



Sports

CBC/Radio-Canada continues to provide Canadians with opportunities to cheer their athletes as they take on the world's best... and win!

Since its beginnings, CBC/Radio-Canada's programming has reflected the special place held by sports in the Canadian imagination. Watching or listening to broadcast games and getting to know our Canadian athletes has helped to bind Canadians to one another across the country. Sports such as hockey and curling, which are played and loved by so many Canadians, have undoubtedly increased in popularity as a result of the shared audience experience provided by CBC/Radio-Canada's broadcasts.

As part of its overall transformation into a more clearly defined public broadcaster, CBC/Radio-Canada made an important commitment to the CRTC and to Canadians to emphasise its coverage of amateur sports over that of professional sports. That commitment was reinforced this year. We significantly increased and broadened our televised coverage of amateur sports, looking at a greater variety of sports and increasing our focus on women's sports, such as the Synchronized Swimming Championships in Japan, the Women's Softball Challenge in Saskatoon, and the Rhythmic Gymnastic Championships in Toronto. At the same time, fewer hours of professional sports were shown.

English Radio continued to provide regular sports updates on its national newscasts as well as regional and local coverage on regional morning and afternoon programming. Radio One's

weekly program, *The Inside Track*, now in its 17th season, provided listeners with in-depth analysis and documentaries about all aspects of sports in Canada. Likewise, *Sports Journal*, on CBC Newsworld and English Television, provided a weekly look at the people and the happenings behind the sporting events.

Audience figures for our New Media services were very impressive this year. Page views on *Zone Sports*, on *radio-canada.ca*, increased by 150 per cent. A full 60 per cent of *Zone Sports* visitors consulted the amateur sports content, making this website the premier reference for such information in the Francophone market. This website offers complete, original, exclusive coverage, and multimedia applications. Since September 2001, one of *radio-canada.ca*'s Web journalists has contributed a live weekly report on amateur sports to French Television's regular sports bulletin.

Olympics

In February 2002, CBC/Radio-Canada brought the Salt Lake City Winter Olympics to Canadians with complete, balanced and informed coverage across all of its media platforms. Audience numbers for our Olympic coverage were extraordinary, a third greater than those for the Nagano Olympics.



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1. Richard Garneau, *Salut Garneau !*, Chaîne culturelle;
2. Colleen Jones, *Newsworld Morning*, CBC Newsworld;
3. Brian Williams, CBC Sports, English TV;
4. Ron MacLean, *Hockey Night in Canada*, English TV;
5. Marie-Josée Turcotte, French TV;
6. John Hancock, CBC Radio Sports, Radio One.

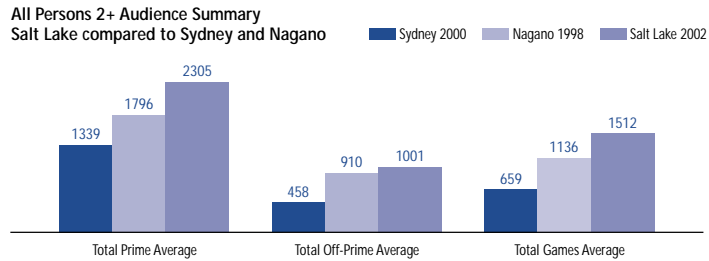
For the 16 days of competition, CBC/Radio-Canada significantly reorganised its programming schedule to accommodate Olympic programming. Only a public broadcaster would invest both the time and resources to bring this extraordinary level of quality and distinctiveness to its programming schedule. The level of coverage of these Games required the cooperation of all of our media lines, English and French Television, CBC Newsworld and RDI, English and French Radio, and New Media, along with our partners, TSN and RDS. Our partners generally presented events alternative to those being shown by CBC/Radio-Canada, with the unique feature that the networks informed their viewers of the programming being presented simultaneously by their partners.

Canadian audiences came through for their athletes during these Games. The prime-time audience for English Television averaged 2.3 million, and the full-day audience averaged 1.5 million. French Television attracted an average prime-time audience of 838,000 viewers, and an average full-day audience of 585,000 viewers.

Up to 6.2 million watched the women's gold-medal hockey game on English Television. The men's hockey gold-medal triumph drew the largest audience in Canadian television history since the introduction of people meters: 8.7 million watched the whole game on



CBC English Television's coverage of Winter Olympic Games a tremendous success



Audience summary comparing Salt Lake City coverage with Sydney and Nagano.
Note: Audience averages do not include opening/closing ceremonies and concerts.
Source: Nielsen Media Research

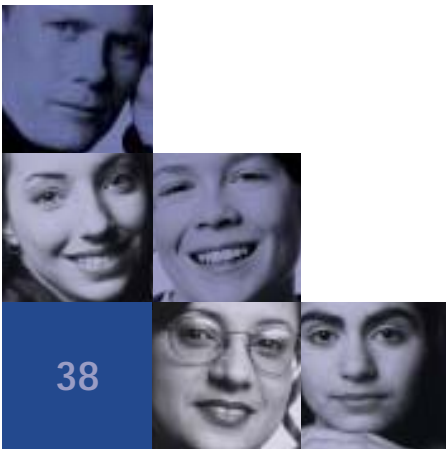
English Television, and 10.5 million watched the medals presentation! Even then, the numbers do not include those who watched the games in public places. On French Television, the game reached 56 per cent of the Francophone audience, or 1,596,000 viewers. English Radio provided a live broadcast of both the men's and the women's gold-medal hockey games in their entirety for thousands of Canadians in their cars, homes, offices and over the Internet. The broadcasting of these hockey games was truly nation-binding! In fact, these games were so popular and so seminal to Canadian sports history that CBC/Radio-Canada rebroadcast them shortly after the close of the Olympics.

CBC/Radio-Canada also provided unparalleled coverage of the Paralympic Games in March 2002. For the first time Canadians could see their paralympic athletes in same-day competition coverage.

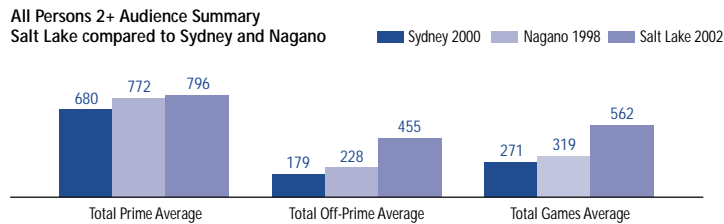
During the Olympics, our New Media services offered innovative technological applications and more Television-Web convergence. Dedicated websites on *cbc.ca* and *radio-canada.ca* (*Allô Salt Lake*), compiled by Web journalists reporting from Salt Lake City, provided browsers with news and results,

broadcast schedules, and unique Web features on athletes. There were interactive and multimedia quizzes, games and competitions for young people as well as information for teachers. *Allô Salt Lake* received more than one million visitors, with seven million page views. The *cbc.ca* website attracted approximately 32 million page views throughout the Olympics with no technical interruptions. These websites also delivered excellent coverage of the Paralympic Games, in fact offering a special adapted version and a daily audio résumé for visually impaired people.

CBC/Radio-Canada employed new technology for its Olympic Television broadcasts, sending live uncompressed video on Bell Canada's Digital Video service. This was the first time that CBC/Radio-Canada broadcast a major television event using end-to-end digital technology entirely on fibre optics. While viewers enjoyed sharper video coverage, CBC/Radio-Canada significantly reduced the cost per video channel. This technology also allowed CBC/Radio-Canada to add an additional News channel from Salt Lake City, giving viewers more Olympic Game coverage.



CBC French Television's coverage of Winter Olympic Games a tremendous success



Audience summary comparing Salt Lake City coverage with Sydney and Nagano.
Note: Audience averages do not include opening/closing ceremonies and concerts.
Source: Nielsen Media Research

Hockey

CBC/Radio-Canada's English and French Television this year celebrated their 50th year of *Hockey Night in Canada / La Soirée du hockey*. The first NHL game to be televised by CBC/Radio-Canada was from Montreal on October 11, 1952, between the Montreal Canadiens and the Detroit Red Wings. The first game broadcast from Toronto was three weeks later on November 1st.

To commemorate this occasion, French Television's *Les Beaux Dimanches* presented *La Soirée du hockey... 50 ans d'émotions*, a program combining documentary, humour and nostalgia.

English Television this year signed a new five-year broadcast agreement to carry NHL games through the 2007 Stanley Cup finals. A new made-in-Canada option for the playoffs will ensure that hockey fans can see all the games they want while those viewers interested in the News will experience far fewer delays.

English Television's long association with hockey and its emphasis on amateur sports came together in the third annual *Hockey Day in Canada: Celebrating the Game* on January 5, 2002. There were 10 live remotes from across the country

as local CBC reporters examined hockey's place in their communities and recognised individuals who have dedicated themselves to teaching, maintaining and improving the game. Also featured were documentaries, panel discussions, and a special edition of the pre-game show *Labatt Saturday Night* with Don Cherry and Ron MacLean answering questions from across Canada. The day concluded with an all-Canadian triple-header on *Hockey Night in Canada* during which the games averaged over a million viewers a minute.

Grey Cup

In November 2001, 2.7 million Canadians watched English Television for the 89th *Grey Cup Championship Game* live from Montreal. This was the 50th consecutive broadcast of the Grey Cup finals on English Television. *Grey Cup Sunday* also presented live interviews, analysis, panel discussions and feature stories.

The Grey Cup *radio-canada.ca* website contained exclusive, original multimedia reports as well as innovative multimedia activities, including a virtual football field.

Other Sports

For 10 days in August 2001, CBC/Radio-Canada televised the 8th IAAF (International Amateur Athletic Federation) World Championships from Edmonton, bringing Canadians 36 hours of top-level international competition involving 1,800 athletes from 200 countries. As host broadcaster, English Television fed 263 hours of coverage to broadcasters around the world. Earlier in July 2001, from Ottawa/Hull, CBC/Radio-Canada televised the IV^{es} Jeux de la Francophonie featuring athletes from 50 countries. Our New Media services created a hybrid Radio/Television Web page for cultural and sports coverage of the competition.

New Media was also involved in the coverage of the 2001 Formula 1 Grand Prix of Canada. *Zone Sports* of *radio-canada.ca* doubled the number of its visitors during the week of the event by offering multimedia and interactive activities including a virtual race on board an F1, videos, and a virtual pit stop.

CBC Sports has been named the host broadcaster for the upcoming *Pan-American Games* to be held in Santo Domingo, Dominican Republic, in August 2003.

