

PROGRAMMING PERFORMANCE INDICATORS

The programming year



CBC | RADIO-CANADA HAS IN PLACE AND USES PROGRAMMING PERFORMANCE INDICATORS TO ENSURE THAT IT IS CONTINUING TO PROVIDE CANADIANS VALUE FOR THE MONEY THEY HAVE INVESTED IN THEIR NATIONAL PUBLIC BROADCASTER.

Specifically, CBC | Radio-Canada monitors and evaluates the views and viewing, listening and surfing habits of Canadians to ensure that it is providing them with programming to their satisfaction and that meets their needs. Following are some examples of the objectives of each of CBC | Radio-Canada's media lines, as well as the indicators used by the Corporation to measure its performance against those objectives.

SERVICE AND OBJECTIVE	PERFORMANCE INDICATOR	RESULTS		
		2004-2005	2003-2004	2002-2003
CBC TELEVISION Provide audiences with distinctive Canadian English-language Television programming of the highest quality.	Prime time share <i>(Source: Nielsen Research, September-March)</i>	6.9%	7.1%	6.7%
	Percentage of Anglophone viewers (18+) satisfied with CBC Television <i>(Source: QRS)</i>	82%	82%	81%
TÉLÉVISION DE RADIO-CANADA Provide audiences with distinctive Canadian French-language Television programming of the highest quality.	Prime time share <i>(Source: BBM September-March, PPM (2004-2005, 2003-2004) PMT (2002-2003))*</i>	22.5%	16.0%	19.3%
	Percentage of Francophone viewers (18+) satisfied with Télévision de Radio-Canada <i>(Source: QRS)</i>	87%	84%	86%
CBC RADIO Provide audiences with distinctive Canadian English-language Radio programming of the highest quality.	Audience share <i>(Source: BBM Fall Sweeps)</i>	RADIO ONE 9.1%	RADIO ONE 8.3%	RADIO ONE 8.9%
		RADIO TWO 3.0%	RADIO TWO 3.2%	RADIO TWO 3.4%
	Percentage of Anglophone listeners (18+) satisfied with CBC Radio <i>(Source: QRS)</i>	86%	88%	87%

*BBM's PMT data was the French-language audience measurement currency up to, and including, 2003-2004. PPM data published here for that year therefore differs from data published in 2003-2004.

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SERVICE AND OBJECTIVE

PERFORMANCE INDICATOR

RESULTS 2004-2005

2003-2004

2002-2003

RADIO DE RADIO-CANADA

Provide audiences with distinctive Canadian French-language Radio programming of the highest quality.

Audience share

(Source: BBM Fall Sweeps)

**PREMIÈRE CHAÎNE
12.6%**

**PREMIÈRE CHAÎNE
13.3%**

**PREMIÈRE CHAÎNE
10.0%**

**ESPACE MUSIQUE
3.0%**

**CHAÎNE CULTURELLE
2.3%**
(Last season)

**CHAÎNE CULTURELLE
2.4%**

Percentage of Francophone viewers (18+) satisfied with Radio de Radio-Canada

(Source: QRS)

89%

88%

89%

CBC.CA

Provide users with timely, trustworthy and comprehensive online Canadian content in English.

Usage = Canadian unique visitors from home

(Source: comScore Media Metrix)

CBC.ca was among the top three news and media sites in Canada. 2,343,000 unique visitors from home.

CBC.ca was among the top three news and media sites in Canada. 2,149,000 unique visitors from home.

1,181,000 unique visitors from home.

Percentage of site visitors (18+) satisfied with *CBC.ca*

(Source: GIS)

94%

93%

90%

RADIO-CANADA.CA

Provide users with timely, trustworthy and comprehensive online Canadian content in French.

Usage = Francophone unique visitors from home

(Source: comScore Media Metrix)

Radio-Canada.ca was among the top three Francophone news and media sites in Canada. 1,352,000 Francophone unique visitors from home.

Radio-Canada.ca was among the top three Francophone news and media sites in Canada. 1,126,000 Francophone unique visitors from home.

885,000 Francophone unique visitors from home.

Percentage of site visitors (18+) satisfied with *Radio-Canada.ca*

(Source: GIS)

97%

97%

96%

Photos top to bottom:

1. Paul Gross, *H₂O*, CBC Television
2. Louison Danis, Hélène Bourgeois Leclerc, *Les Bougon - c'est aussi ça la vie!*, Télévision de Radio-Canada
3. Marcia Williams, *Canada at Five*, CBC Radio One and CBC Radio Two
4. Marie-France Bazzo, *Indicatif présent*, Première Chaîne, Radio de Radio-Canada
5. Ziya Tong, *ZeD*, CBC Television and *CBC.ca*
6. Claude Rajotte, Espace musique, Radio de Radio-Canada, and *Bandeapart.fm*