HIGHLIGHTS OF 2003-2004

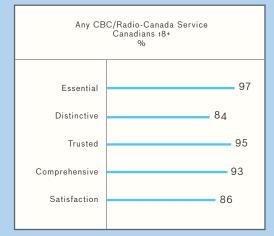
SETTING THE STANDARD FOR CANADIAN BROADCASTING EXCELLENCE, ON AND OFF THE AIR



- > CBC.ca and Radio-Canada.ca Canada's top media sites.
- Nine out of ten Canadians use at least one of our services on a monthly basis.
- Canadians say CBC News offers "best coverage of Iraq war".
- > Hundreds of national and international awards this year.
- CBC News team wins the Canadian Journalism Foundation's *Excellence in Journalism Award* for Iraq war coverage.
- Millions of Canadians tune in for Toronto Rocks!
 the Rolling Stones' SARS benefit concert, live on our Television, Radio and New Media services.
- Les Bougon, c'est aussi ça la vie! over 2 million viewers on average each week, on Télévision de Radio-Canada.
- Shattered City: The Halifax Explosion on CBC Television, over 1.5 million viewers on average each night, thousands of website visitors, 350 community events.
- Grande Ourse over 1 million viewers on average each week, on Télévision de Radio-Canada.
- The Canadian Experience six definitive Canadian stories on CBC Television.
- CBC Radio Morning shows number one in Toronto, Ottawa, Thunder Bay, Saint John, and Fredericton.
- The Première Chaîne's Morning show number one choice for Montréal Francophones.

- > CBC Radio One's *The Current* almost 1.4 million listeners each week.
- 11 new transmitters for the Chaîne culturelle, now reaching nearly 90 per cent of Francophones across Canada.
- RCI extends reach to over 75 countries on seven continents, plus everywhere via Internet, in nine languages.
- State-of-the-art broadcast centres open in downtown Edmonton and Québec City – even better programming, increased collaboration between our English and French Radio, Television and New Media teams for more extensive service for Canadians, community involvement, and efficiencies.
- Real estate changes yield millions in savings and revenues
 for reinvestment in programming.
- Named one of Canada's Top 100 Employers for 2004.

Canadians find value in CBC/Radio-Canada Services



Source: QRS 2003

