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1. Marie-José Turcotte, Sophie Gagnon, René Pothier, Claude Quenneville, Richard Garneau, Louis Hardy, *Adréaline*, Télévision de Radio-Canada

2. Scott Russell, *CBC Sports Saturday*, CBC Television

Sports

In line with our strategic priority of delivering distinctive, high-quality programming, as well as placing an emphasis on amateur sports, CBC/Radio-Canada features Canada's aspiring athletes as they rise through national and international competition on their way to the Olympics.

No other broadcaster devotes so much airtime to familiarising Canadians with their own athletes, while continuing to present the NHL and the CFL. Our sports coverage provides a shared experience for Canadians and helps build pride in our homegrown talent.

In 2003-2004, CBC Television rebalanced its coverage, focusing on more amateur sports, redesigned its key Saturday afternoon sports programming block, and coordinated an amateur sports strategy for all media lines. In 2004-2005, pursuing its high-performance sports strategy, CBC Television will build on the work of *CBC Sports Saturday* right up to and through the Athens Olympics, as well as solidifying key professional Canadian sports franchises.

Télévision de Radio-Canada continued to broadcast its weekly, award-winning program, *Adréaline*, providing complete coverage of the sports world. Since January 2004, the program has focused on athletes' training and selection for the upcoming Olympics. In 2004-2005, the network will bring exceptional national and international amateur sporting events to its audiences.





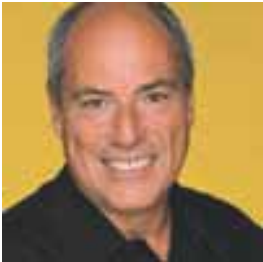
CBC/Radio-Canada brings Canadians the world of sports, highlighting the country's best amateur athletes at national and international competitions. We also bring sports to the world: more than 500 million viewers were expected, globally, for the World Road Cycling Championships in Hamilton, Ontario, in October 2003. *Photo courtesy of the City of Hamilton, Ontario.*



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3. Ron MacLean in Shaunavon, Saskatchewan, on *Hockey Day in Canada*

4. Robin Brown, Host, *The Inside Track*, CBC Radio One

5. Jean-François Doré, *Y en aura pas de facile*, Première Chaîne, Radio de Radio-Canada

6. Tennis Masters of Canada, CBC Television

Contributing to the Corporation's efforts to highlight Canadian amateur sports, Radio de Radio-Canada delivered daily sports bulletins as well as the program, *Y en aura pas de facile*, which looked at sports news and Canadian athletes at the provincial, national and international levels. For its part, CBC Radio provided sports news each day, as well as its key weekly sports program, *Inside Track*, which has for many years explored the story behind the sports story.

New Media carried unique sports news and game updates, providing audiences with up-to-the-minute information. For those who missed a game, New Media offered highlights and scores for later perusal, extending and improving our service by making it available to Canadians, whenever they wanted it.

Upcoming Summer Olympics in Athens

CBC Television and Télévision de Radio-Canada have worked closely to develop plans to bring Canadians the very best coverage of the Summer Olympics in Athens. They have also collaborated on production of documentaries and portraits of athletes, certain shared resources and personnel for the Games, and the use of the most efficient, state-of-the-art technology.

CBC Television will provide almost 300 hours of exciting, world-class coverage of the Olympic Games in Athens, in August 2004, and of the Paralympics in September. Télévision de Radio-Canada will provide 223 hours of coverage.

Exciting Sports Events This Year

HERITAGE CLASSIC

Commonwealth Stadium, Edmonton, November 2003. *Mega Stars* game between the Montréal Canadiens' and the Edmonton Oilers' alumni teams, followed by a match between the current Edmonton and Montréal teams.

High Definition Television and special robotic cameras.

55,000 spectators in the outdoor stands (-28°C).

CBC Television – 2.7 million viewers for the portion broadcast during *Hockey Night in Canada*.

GREY CUP 2003

CBC Television – more than 3.8 million viewers.

Our sound and pictures were provided to the Réseau des sports, TFN (The Football Network) in the US, and the Canadian Forces Network for armed forces abroad.

WORLD ROAD CYCLING CHAMPIONSHIPS

800 athletes from 50 countries, Hamilton, October 2003.

Exciting live coverage using 23 roadside cameras, three motorcycle-mounted cameras, four helicopters, and wireless technology.

As Host Broadcaster for the Championships, CBC/Radio-Canada sent pictures of the event and Hamilton across Canada and to countries around the world.

More than 500 million viewers were expected, globally.

For more information, please see:

cbc.radio-canada.ca/htmen/highlights/sports.pdf

