



CBC | RADIO - CANADA

DISTINCTIVE CANADIAN PROGRAMMING EVERYDAY

HIGHLIGHTS 2004 - 2005

- Hundreds of national and international awards for our English and French Radio, Television and New Media Services this year, including **53 GÉMEAUX**, **52 GEMINI**, two **PRIX BOOMERANG**, two **ONLINE NEWS ASSOCIATION PRIZES**, a **PRIX ITALIA**, four **GABRIELS**, and eight **NEW YORK FESTIVALS AWARDS**.
- **CBC RADIO ONE** – morning shows number one or two in 14 markets.
- **RADIO DE RADIO-CANADA**'s morning show, *C'est bien meilleur le matin*, on the **PREMIÈRE CHAÎNE** – number one in Montreal, seven days a week. **ESPACE MUSIQUE**'s audience increased by **37 per cent**, compared to Spring 2004 (*Fall 2004 BBM*).
- **CBC TELEVISION** – Canada's most-watched morning preschool programming.
- *Le téléjournal/Le point* – watched at 10:00 p.m. by **18.7 per cent** on average of Francophones.
- **CBC TELEVISION** audiences for *Rick Mercer's Monday Report* – **852,000** on average each week; *H₂O* on CBC Television watched by **NEARLY ONE MILLION**.
- *Tout le monde en parle* and *Les Bougon – c'est aussi ça la vie!* – on **TÉLÉVISION DE RADIO-CANADA** – each watched by **1.8 MILLION VIEWERS** on average every week.
- **CBC RADIO ONE**'s Anna Maria Tremonti (*The Current*) and Shelagh Rogers (*Sounds Like Canada*) – **MOST-LISTENED-TO RADIO PERSONALITIES** in Canada; *World Report* – Canada's **MOST-LISTENED-TO NEWSCAST**.
- **WORLD CUP OF HOCKEY FINALS** – nearly **FOUR MILLION VIEWERS FOR CBC TELEVISION** and 908,000 (**30 PER CENT** of the Francophone viewing audience) for the finals' retransmission on **TÉLÉVISION DE RADIO-CANADA**.
- **CBC RADIO ONE**'s *Canada Reads* – featured books entered the **TOP 10 ON NATIONAL SALES CHARTS** as a result of this program; *50 Tracks* – record levels of Web traffic and some featured tracks entered the **TOP 10 DOWNLOADS** on iTunes after play on the show.
- Anniversaries: **RCI** – 60 years of telling the world about Canada; **RDI** – 10 years of delivering News, 24 hours every day; **RADIO DE RADIO-CANADA** – 50 years of providing public radio to the Atlantic Provinces.

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