



Building On Our Success

CBC/Radio-Canada continues its 65-year tradition of broadcasting excellence, while innovating to build on past successes and to respond to today's challenges.

Two years ago, CBC/Radio-Canada began a major renewal exercise across all media lines. Our goal continues to be to produce even more high-quality, distinctive Canadian programming – programming that will help strengthen Canadians' sense of their nation and of the Canadian way of life. To ensure that the regions are well reflected across all of our programming, we have increased our reach and production activities in Canada's diverse regions. As one of Canada's most important cultural institutions, we continue to find innovative ways to support and showcase new talent, new voices and new faces. To preserve our leadership position and reputation for excellence and integrity in journalism, we have introduced new programs and increased our emphasis on providing Canadians with a platform for public discourse on the issues facing Canada. Out of recognition of the importance of Canada's next generation, we are delivering more and more safe, educational, commercial-free programming each year.

The importance of this work was endorsed by the Government of Canada with the provision of an additional \$60 million of funding for 2001-2002. In December 2001, the Government announced an additional \$60 million for 2002-2003. These new resources are being wholly invested in programming to deliver greater value to Canadians.

This year, English Television pursued the next steps in its major transformation plan and reinforced its distinct position in the Canadian television landscape by offering more innovative high-quality Canadian programming found nowhere else. French Television revamped a considerable part of its schedule, continuing to develop, support and promote talent and culture in French throughout Canada. English Radio's audience figures soared to record heights, and the network began a process of redesigning and renewing its services for Canadians. French Radio, a vital link for Francophones across the country, also had record audience figures this year. French Radio sped up its plan to extend dramatically its services across Canada by applying to the CRTC for new transmitters. All of our media lines worked in concert to provide superior coverage of the Salt Lake City Winter Olympics.

Our renewal work also included significant change to our operations and management in order to achieve savings to re-invest in programming.

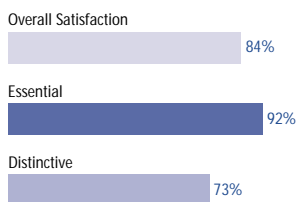
English Television and CBC Newsworld

English Television continued to implement its transformation plan to change significantly the face of Canadian public television, dramatically alter the way it is organised, and improve the way it operates. The goal of transformation is

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Success Measures – CBC English Television



Viewers aged 18+ were asked to rate CBC English Television.
October – December 2001
Source: CBC/Radio-Canada Corporate Research (QRS)

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1. Rick Mercer, *Made in Canada*, English TV;
2. Johanne Despins, *Aux arts, etc.*, Chaine culturelle;
3. Karl Pruner, *Marina Orsini, L'Or*, French TV;
4. Rex Murphy, *Cross Country Checkup*, Radio One;
5. Michèle Barbara Pelletier, Serge Postigo, *Music Hall*, French TV;
6. Steve Smith, *The Red Green Show*, English TV.



to increase the real and perceived value of English Television to Canadians, and to accomplish this in a way that is financially responsible.

Now in its second year, the plan has had some demonstrable success. Ratings have reached the highest levels in years, Canadians tell us they value CBC/Radio-Canada more, and the changes have won critical favour in the media.

English Television is the only conventional television broadcaster consistently delivering Canadian content in prime time: 75 per cent of its daytime programming is Canadian, increasing to 90 per cent during prime time. Having already produced an almost totally Canadian programming schedule, English Television is now emphasising the public service aspect of the Corporation's mandate and the provision of a "public space" for shared discourse contributing to informed citizenship. There is a renewed emphasis on arts, children and youth, amateur sports, documentaries and public affairs programming. There is more production from more parts of the country, and enhanced reflection of all regions on the national network.

In the earlier phases of the plan, local and network English Television News and CBC Newsworld services were integrated and streamlined across the country in order to better use resources to cover more stories and provide more in-depth analysis. *CBC News: Canada Now* was created and *The National* was revitalised. The commercial time for both programs was cut in half. There were 750 hours of commercial-free new programming added for children and youth. The arts program, *Opening Night*, also commercial-free, was introduced, and *Canada: A People's History / Le Canada : Une histoire populaire* received critical acclaim and garnered an impressive audience of 15 million (nearly half the population of Canada).

The third transformation phase began this year with the introduction of hosted, themed evenings: Sunday and Monday nights feature drama and high-impact programs; Tuesday and Wednesday nights, information programs; Thursday nights, performing arts programs; Friday nights, comedy; and on Saturdays, sports. *CBC Sports Saturday* details amateur and professional sports. Also this year, CBC current affairs was revitalised with the launch of *CBC News: Disclosure*, a program of investigative journalism and *CBC News: Sunday*, which focuses on media, ethics and spirituality.

A much greater priority was given to high-impact, high-profile dramatic series like *Random Passage*, *The Last Chapter* and *Trudeau*, programs which drew critical approval and audiences comparable to American blockbuster movies. CBC/Radio-Canada has demonstrated that outstanding Canadian productions can attract large audiences.

Another major theme in the transformation plan is creativity and this year English Television launched *ZeD*, an experimental program for younger adults on late-night television, showcasing emerging Canadian talent.

Even with market fragmentation and the proliferation of specialty channels, English Television was the only conventional television broadcaster to increase its share this year (9.4 per cent in prime time, up from 9 per cent last year; and 7.6 per cent full day, up from 7.3 per cent). English Television shares reached their highest level in four years. In terms of reach, almost two-thirds of Canadians watch English Television each week. The increases are an impressive confirmation of English Television's transformation strategy.

English Television instituted a comprehensive qualitative survey this year to measure Canadian attitudes towards CBC Television. CBC Television Audience Report Cards consistently confirm that 90 per cent of English-speaking Canadians believe that it is "essential" that CBC Television is available to Canadians. Seven out of 10 Canadians tell us they believe that CBC Television is distinctive, providing programs unavailable on other stations.

This year, CBC Television and CBC Newsworld launched a new visual identity that brought the two networks into the same visual family. The networks also unveiled new descriptive mottos closely related to the core attributes of Canada's public broadcaster. The mottos are more than mere phrases; they are promises of performance: for CBC Television, *Canada's Own*; and, for CBC Newsworld, *Trusted. Connected. Canadian*.

CBC Newsworld is available in more than nine million subscriber homes via cable television, direct-to-home and microwave distribution systems – more than any other specialty service.

Despite the launch of new digital channels and continued fragmentation of the television market, CBC Newsworld's 2+ share for English television viewers held strong over the fiscal year (April 1, 2001 up to February 24, 2002) at 1.1 per cent, matching the level of the previous fiscal year. CBC Newsworld continued to be Canada's highest rated News network, with almost twice the share of CTV Newsnet. The average weekly reach for the fiscal year was 6.2 million among people two years of age and older. CBC Newsworld's highest weekly share was 2.8 per cent, the week of September 10-16, with a reach of 9.4 million.



As part of its growing reflection of the country, CBC Newsworld this year created five new Canadian News bureaus with video journalists in Kelowna, British Columbia; Bathurst, New Brunswick; Kitchener, Ontario; Thompson, Manitoba; and Inuvik, Northwest Territories. These journalists allow CBC Newsworld to better serve the regions of Canada from places that no other networks cover on a regular basis.

CBC Newsworld has expanded its industry-leading ability to provide immediate live coverage of breaking news and special events with the addition of new state-of-the-art equipment. New satellite trucks in Calgary and Edmonton augment the service of those in Vancouver, Winnipeg, Toronto, Ottawa, Montreal, Quebec City, Moncton and Halifax. A new, full-time satellite transponder enables CBC Newsworld to move video images from the field to its many production centres 24 hours a day, seven days a week.

CBC Newsworld is proud to be the exclusive carrier of Voiceprint, the national reading service for the visually impaired.

French Television and RDI

French Television is a public, general interest, popular television service with roots in every region of the country and a commitment to reflect the culture of all Francophones. With 14.7 per cent of the Francophone market share, it plays a fundamental role for French-speaking Canadians throughout the country.

French Television's mission is to produce and broadcast high-quality programming in French for as many people as possible. It develops, supports and promotes talent and culture in French, throughout Canada; serves the specific needs of the various Francophone communities across the

country; and contributes to the influence and accessibility of their products and culture around the world. French Television aims to contribute directly to the evolution of Canadian culture and society; to create production partnerships and enable a better use of resources; and to enrich Canada's audiovisual heritage for the future.

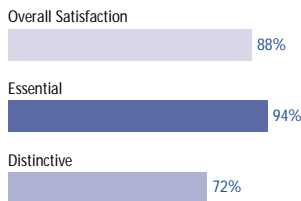
This year, French Television focused on three important projects: the opening of Radio-Canada's Centre de l'information, in Montreal; the launching of the French-language arts specialty channel, ARTV, in September, 2001; and the signing of a new agreement with Cogeco to expand the reach of CBC/Radio-Canada's services for Canadians.

Underlining these projects is the clear objective of positioning French Television in the evolving fragmented television market and enabling it to continue to offer diverse high-quality programming in its areas of excellence: information, drama, youth, culture, cross-cultural programs, and amateur sports.

This year, journalistic teams were enriched across the country. A renewed emphasis on drama was witnessed in the introduction of six new series – *Rivière-des-Jérémie*, *Les Super Mamies*, *L'Or*, *Asbestos*, *Music Hall*, and *Le Dernier chapitre* – many of which were based in the regions. Youth programming was revitalised with the launching of, among other programs, a new téléroman for eight-to-fourteen-year-olds – *Ayoye !*

The number of original Canadian cultural programs was also increased; *La Vie la vie*, which was launched last year, continued to gain attention from critics and audiences for its innovative content and style. Amateur sport occupied an important place in

Success Measures – CBC French Television



Viewers aged 18+ were asked to rate CBC French Television.
October – December 2001
Source: CBC/Radio-Canada Corporate Research (QRS)



the schedule, especially with the Jeux de la Francophonie, the 8th IAAF (International Amateur Athletic Federation) World Championships, and the Winter Olympics in Salt Lake City.

The integration of the news-gathering facilities for French Television and RDI into Radio-Canada's new, entirely digital Centre de l'information brought French Television closer to its goal of making all of its operations digital. Among the objectives of this integration are the following: to free up resources in order to improve news coverage and analysis; and to facilitate exchanges with other media. In 2002-2003 French Television's drama facilities will also be made digital.

RDI serves 8.7 million households across the country: 2.3 million in Quebec and 6.4 million outside Quebec. Its mission is to inform the public quickly, and in depth, of the most significant regional, national and international news, and to provide context to help audiences understand the news. RDI is a reliable, relevant and high-quality network serving the public interest. During the regular 2001-2002 season (September to March), RDI topped the ranks of French-language specialty channels among Francophones with cable television. With a share of 3.2 per cent, the network considerably improved its audience share of 1.9 per cent for the previous year. RDI is also the specialty channel watched by the largest number of viewers (relative reach of 49 per cent of Francophones with cable television).

This year's launching of ARTV represented a unique opportunity to expand the availability of arts programming in the French-language television market. Being the first Francophone service in Canada entirely devoted to arts and cultural programming, it allows CBC/Radio-Canada and its partners to promote Canadian art and artists through programming that

focuses on creative and experimental expression. It also represents a unique partnership between the public and private sectors and between Canadian and international organisations.

Another innovative partnership between French Television and the private sector is the redefined agreement with Cogeco Radio-Télévision inc. (CRTI) that will allow Radio-Canada to produce regional News with independent editorial control to be broadcast on affiliated stations owned by Cogeco in Trois-Rivières, Sherbrooke and Chicoutimi/Jonquière. This agreement provides a broader diversity of voices and information for viewers in these regions, and will give French Television a greater presence in these communities.

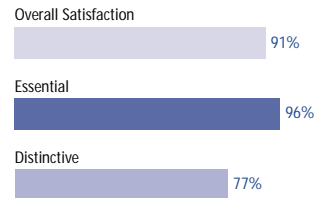
English Radio

English Radio provides high-quality information, cultural and music programming on Radio One and Radio Two, originating programming from 48 communities across Canada, and broadcasting on a network of over 430 AM and FM transmitters.

Radio One and Radio Two experienced historically high audience shares with a combined share of 12.7 per cent according to BBM in Fall 2001. The reach for the two Radio services combined, at its highest in over 10 years, is approximately four million Canadians each week. Weekday morning shows ranked first or second in nine markets across Canada in Fall 2001. In fact, CBC Radio has some of the highest user satisfaction levels for any media in the country, with over 95 per cent of listeners to both Radio One and Radio Two expressing themselves as being "satisfied" or "very satisfied" (QRS 2000).

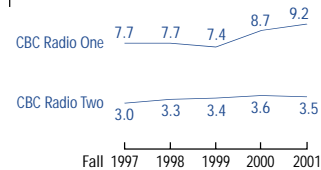
Radio One can be received by 98 per cent of English-speaking Canadians. Radio Two is expanding its coverage to 75 per cent of the English-speaking population in most

CBC English Radio "distinctive" for 8 in 10 listeners



Listeners aged 18+ were asked to rate CBC English Radio. October - December 2001. Source: CBC/Radio-Canada Corporate Research (QRS)

CBC English Radio shares return to historic heights



Share of Anglophone 12+ listening in CBC service areas. Source: CBC/Radio-Canada Corporate Research (BBM)



provinces by 2007. Kamloops Radio Two was opened in October 2001, and openings are planned for new Radio Two transmitters in 2002 in Corner Brook; Mulgrave (Nova Scotia); Quebec City; and Sherbrooke.

Radio Three's websites – *120seconds.com* (multimedia storytelling, all-Canadian), *newmusiccanada.com* (featuring new and emerging Canadian bands), *justconcerts.com* (concert and studio sessions recorded live across Canada) – launched in 2000, are being expanded to attract more young Canadians.

In 2001-2002, CBC Radio, through commissions and rights payments, directly invested more than \$6 million in Canadian writers, composers and performers.

CBC Radio continued to demonstrate its commitment to the highest quality of Radio programming this year, while beginning a process to fundamentally re-develop and update its relevance to all Canadians. Initiatives were undertaken to improve on-air presentation on Radio One and Radio Two. Radio One began a major re-examination of its program schedules for Saturdays and weekday mornings with the intention of providing new and innovative programming in the Fall of 2002. This program development is based on extensive audience research and the best ideas from Radio producers across the country.

This past year CBC Radio was awarded a record number of major national and international awards – well over 100 in 2001 alone.

French Radio

CBC/Radio-Canada's unique French Radio service has always been at the heart of the Canadian broadcasting system, providing a voice and a reflection of Canadians across the country.

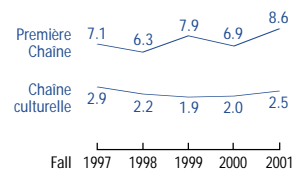
French Radio's role in protecting and developing a public space for Francophones in Canada has become even more important in the context of increased competition from large media conglomerates and rapidly changing, sophisticated technology. This has meant the need for French Radio to improve its services and to target its activities in terms of programming and the promotion of its services.

In Autumn 2001, French Radio had its highest audience ratings (BBM) since 1984. With 740,000 listeners per week, the Première Chaîne accounted for 8.6 per cent of all listening by Francophones, up from 6.9 per cent the previous Autumn, which is a 25 per cent increase; while the Chaîne culturelle, with 258,000 listeners per week, accounted for 2.5 per cent of all listening by Francophones, that share being its highest in three years.

The Première Chaîne and the Chaîne culturelle are currently available to 98 per cent and 80 per cent of Francophones, respectively.

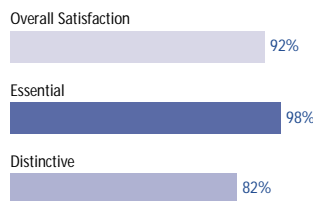
Extension of French Radio services to all parts of Canada is a top priority. In 2001 alone, new transmitters began operation in the Gaspé, Sudbury and Winnipeg, and our Rouyn affiliate became a full rebroadcaster of the Première Chaîne service. In October 2001, CBC/Radio-Canada filed applications with the CRTC for new transmitters in order to extend the Chaîne culturelle's programming to an additional 18 communities from Newfoundland and Labrador to Alberta over the next 24 months, making this programming available to over 90 per cent of all French-speaking Canadians. If approved, this extension would be well ahead of the schedule promised to the CRTC in the Corporation's January 2000 licence renewal.

CBC French Radio shares return to historic heights



Share of Francophone 12+ listening to French stations in Radio-Canada areas.
Source: CBC/Radio-Canada Corporate Research (BBM)

Success Measures – CBC French Radio



Listeners aged 18+ were asked to rate CBC French Radio.
October – December 2001
Source: CBC/Radio-Canada Corporate Research (ORS)



Technical changes were made in 2001 in order to improve the quality of signal of the Première Chaîne. New transmitters were installed, allowing the extension of the Première Chaîne's services to Témiscaming, in December 2001, and to Fermont, in February 2002. Two new journalistic bureaus in Ontario and Newfoundland and Labrador have reinforced French Radio's journalistic coverage and presence in the regions. Early in 2002, French Radio also opened bureaus in Rio de Janeiro and Jerusalem.

French Radio's *bandeapart.fm*, launched for young people last year on the Internet and Galaxie as a place for emerging talent and new musical styles, this year added a Television component, *bandeapart.tv*, for broadcast on ARTV. As well, in March 2002, *bandeapart.fm* was officially launched in Paris. Since its beginnings, the *bandeapart.fm* initiative has won awards and garnered loyal audiences.

Radio Canada International

Radio Canada International (RCI) is an integral part of CBC/Radio-Canada's public service mandate. CBC/Radio-Canada is firmly committed to the future of RCI and is determined to continue to enhance its programming content. Not only does RCI provide services to its international listeners, but it also "brands" Canada abroad by presenting Canadian culture, values and perspectives worldwide through its programming.

This year, RCI continued to broadcast its regular shortwave Radio services internationally in seven languages. In the aftermath of September 11th, RCI significantly strengthened its Arabic and Russian programming to ensure better

international service, particularly to the Middle East. RCI proved to be a major source of international information for its listeners, provided by a team of veteran correspondents from English Radio and French Radio who demonstrated the complementary nature of the two networks with respect to gathering and broadcasting international news.

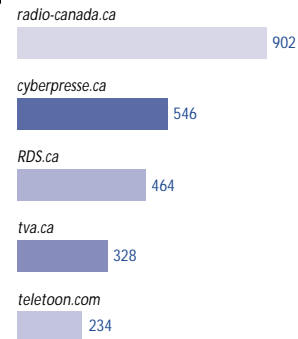
New Media

This year, CBC/Radio-Canada demonstrated beyond a doubt that its websites provide essential service of a very high editorial, cultural and technical quality. The regrettable events of September 11th illustrated the fact that CBC/Radio-Canada is the principal supplier of Canadian non-commercial, impartial content on the Web. In fact, our English and French websites combined are ranked number one amongst Canadian media sites, ahead of CTV, *The Globe and Mail*, and TVA. They are also ahead of CNN for Canadian browsers.

Our Salt Lake City Winter Olympics websites received 2.4 million individual visitors this year – a remarkable performance. The combination of complementary Television, Radio and Internet services as well as chat rooms and forums allowed Canadians to enjoy a unique collective experience.

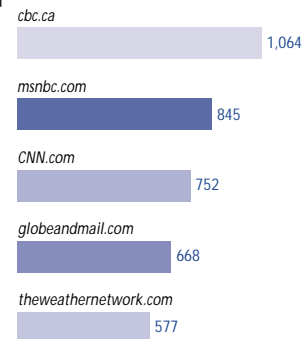
The close integration of production teams from New Media, Radio and Television has also allowed us to improve our services, especially those aimed at the audiences which are more difficult to reach through traditional media – young people, for instance. Radio Three, *bandeapart.fm* and youth websites fulfil a need for information, entertainment and interactivity in this group.

radio-canada.ca Most Popular French-language Website*



* Among broadcasters and news/information websites. Based on number of unique visitors to broadcasters' websites by Francophones aged 2+, at home. March 2002. Source: Jupiter Media Metrix

cbc.ca Most Popular English-language Website*



* Among broadcasters and news/information websites. Based on number of unique visitors to broadcasters' websites by Anglophones aged 2+, at home. March 2002. Source: Jupiter Media Metrix

