

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

