



# a MILESTONE YEAR for us all

## NEW YEAR'S EVE COUNTDOWN TO 2017

**5.7M** Canadians tuned in to CBC.



## CANADA DAY



**11M**

Canadians watched CBC and Radio-Canada programming on Canada's 150<sup>th</sup> anniversary.

## WHAT'S YOUR STORY?

**400**

stories submitted from Canadians of all ages, backgrounds and from across the country.



## WHAT'S YOUR STORY? A CANADA 2017 YEARBOOK

**150+**

stories and photos published in print and free digital versions.

## CBC & RADIO-CANADA

2017 portals

**2.8M**

page views.



## SOCIAL MEDIA

#CBC2017 | #RADIOCANADA2017

**3,429,774**

Canadians reached on Canada Day.



## CBC & RADIO-CANADA

2017 digital programming guides to promote content on radio, television and digital platforms.

Unique visitors: **133,792**



## YOUR PUBLIC BROADCASTER

**35%** OF **1,150\*** CANADIANS

surveyed said we were the broadcaster that made the biggest contribution to Canada 150.

\*Online survey commissioned by CBC/Radio-Canada.