



The *Hockey Night in Canada* Team,
CBC Sports.

Sports

CBC/Radio-Canada celebrates Canada's up-and-coming amateur athletes and presents the best in professional 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 NHL Games and the Grey Cup. Our sports coverage provides a shared experience for Canadians and helps build pride in our homegrown talent.

Sports broadcasts are offered on our Television, Radio and New Media services all year round. English Television increased and broadened its coverage of amateur sports, again this year, giving special emphasis to women's sports. French Television added a new, comprehensive magazine on the sporting world, **Adrenaline**. English Radio and French Radio provided regular sports updates, and New Media created informative and interactive sports content on our websites, providing Canadians with the latest scores and top stories and special events coverage.

2003 Canada Winter Games

The 2003 Canada Winter Games, in Bathurst, Campbellton and surrounding communities in New Brunswick, drew 2,300 athletes competing in 21 sports. CBC/Radio-Canada's coverage involved our Sports, News and Children's units from our regions and networks, providing stories on our English Television, French Television, CBC Newsworld, RDI, English Radio, French Radio, **CBC.ca** and **radio-canada.ca**.

CBC/Radio-Canada covered the Opening and Closing Ceremonies, highlights from the Games and the men's and women's final hockey games.

- English Television provided over 20 hours' coverage each week.
- French Television presented each day's highlights in a nightly sportscast and in the **Adrenaline** magazine program.



- English Radio offered live bulletins to regional programming throughout the day, focusing on each province's athletes.
- The Première Chaîne devoted over 50 hours' coverage.
- New Media's **CBC.ca** and **radio-canada.ca** carried day-to-day coverage, standings, biographies, discussion fora, and regional content.

CBC/Radio-Canada will cover the Regina Summer Games in 2005 and the Whitehorse Winter Games in 2007.

■ Hockey

CBC/Radio-Canada's **Hockey Night in Canada** and **La Soirée du hockey** have been an important part of Canadian culture for over half a century.

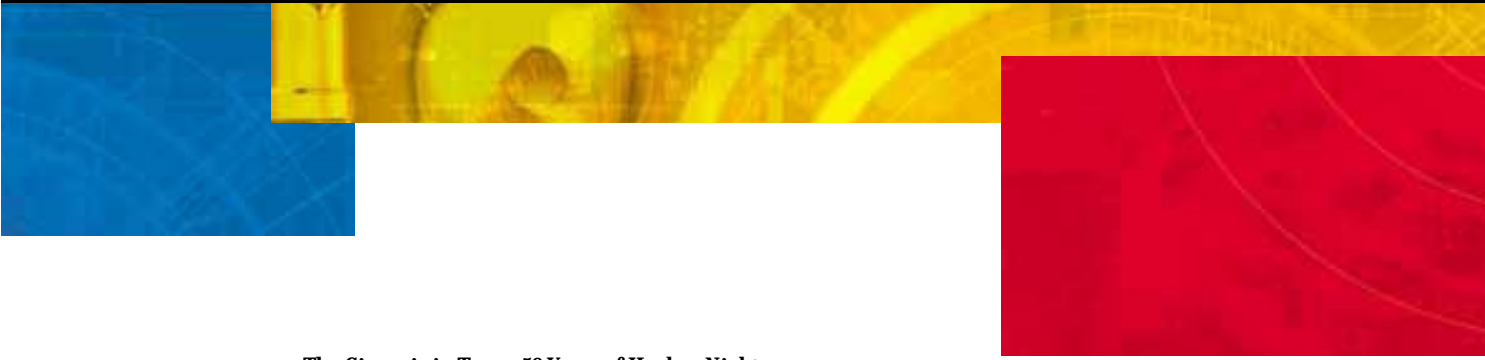
In 2002-2003, French Television concluded a new broadcasting agreement with the Réseau des Sports (RDS), allowing for coverage of Montréal Canadiens' games every Saturday night.

On English Television, audiences for the first two rounds of the playoffs averaged 1,671,000.

During the regular season, English Television also offered:

- **After Hours** – answers to viewers' e-mails and results of the daily poll on **CBC.ca**.
- **Hockey Night in Canada Replay** – a 60-minute version of the weekly doubleheaders.
- **Hockey Night in Canada Classics** – 14 historic NHL games rebroadcast throughout the season.
- **NHL All-Star Weekend** – the **NHL Young Stars Game**, the **NHL Super Skills Competition** and the 53rd **NHL All-Star Game** which attracted over 900,000 viewers, a 35 per cent increase over figures for last year.
- The **NHL Awards Show** from Toronto.
- The fourth annual **Hockey Day in Canada: Celebrating Our Game** – in collaboration with CBC Radio and hosted from Iqaluit, English Television offered 15.5 hours of live stories from Summerside, Québec City, New Liskeard, London, and Port Alberni about hockey's importance in these communities, capped off with three NHL games played by the six Canadian teams. New Media offered information on local communities, Canadian hockey facts, documentaries, and full game coverage. **Hockey Day in Canada** brings together CBC/Radio-Canada's long association with hockey and our emphasis on amateur sports.





- **The Circus is in Town: 50 Years of Hockey Night in Canada** – a behind-the-scenes glimpse at our popular program during the Stanley Cup Finals, hosted by Nicholas Campbell from **Da Vinci's Inquest**.
- Two hockey documentaries: **Hockey Night In Canada: Part of Our Lives**; and **Tropic of Hockey** – a worldwide search for pick-up hockey games.

New Media's **CBC.ca** launched new **Hockey Night In Canada** coverage and a new **Ice** section. **Zone sports** on **radio-canada.ca** introduced a new hockey "pool", drawing 6,000 registrations by mid-November 2002.

Canadian Football and the Grey Cup

English Television this year carried 13 regular-season CFL games.

The most popular Canadian sports event on the network was the 90th Grey Cup, carried live from Edmonton on November 24, 2002, and watched by 3.7 million Canadians. This was the 51st consecutive Grey Cup broadcast on English Television. For **Grey Cup Sunday**, New Media created a website with a virtual football field, photos, a quiz, football history, and exclusive reports from our Web journalists.

Other Sports

2002 FIFA World Cup

- For the first time since 1986, CBC/Radio-Canada broadcast this soccer championship.
- French Television aired 66 hours of the competition, including exclusive live coverage of several games. RDI provided a daily update.
- English Television carried more than 65 hours of competition.



Adrenaline, French Television.





- English Radio broadcast the final game; leading up to the final, updates were played during regional morning shows, along with cultural profiles on local international communities in Canadian cities cheering for their teams.
- New Media launched English and French sections, featuring player profiles, a look at soccer communities in Canada, and a history of the World Cup. The site featured unique multilingual discussion forums, in English, French, Spanish, Portuguese, Arabic, Russian, Chinese, and Italian.

Curling

- English Television broadcast **The Scott Tournament of Hearts**, the **Nokia Brier**, the **Ford World Curling Championships**, and **The Karcher Junior Curling Championships**.

XXVII Commonwealth Games

- From Manchester, the 2002 Commonwealth Games were the largest ever, with athletes from 72 nations competing.
- English Television, the domestic rights holder for the Games, began its 30 hours of coverage with the Queen's Jubilee Opening Ceremony.

- French Television broadcast highlights each night throughout the Games.
- New Media devoted an area on its websites to cover the Games.

Formula 1 Grand Prix of Montréal

- RDI, in partnership with the Première Chaîne and RDS, presented special programming during the week preceding the **Grand Prix** which included reports relating to the economic, technical, technological, and human aspects of **Formula 1** autoracing.

English Television and French Television presented **Tennis Masters Canada**; and the **Rogers AT&T Cup** for women's tennis. English Television carried **Rogers Blue Jays Baseball**; **Show Jumping** at Spruce Meadows, Alberta; and **The GMC Calgary Stampede** (highlights, finals and the parade).

French Television broadcast nationally the opening and closing ceremonies of the Jeux de l'Acadie, along with a half-hour highlights program. Our Atlantic French Television services provided viewers with comprehensive coverage of the Games.





New Media covered numerous events and produced unique audio-visual reports for **CBC.ca** and **radio-canada.ca**, including an exclusive interview with the French skating judge, Francis Betsch, about the controversial Salé-Pelletier decision; the **Coupe du monde de vélo**; the **International Beach Volleyball Championship**; the **Molson Indy**; the **Bromont International** equestrian competition; and the **Tour de France**. Our position as Canada's leader in online amateur sports coverage has been unsurpassed.

Regular Sports Programming

In addition to daily sports bulletins, our networks presented regularly scheduled sports programs throughout the year:

- French Television: **Les Nouvelles du sport**, every night, offered information and commentary from a variety of experts; and, **Adrenaline**, a new two-hour program Saturday afternoons, covered amateur and professional sports and outdoor activities, bringing together the skills of the whole Radio-Canada sports unit.
- Radio One presented **Inside Track**, Canada's oldest national radio sports program. In January 2003, the program began its series, **The Inside Track Road Trip**, introducing listeners to sports strongly associated with the culture of each province.
- English Television carried entire afternoons of sports on **CBC Sports Saturday**.
- CBC Newsworld offered **Sports Journal** (also seen on English Television), a **Gemini Award**-winning documentary-style program.