



SEMI-ANNUAL REPORT CARD (JANUARY 2014) REQUEST FOR INFORMATION ON LOCAL REVENUE

TO:	Board of Directors
MEETING:	February 21, 2014
FROM:	Louis Lalande, Executive Vice President, French Services Heather Conway, Executive Vice President, English Services Steven Guiton, Vice-President Technology, and Chief Regulatory Officer
PURPOSE:	Request for information on local revenue
DATE:	March 14, 2014



SIGNIFICANT POINTS

At the January 2014 Board meeting, in the context of the presentation of our semi-annual Report Cards and in response to a question from the Board, we committed to provide local advertising revenue figures for CBC and Radio-Canada.

The following schedule contains local television revenue on a broadcast year basis (September to August), for both CBC and Radio-Canada, as submitted to the CRTC in the context of our Aggregate Annual Return reports.



LOCAL TELEVISION REVENUE

\$'000, for the Broadcast Year:

Sept. 1, 2012 - Aug. 31, 2013	Sept. 1, 2011 - Aug. 31, 2012	Sept. 1, 2010 - Aug. 31, 2011
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s.18(a)
s.18(b)

Local TV Advertising Revenue ("Time Sales")

CBC Television
 ICI Radio-Canada Télé
Total

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Source:

CBC/Radio-Canada

Definition of Local Time Sales:

The CRTC defines *Local Time Sales* as: "Revenue from the sale of air time by local sales representative, net of advertising agency commissions and trade discounts. Local Time sales includes the fair market value of bartered contracts, sponsorship, or any other non-monetary transactions. This does not include revenue from infomercials."

The CRTC French equivalent of *Local Time Sales* is *Ventes locales de temps d'antenne*, which is defined by the CRTC as: "Ventes locales de temps d'antenne : Doivent inclure les recettes tirées de la vente de temps d'antenne par des représentants locaux après déduction des commissions des agences de publicité et des abattements consentis. La juste valeur marchande des échanges de temps publicitaires, les commandites ou toutes autres transactions non monétaires, doivent aussi être inclus sur cette ligne. Ceci n'inclut pas les revenus provenant infopublicités."