

KEY PERFORMANCE INDICATORS

CBC | RADIO-CANADA USES PROGRAMMING PERFORMANCE INDICATORS TO ENSURE THAT IT IS CONTINUING TO PROVIDE CANADIANS VALUE FOR THE MONEY THEY HAVE INVESTED IN THEIR NATIONAL PUBLIC BROADCASTER.

Specifically, CBC | Radio-Canada monitors and evaluates the views and viewing, listening and surfing habits of Canadians to ensure that it is providing them with programming to their satisfaction and that meets their needs. On the opposite page are examples of the objectives of each of CBC | Radio-Canada’s media lines, as well as the indicators used by the Corporation to measure its performance against those objectives.

CORPORATE DASHBOARD

We are in the process of implementing additional performance indicators which will be linked to our Corporate priorities, as a means of further enhancing our planning process and increasing the effectiveness of the Corporation’s overall operations. During this fiscal year, we worked to create a Corporate “dashboard” – a comprehensive summary of operational performance measures – that will be used to monitor key performance indicators and provide senior managers with information and alerts on the organisation’s performance, measured against the Corporation’s strategic objectives. Our English- and French-language networks already use dashboards to assist in managing their business. We are now building on their efforts in order to produce a Corporate-wide dashboard, the results of which will be published in upcoming Annual Reports.

OVERALL MEASURES OF PERFORMANCE

PERFORMANCE MEASURE <small>Qualitative</small>	2005–2006	2004–2005	2003–2004	2002–2003	2001–2002
SATISFACTION	89%	86%	86%	84%	86%
DISTINCTIVENESS	90%	87%	84%	81%	80%
USAGE	88%	88%	87%	86%	87%

(Source: QRS)

MEASURES OF PERFORMANCE RELATED TO MEDIA COMPONENTS

SERVICE AND OBJECTIVE	PERFORMANCE INDICATOR	RESULTS		
		2005–2006	2004–2005	2003–2004
CBC TELEVISION Provide audiences with distinctive Canadian English-language Television programming of the highest quality.	PRIME TIME SHARE (Source: Nielsen Research, September–March)	7.5%	6.9%	7.1%
	PERCENTAGE OF ANGLOPHONE VIEWERS (18+) SATISFIED WITH CBC TELEVISION (Source: QRS)	82%	82%	82%
TÉLÉVISION DE RADIO-CANADA Provide audiences with distinctive Canadian French-language Television programming of the highest quality.	PRIME TIME SHARE (Source: BBM September–March, PPM)*	20.6%	22.5%	16.0%
	PERCENTAGE OF FRANCOPHONE VIEWERS (18+) SATISFIED WITH TÉLÉVISION DE RADIO-CANADA (Source: QRS)	84%	87%	84%
CBC RADIO Provide audiences with distinctive Canadian English-language Radio programming of the highest quality.	RADIO ONE AUDIENCE SHARE (Source: BBM Sweeps)	5.7% [†]	8.9%	9.1%
	RADIO TWO AUDIENCE SHARE (Source: BBM Sweeps)	3.3% [†]	3.6%	3.0%
	PERCENTAGE OF ANGLOPHONE LISTENERS (18+) SATISFIED WITH CBC RADIO (Source: QRS)	86%	86%	88%
RADIO DE RADIO-CANADA Provide audiences with distinctive Canadian French-language Radio programming of the highest quality.	PREMIÈRE CHAÎNE AUDIENCE SHARE	12.8%	12.6%	13.3%
	ESPACE MUSIQUE AUDIENCE SHARE	2.5%	3.0%	
	CHAÎNE CULTURELLE AUDIENCE SHARE (Source: BBM Fall Sweeps)			2.3% (Last season)
	PERCENTAGE OF FRANCOPHONE LISTENERS (18+) SATISFIED WITH RADIO DE RADIO-CANADA (Source: QRS)	90%	89%	88% (Last season)

SERVICE AND OBJECTIVE	PERFORMANCE INDICATOR	RESULTS		
		2005–2006	2004–2005	2003–2004
CBC.CA Provide users with timely, trustworthy and comprehensive online Canadian content in English.	USAGE = Canadian unique visitors from home (Source: comScore Media Metrix)	<i>CBC.ca</i> was among the top three news and media sites in Canada. 2,340,000 unique visitors from home each month.	<i>CBC.ca</i> was among the top three news and media sites in Canada. 2,343,000 unique visitors from home each month.	<i>CBC.ca</i> was among the top three news and media sites in Canada. 2,149,000 unique visitors from home each month.
	PERCENTAGE OF SITE VISITORS (18+) SATISFIED WITH CBC.CA (Source: GIS)	91%	94%	93%
RADIO-CANADA.CA Provide users with timely, trustworthy and comprehensive online Canadian content in French.	USAGE = Francophone unique visitors from home (Source: comScore Media Metrix)	<i>Radio-Canada.ca</i> was among the top three Francophone news and media sites in Canada. 1,376,000 Francophone unique visitors from home each month.	<i>Radio-Canada.ca</i> was among the top three Francophone news and media sites in Canada. 1,352,000 Francophone unique visitors from home each month.	<i>Radio-Canada.ca</i> was among the top three Francophone news and media sites in Canada. 1,126,000 Francophone unique visitors from home each month.
	PERCENTAGE OF SITE VISITORS (18+) SATISFIED WITH RADIO-CANADA.CA (Source: GIS)	94%	97%	97%

* BBM's PMT data was the French-language audience measurement currency up to, and including, 2003–2004. PPM data published here for that year therefore differs from data published in 2003–2004.
[†] The lockout of CMG employees affected six out of the eight weeks measured during the Fall of 2005.

