

SPORTS

The programming year



**CELEBRATING CANADA'S OUTSTANDING ATHLETES.
DELIVERING SPORTS THAT KEEP CANADIANS WATCHING.
BUILDING PRIDE IN HOMEGROWN TALENT.
INSPIRING THE DESIRE TO REACH ONE'S GOALS.**



THE PINNACLE OF OUR SPORTS COVERAGE THIS YEAR WAS THAT OF THE 2004 SUMMER OLYMPICS AND PARALYMPICS IN ATHENS. OUR ENGLISH, FRENCH, TELEVISION, RADIO, AND NEW MEDIA SERVICES WORKED TOGETHER AND POOLED THEIR RESOURCES TO BRING CANADIANS THE FINEST PROGRAMMING. WITH PUBLIC SERVICE THE GOAL, WE OFFERED OUR COVERAGE ON NUMEROUS DIFFERENT PLATFORMS THIS YEAR, MAKING IT EASY FOR CANADIANS TO LISTEN, WATCH AND LOG-ON, WHENEVER AND WHEREVER THEY WANTED TO DO SO. NEW

TECHNOLOGY WAS EMPLOYED BY TÉLÉVISION DE RADIO-CANADA FOR THE FIRST TIME DURING THESE GAMES, WHICH ALLOWED A SMALL TECHNICAL STAFF SENT TO ATHENS TO RELAY ITS USUAL COVERAGE AND AUDIO-VISUALS TO CANADA FOR DISTRIBUTION ON OUR AIRWAVES AT A LESSER COST. THE SAME TECHNOLOGY WILL BE USED BY BOTH OUR FRENCH- AND ENGLISH-LANGUAGE TELEVISION NETWORKS FOR THE NEXT TWO OLYMPIC GAMES ON CBC | RADIO-CANADA, FOR FURTHER SAVINGS, WHILE UPHOLDING OUR TRADITIONAL BROADCASTING STANDARDS.

THE SPORTS YEAR AND A LOOK AHEAD

In other ways, this was not a typical sports year for CBC | Radio-Canada: the National Hockey League (NHL) lockout deprived millions of Canadians their traditional winter entertainment, as well as significant revenue for CBC | Radio-Canada that is normally used to fund other programming for Canadians. This meant that the Corporation had to juggle its 2004-2005 commitments to employees and programming. Like the fans, we look forward to the return of a regular NHL season next year. And, we lost the bid for the 2010 and 2012 Olympic Games. We offered our proven quality, experience and reliability, and a fiscally responsible bid, appropriate for a Crown Corporation. We look forward to covering the Games in Turin (2006) and Beijing (2008) for which Canadians can expect award-winning coverage from their national public broadcaster.

Photo top left:
2004 Summer Olympics and
Paralympics in Athens.
Photo credit: Cindy Mousseau

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REGULAR SPORTS PROGRAMMING

Year in, year out, CBC | Radio-Canada covers the country's amateur athletes as they compete in national and international competitions on their way to the Olympics.

In 2004-2005, Télévision de Radio-Canada again carried its very popular, award-winning program, *Adrénaline*, and its new program, *Le revers de la médaille*. These programs focus on amateur sports, and especially on Canadians preparing for Olympic Games, as does *CBC Sports Saturday* on CBC Television, and *The Inside Track* on CBC Radio One. During 2004-2005, CBC Television and Télévision de Radio-Canada built on their high-performance sports strategies that include an emphasis on amateur sports, redesigned weekend afternoon sports programming blocks, and coordinated coverage across all media lines. Our networks cover more sports, and a broader range of them, than any other network - including sports specialty channels.

New Media continued its important role in providing Canadians up-to-the-minute sports information, any time, anywhere, and extending and improving our service to Canadians.

CURLING

CBC Television has been covering curling for more than 40 years. CBC Sports has exclusive rights to the "Curling Season of Champions" in a four-year partnership with the Canadian Curling Association. Broadcasts of draws this year were planned for different timeslots in the schedules of CBC Television and CBC Country Canada. While we offered good coverage of curling in Winter 2005, our audiences asked for additional broadcasts. We listened and made arrangements with The Score Television Network to augment our games' presentations.



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HOCKEY

CBC Television and Télévision de Radio-Canada drew large audiences for their coverage of the 2004 World Cup of Hockey. For the retransmission of the final game, Télévision de Radio-Canada brought in an audience of 908,000, which is 30 per cent of the Francophone viewing market. CBC Television attracted an average of 1.5 million viewers in prime time for the games, and a peak audience of nearly four million for the finals. CBC Radio also covered the semi-final and final games.

While nothing can take the place of NHL games in Canadians' hearts, during the hockey lock-out, CBC Television offered its fans *Movie Night in Canada* – three consecutive films, suitable for different ages, and presented each week by their favourite *HNIC* host, Ron MacLean. Audiences have been strong.

Also for bereft hockey fans, CBC Television presented *Making the Cut*, an original 13-week prime-time reality drama about hockey players hoping to win actual tryouts for NHL teams. More than 4,000 unsigned players jumped at the opportunity to be judged by well-known NHL coaches, with just six being chosen from the 68 finalists.

Photos far left clockwise:

1. Steve Ovett, Don Wittman, Michael Smith, Olympics hosts, CBC Television. *Photo credit: Cindy Mousseau*
2. François Faucher, Marie-José Turcotte, Guy D'Aoust, Olympics hosts, Télévision de Radio-Canada
3. Mark Lee, Darren Flutie, Chris Walby, Greg Frers, Brian Williams, Sean Millington, *CFL on CBC*, CBC Television

SPORTS PROGRAMMING HIGHLIGHTS

SPRING 2004 STANLEY CUP

- Canadians love hockey: **4.862 MILLION VIEWERS** for **GAME 7** on CBC Television (the second-highest *Hockey Night in Canada* audience since 1994).

92ND GREY CUP, 2004:

The Great Tradition Continues

- Covered by Television, Radio and New Media.
- CBC | Radio-Canada public outreach events in Ottawa.
- CBC Television: average of over 4 million viewers, peaking at **4.5 MILLION** (4 per cent audience increase over the previous year).
- The **SECOND-MOST-WATCHED GREY CUP** game in the last **10 YEARS**, and the third highest ever.
- Impressive audiences for the 22 regular season CFL/LCF games in 2004.

OLYMPICS

- **17 CONSECUTIVE DAYS**.
- CBC Television: **289 HOURS** (84 in prime time).
- CBC Newsworld: more than **115 HOURS**.
- Télévision de Radio-Canada: more than **220 HOURS**.
- CBC Country Canada: **EXCLUSIVE BROADCAST** of equestrian events.
- CBC Radio and Radio de Radio-Canada: frequent daily updates.
- It is estimated that **26 MILLION** Canadians watched at least some of the Olympics on either CBC Television or Télévision de Radio-Canada.
- *CBC.ca* and *Radio-Canada.ca*: **1.8 MILLION UNIQUE VISITORS** during August 2004 (*comScore Media Metrix* Canadians at home only).
- CBC Television received its **THIRD IOC GOLDEN RINGS AWARD** for broadcasting excellence.