks and devote resources to creating innovative programming and maintaining a primarily Canadian schedule – investing more than \$120 million annually in productions and artistic competitions.

CBC Television and CBC Newsworld Highlights

- CBC Television maintained its audience share of 7 per cent, and won 52 Gemini Awards.
- *The Greatest Canadian* let the audience influence and drive our programming, and Canadians responded with enthusiasm. More than 1.2 million viewers tuned in for the debut and just over one million for the finale to see Tommy Douglas win the vote. More than 1.13 million votes were tallied – 450,000 from the Web.
- *Canadian Country Music Awards* aired live from Edmonton in September with a prime time audience of more than 700,000. Thanks to an agreement with Air Canada, the awards were also heard on the airline's audio channels.
- High-impact, award-winning dramatic specials included *H₂O*, *Shake Hands with the Devil* and *Sex Traffic*. *H₂O* attracted 918,000 viewers and launched at a gala screening at the Canadian Museum of Civilization.
- *Canada for Asia*, a benefit concert to help victims of the Asian tsunami, aired live on CBC Television, CBC Newsworld, CBC Country Canada, CBC Radio One and *CBC.ca*. Nearly one million people tuned into the main network alone, with traffic to the webcast more than twice its normal level. Performers included The Tragically Hip, Céline Dion, Rush, and Mike Myers. The broadcast raised more than \$4 million.

CBC Radio Highlights

- *Canada Reads* and the *Poetry Face-Off* brought literary expression to CBC Radio One. This year's winning book was *Rockbound*, Frank Parker Day's story about an isolated fishing community. *Canada Reads* books all made the top 10 bestseller lists in Canada after being featured on the show.
- *50 Tracks* on CBC Radio One counted down the top 50 pop songs of the 20th century, as chosen by the listeners, and then did an all-Canadian version, leading to record traffic on the website. Several tracks became top 10 downloads on iTunes after exposure on the show.
- New programs included Eric Friesen's highly anticipated new national show *Studio Sparks*, which features regular free concerts with a live audience from its concert space in the Ottawa Broadcast Centre.
- *CBC Radio 3*, the Web-based magazine about independent music and culture, became a late night Radio show on CBC Radio Two. The website will re-launch in the Fall of 2005 to become a 24-hour broadcast service targeting youth with contemporary music and culture.



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Télévision de Radio-Canada Highlights

- Under the new banner, *Vous allez voir*, Télévision de Radio-Canada presented bold, audacious drama reflecting contemporary society, and worked with young authors, new actors and talented directors.
- *Tout le monde en parle* and *Les Bougon – c'est aussi ça la vie!* each attracted an average weekly audience of more than 1.8 million viewers, out of a potential audience of seven million. Incredibly, the audience share figures were each more than 50 per cent. *Les Bougon* won five Prix Gémeaux.
- Télévision de Radio-Canada won a total of 53 Gémeaux.
- In the Winter of 2005, five new original dramatic series made their debut with great success: *L'Héritière de Grande Ourse*, *Minuit le soir*, *Providence*, *Défect Inc.* and *Cover Girl*.
- CBC/Radio-Canada also operates ARTV in partnership. This French-language arts and culture Television channel is available to 1.65 million digital subscribers across Canada.
- Radio de Radio-Canada celebrated 50 years of French-language public Radio in the Atlantic region.

Radio de Radio-Canada Highlights

- Espace musique, a new airspace dedicated to musical diversity, replaced Chaîne culturelle in September 2004. After only three months, ratings figures measured 431,000 listeners, up from 119,000, its best results in seven years.
- Première Chaîne's audience share rose to 12.6 per cent among Francophones. Combine that with Espace musique and the numbers jump to a 15.7 per cent share.
- Radio de Radio-Canada and CBC Radio produced more than 50 projects together, including the 400th anniversary of Acadian presence in Canada, the CBC Literary Awards/Prix littéraires Radio-Canada and the coverage of the US Presidential election.
- The program *Porte ouverte* presented documentaries on major cultural figures. In one well-received feature, journalist Dominique Payette crossed the country to discover English-Canadian culture for a French-language audience. Pieces came from St. John's, London, Ontario, Calgary, Vancouver, Yellowknife, and Moncton.



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CBC.ca and Radio-Canada.ca Highlights

- The new Espace musique website complements Radio de Radio-Canada's new music channel. The site is based on four musical styles – jazz, classical, world music, and French song – and offers content unavailable anywhere else, including full concert presentations.
- The new *CBC.ca/Arts* section launched in February and covers the ideas and trends shaping culture today. Visits increased 144 per cent from one year earlier.
- *Bandeapart.fm* is both programming on Espace musique and a very popular website. This year it recorded more than 50 concerts, providing content for both media. The website features eight Web Radio stations, 60 online concerts, artist bios, and more.

Galaxie Highlights

- Galaxie is CBC/Radio-Canada's hugely successful digital subscription audio service, offering 45 different channels of uninterrupted music – 24-hours a day, seven days a week. The service has more than four million subscribers through satellite, cable and microwave digital distribution systems, and has contributed more than half a million dollars to Canadian talent development.