



# HIGHLIGHTS

## CBC RADIO:

- record combined listening share of 13.1 per cent (Spring 2007 BBM);
- more than 100 major national and international awards;
- podcasting expanded – more than 20 shows offered.

## CBC TELEVISION:

- broadcast day expanded to 24 hours, seven days a week;
- *Little Mosque on the Prairie* – viewership to its first episode was 3.7 million;
- *The Rick Mercer Report* and *This Hour Has 22 Minutes* – consistently large audiences, often winning the Tuesday evening time slot in English Canada;
- *Stanley Cup Finals* – averaged 1.6 million viewers;
- *94<sup>th</sup> Grey Cup on CBC* – 2.9 million viewers;
- *Test the Nation: IQ* – nearly 1.5 million viewers on average;
- nearly 300 national and international awards.

## CBC.CA:

- number one news/media website used by Canadians, April 2006–January 2007; average audience grew by 30 per cent in 2006–2007; over three million unique visitors monthly from home (April 2006–March 2007).

## RADIO DE RADIO-CANADA:

- record-level combined audience share of 16.7 per cent (BBM Spring 2007); Première Chaîne was the most popular station in the mornings in Québec City and one of the most popular in Montréal;
- three new transmitters, broadening the network's reach in Atlantic Canada;
- *Bande à part* – over 350 concerts, 40 Television shows, 2,000 hours of Radio, thousands of website visitors since 2001; high international podcast audiences by May 2006: 12.6 per cent hits from France; 10.8 per cent from the US (WebTrends 2006).

## TÉLÉVISION DE RADIO-CANADA:

- *Tout le monde en parle* – average of 1.7 million viewers, Fall-Winter; 50 per cent audience share;
- *Rumeurs*, *Virginie* and *Le match des étoiles* – each with a weekly average of at least 25 per cent audience share;
- *L'auberge du chien noir* – weekly average of over one million viewers; 28 per cent audience share;
- *La facture*, *L'épicerie* and *Découverte* are the most popular Public Affairs shows, with audience shares ranging from 20 to 22 per cent. Each week they attract large prime-time audiences, averaging 692,000, 658,000 and 600,000 viewers, respectively.

## RADIO-CANADA.CA:

- 31 per cent of Francophones in Canada with Internet service at home log on; 40,000 pages of multimedia content; 4,000 hours of audio and video; 10,000 clips from Radio and Television archives.

## CBC | RADIO-CANADA:

- host Broadcaster for the XVI International AIDS Conference, providing host broadcast coverage and a variety of programs on CBC Newsworld, CBC Television, CBC Radio One, *CBC.ca*, RDI, Télévision de Radio-Canada, Première Chaîne, *Radio-Canada.ca*, and Radio Canada International.

**Photo above:**

*Canada vs. USSR*, CBC Television.

**Photos page 27, top left to bottom right:**

*Les étoiles filantes*,

Télévision de Radio-Canada.

*Intelligence*, CBC Television.

*Dragons' Den*, CBC Television.

Anne Godin, *Anne et compagnie*, Première Chaîne.