

CBC/Radio-Canada: Serving Canadians in Unique Ways

The Canadian Broadcasting Corporation, Canada's national public broadcaster, was created by an Act of Parliament on November 2, 1936, and now operates under the 1991 *Broadcasting Act*. It is accountable to the Parliament of Canada through the Minister of Canadian Heritage, to whom it reports annually. CBC/Radio-Canada is financed mainly through public funds, supplemented by revenue from various sources including television advertising. CBC/Radio-Canada distributes its programs via satellite, microwave and landline, feeding 97 CBC/Radio-Canada-owned stations, 1,164 CBC/Radio-Canada rebroadcasters, 27 private affiliates and 292 affiliated or community rebroadcasters.

CBC/Radio-Canada reaches out to Canadians through a multitude of platforms:

CBC Radio One, CBC Radio Two, the Première Chaîne and the Chaîne culturelle: four commercial-free national Radio networks with 73 regional stations, broadcasting coast-to-coast, in French and in English, offering a unique mix of information, general-interest, music and cultural Radio programs;

English Television and French Television: two national Television networks whose 24 regional stations and 24 affiliated stations deliver English and French services across the country, offering general and special-interest programs;

Radio and Television services to northern Canada, offering programming in English, French and eight Aboriginal languages;

CBC Newsworld and the Réseau de l'information (RDI): Canada's leading all-news Television services, offering 24-hour news and information, financed entirely by cable subscriptions and advertising revenue;

www.cbc.ca and *www.radio-canada.ca*: two multi-layered Internet services carrying CBC/Radio-Canada's Radio and Television productions, unique New Media programming and corporate information;

Radio Three: English interactive programming for youth on the Internet (*www.120seconds.com*, *www.newmusic-canada.com*, *www.justconcerts.com*);

Bandeapart.fm: French interactive programming for youth on the Internet (*www.bandeapart.fm*);

Galaxie: a digital pay audio service offering 30 continuous music channels, 24 hours a day without talk nor commercials, reaching 1.8 million subscribers;

Radio Canada International (RCI), one of the most respected shortwave radio services in the world, broadcasting internationally in seven languages; and,

Beginning in Autumn 2001, artv, The Canadian Documentary Channel, and Land & Sea will extend our service to Canadians.



CBC/Radio-Canada: Key Support to the Canadian Artistic Community

CBC/Radio-Canada is the country's most important vehicle for showcasing Canadian arts and culture including orchestras, theatre, and dance ensembles on both national and regional levels.

During 2000-2001, CBC/Radio-Canada's direct contributions to artists were in the order of \$36 million.

The cultural community also benefits from payments that CBC/Radio-Canada makes to independent producers. Last year, these payments totaled \$64 million.

Four of the top 10 bestsellers in English Canada during the months of November and December 2000 were books related to CBC/Radio-Canada programs. They were:

Canada: A People's History; *Vinyl Café: Unplugged*; *Wanted Words* (from *This Morning*); and, *The Rights Revolution* (from *Ideas*).

Sales figures for the first series of videos of *Canada: A People's History / Le Canada : Une histoire populaire* (English and French, VHS and DVD combined) were approximately 135,000 units, or 27,000 per episode, a bestseller by Canadian standards.

CBC Records/Les disques SRC

CBC Records/Les disques SRC is a leading label in Canada for Canadian classical music. There are 20 new Canadian performances released each year. Last year, CBC Records/Les disques SRC sold more than 90,000 CDs.

