

Sports



Front row seats for the drama and glory of Canadian athletic achievement.

CBC/Radio-Canada draws Canadians into a shared experience of cheering for our aspiring athletes and homegrown sports icons. Our coverage contributes enormously to the vitality of sport in Canada. Again this year, CBC/Radio-Canada put fans in the middle of the action with Radio, Television and Internet-based coverage and analysis that enriched their experience of all types of sport.

Showcasing Canada's amateur athletes

In 2003-2004, all of our services continued to emphasise amateur sports coverage as a foundation for Canadians' understanding and appreciation of our athletes. With signature combinations of informed reporting and exciting action, the revitalised *CBC Sports Saturday* and *Télévision de Radio-Canada's Adrenaline* offered access to a wide range of important sporting events, including the *2003 Pan Am Games* (Dominican Republic), the *IAAF World Championships in Athletics* (Paris), the *2003 World Gymnastics Championships* (Anaheim), and the *2003 World Aquatics Championships* (Barcelona). We also featured a wide range of national and international competitions in alpine and freestyle skiing, canoeing, curling, cycling, equestrian, gymnastics, kayaking, rowing, track and field, and wrestling. Among them were: *The World Road Cycling Championships* (Hamilton), *The Wood Buffalo 2004 Arctic Winter Games* (Fort McMurray) and the *Alpine Ski World Cup* (Lake Louise).

In addition to providing daily sports bulletins, Radio de Radio-Canada's *Première Chaîne* presented *Y en aura pas de facile* during 2003-2004. Each week, the program devoted six hours over three nights to covering the progress of Canada's athletes at the provincial, national and international levels. On CBC Radio One, *The Inside Track*, which has aired weekly since 1985, examined the issues and people involved in sports. CBC Radio also presented regular daily sports bulletins during 2003-2004.

Through the creation of informative and interactive sports content, our New Media services enriched our broadcast content with game scores, top stories and special events throughout the year. With successes like *Zone Sports* on *Radio-Canada.ca* and *CBC.ca's Sports Online*, our position as Canada's leader in online amateur sports coverage remained unsurpassed.

CBC/Radio-Canada's commitment to amateur sport is particularly evident in our Olympics coverage. As early as November 2003, *Adrenaline*, *CBC Sports Saturday*, *CBC.ca*, and *Radio-Canada.ca* began featuring athletes' preparation, the selection process, profiles of our brightest medal hopes, and coverage of the Canadian Olympic trials. During the Athens 2004 Olympic Games, Canadians will again be able to follow the action on all of our services. Live and during prime time when most Canadians can enjoy it, our strong Olympic coverage is a prime example of how CBC/Radio-Canada can leverage well-known broadcasters and strong technical teams to offer Canadians high-quality analysis and perspectives.



In addition to this year's continuous coverage of the lead-up to the 2004 Olympics, CBC/Radio-Canada went on location to Geneva for the International Olympic Committee (IOC) announcement of the winning bid for the 2010 Winter Olympics. As well as offering background information and analysis on the bid process, *CBC.ca's* online video stream of the IOC announcement of Vancouver's winning bid offered Canadians the news story, as it happened.

And Canada's favourite professional games

Canadians love professional sports and CBC/Radio-Canada schedules have long made room for traditions such as *Hockey Night in Canada*, *La Soirée du hockey* and the annual *Grey Cup Championship*.

A highlight this year was the Mega Stars game, which brought together Wayne Gretzky and the Edmonton Oilers' alumni against Guy Lafleur and former Montréal Canadiens players for a frigid outdoor game in Edmonton. Followed by a game between the current-day Oilers and Canadiens, the event attracted a National Hockey League record 55,000 live spectators. Thanks to the innovative use of robotic cameras, crane-mounted cameras and an Omni-cam moving with the action, 2.7 million CBC Television viewers across Canada could feel all the excitement of the game. This was CBC/Radio-Canada's first High Definition Television broadcast – a major milestone for the Corporation.

In an excellent example of innovative partnership, CBC Television teamed up with Bell ExpressVu and the NHL to launch *Hockey Night in Canada Plus*. It offers fans alternate camera angles and video feed, and a chance to take a second look at key plays, special highlights and statistics packages.

Another very good partnership brought *Hockey Night in Canada* together with eDeal and the NHL to give fans a unique opportunity to bid on hockey items to raise money for the construction of a new rink in Shaunavon, Saskatchewan, our host location for *Hockey Day in Canada* this year.

Télévision de Radio-Canada and CBC Television also worked closely together to bring tennis fans all the action as the world's best male and female tennis players competed at *Tennis Masters Canada*.

Women in sport

Covering women in sport is an important element of CBC/Radio-Canada's pledge to reflect the interests and athletic ambitions of all Canadians. In the 10-part series, *Women Warriors*, CBC Television profiled remarkable Canadian women athletes through in-depth interviews with teammates, friends and family, to highlight the accomplishments, struggles and choices that make up the world of today's elite Olympian.

