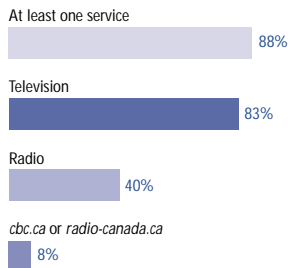




### Most Canadians use CBC/Radio-Canada



Canadians aged 18+ were asked if they used CBC/Radio-Canada services within the past month.  
October – December 2001  
Source: CBC/Radio-Canada Corporate Research (CRS)

## Serving Canadians in Unique Ways

### CBC/Radio-Canada reaches Canadians in many different ways:

**CBC Radio One, CBC Radio Two, the Première Chaîne and the Chaîne culturelle:** four commercial-free national networks with 73 regional stations, broadcasting coast-to-coast-to-coast, in English and in French, offering a unique mix of information, general-interest, music and cultural Radio programs;

**CBC Television and Radio-Canada's Télévision française:** two national networks with 24 regional stations and 24 affiliated stations, delivering general and special-interest programming in English and in French across the country;

**Radio and Television services to northern Canada,** in English, French and eight Aboriginal languages;

**CBC Newsworld and the Réseau de l'information (RDI):** Canada's leading all-news Television services, offering 24-hour news and information, financed entirely by cable subscriptions and advertising revenue;

**cbc.ca and radio-canada.ca:** two multi-layered websites carrying CBC/Radio-Canada's Radio and Television productions, unique New Media programming and corporate information;

**Radio Three:** English interactive programming for youth on the Internet (*120seconds.com*, *newmusiccanada.com*, *justconcerts.com*);

**Bandeapart.fm:** French interactive programming for youth on the Internet (*bandeapart.fm*);

**Galaxie:** a digital pay audio service offering 30 continuous music channels, 24 hours a day without talk or commercials, reaching 2.5 million subscribers;

The Canadian Broadcasting Corporation, Canada's national public broadcaster, was created by an Act of Parliament on November 2, 1936, and now operates under the 1991 *Broadcasting Act*. It is accountable to the Parliament of Canada, reporting annually through the Minister of Canadian Heritage. CBC/Radio-Canada is financed mainly through public funds, supplemented by revenue from various sources including television advertising. CBC/Radio-Canada distributes its programs via satellite, microwave and landline to 103 CBC/Radio-Canada-owned stations, 1,164 CBC/Radio-Canada rebroadcasters, 26 private affiliates and 282 affiliated or community rebroadcasters.

**Radio Canada International (RCI),** one of the most respected shortwave radio services in the world, broadcasting internationally in seven languages; and,

**ARTV, Country Canada, and The Documentary Channel,** our three specialty Television services launched in partnership with the private sector and extending our reach to Canadians.

### CBC Records/ Les disques SRC

**CBC Records/Les disques SRC** is a leading label in Canada for Canadian classical music. In 2001-2002, this label released 25 new Canadian CDs.

