CBC | RADIO-CANADA ANNUAL REPORT 2004-2005

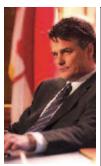
PROGRAMMING PERFORMANCE INDICATORS

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	P E R F O R M A N C E INDICATOR	R E S U L T S 2004-2005	2003-2004	2002-2003	
CBC TELEVISION Provide audiences with distinctive Canadian English- language Television programming of the highest quality.	Prime time share (Source: Nielsen Research, September–March)	6.9 %	7.1%	6.7%	
	Percentage of Anglophone viewers (18+) satisfied with CBC Television (Source: QRS)	82%	82%	81%	
ÉLÉVISION DE RADIO-CANADA	Prime time share				
Provide audiences with distinctive Canadian French- language Television programming of the highest quality.	(Source: BBM September–March, PPM (2004–2005, 2003–2004) PMT (2002–2003)*	22.5%	16.0%	19.3%	
	Percentage of Francophone viewers (18+) satisfied with Télévision de Radio-Canada (Source: QRS)	87%	84%	86%	
CBC RADIO Provide audiences with distinctive Canadian English- language Radio programming of the highest quality.	Audience share (Source: BBM Fall Sweeps)	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 (Source: QRS)	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	P E R F O R M A N C E Indicator	RESULTS 2004-2005	2003-2004	2002-20
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% ESPACE MUSIQUE 3.0%	PREMIÈRE CHAÎNE 13.3% CHAÎNE CULTURELLE 2.3% (Last season)	PREMIÈRE CHAÎNE 10.0% CHAÎNE CULTURELL 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)	<i>CBC.ca</i> was among the top three news and media sites in Canada. 2,343,000 unique visitors from home.	<i>CBC.ca</i> was among the top three news and media sites in Canada. 2,149,000 unique visitors from home.	1,181,00 unique visitors from hor
	Percentage of site visitors (18+) satisfied with <i>CBC.ca</i> (Source: GIS)	94%	93%	90%
RADIO - CANADA.CA Provide users with timely, trustworthy and comprehensive online Canadian content in French. Photos top to bottom: 1. Paul Gross, H ₂ 0, CBC Television 2. Louison Danis, Hélène Bourgeois Leclerc, Les Bougon – c'est aussi ca	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.	
 Lecterc, Les Bougon – C'est dussi ça la viel, Télévision de Radio-Canada Marcia Williams, <i>Canada at Five</i>, CBC Radio One and CBC Radio Two Marie-France Bazzo, 	Percentage of site visitors (18+) satisfied with <i>Radio-Canada.ca</i> (Source: GIS)	97%	97%	96%
 Indicatif présent, Première Chaîne, Radio de Radio-Canada Ziya Tong, <i>ZeD</i>, CBC Television and <i>CBC.ca</i> Claude Rajotte, Espace musique, Radio de Radio-Canada, and <i>Bandeapart.fm</i> 				