



### Sports

The heart-pounding thrill of a split-second finish can make any armchair athlete feel like they are in the game. It is CBC/Radio-Canada's job to bring the action home, complete with all of the personal stories of triumph and heartbreak that go with it. With the networks' special focus on amateur sport, the stars of today and of the future can serve as an inspiration for every child who ever laced up a pair of skates, swung at a pitch or climbed on their bike.

- The 2004 Summer Olympic and Paralympic Games in Athens were a successful partnership between English and French, Television, Radio and New Media teams.
- *CBC.ca* broke site records for daily visits during the Olympics – more than 1.3 million on August 24<sup>th</sup>, the day of Perdita Felicien's heartbreaking fall on the hurdles.
- The Paralympics coverage was stronger than ever before, with 21.5 hours of programming from Athens, including competition coverage, feature segments and highlights.
- CBC Television received its third IOC Golden Rings award for broadcasting excellence.
- It is estimated that 26 million Canadians watched at least some of the Olympic Games on either CBC Television or Télévision de Radio-Canada.
- Réseau de l'information de Radio-Canada (RDI) broadcast 32 hours of coverage before the Athens Olympics, and 61 hours during the games.
- The NHL lockout forced the cancellation of the 2004-2005 hockey season, depriving CBC/Radio-Canada of significant revenue.
- There was still hockey on the airwaves. CBC Television and Télévision de Radio-Canada broadcast the 2004 World Cup of Hockey semi-final and final games in HDTV. Prime time games averaged 1.5 million viewers, peaking at nearly four million for the finals.
- Prior to the lockout, the 2004 NHL Playoffs and the Stanley Cup finals averaged record audiences, including 4.9 million viewers for Game 7 on CBC Television's *Hockey Night in Canada*.
- CBC Television also presented a new experiment in reality Television. *Making the Cut* brought hockey hopefuls together for a chance at the big-time.
- The 2005 World Figure Skating Championships attracted an audience of more than 700,000 viewers to CBC Television and Télévision de Radio-Canada.
- The 92<sup>nd</sup> Grey Cup came from Ottawa, and was covered by English and French Television, Radio and New Media. The CBC Television audience was more than four million viewers – the third highest numbers ever – capping off an impressive ratings season for CFL Football on CBC Television.
- Télévision de Radio-Canada's *Adrénaline* covers the full range of professional and amateur sport. This season the specials included the World Cup of Freestyle Skiing, the Women's Cycling World Cup and the World Cup of Short-Track Speed Skating.