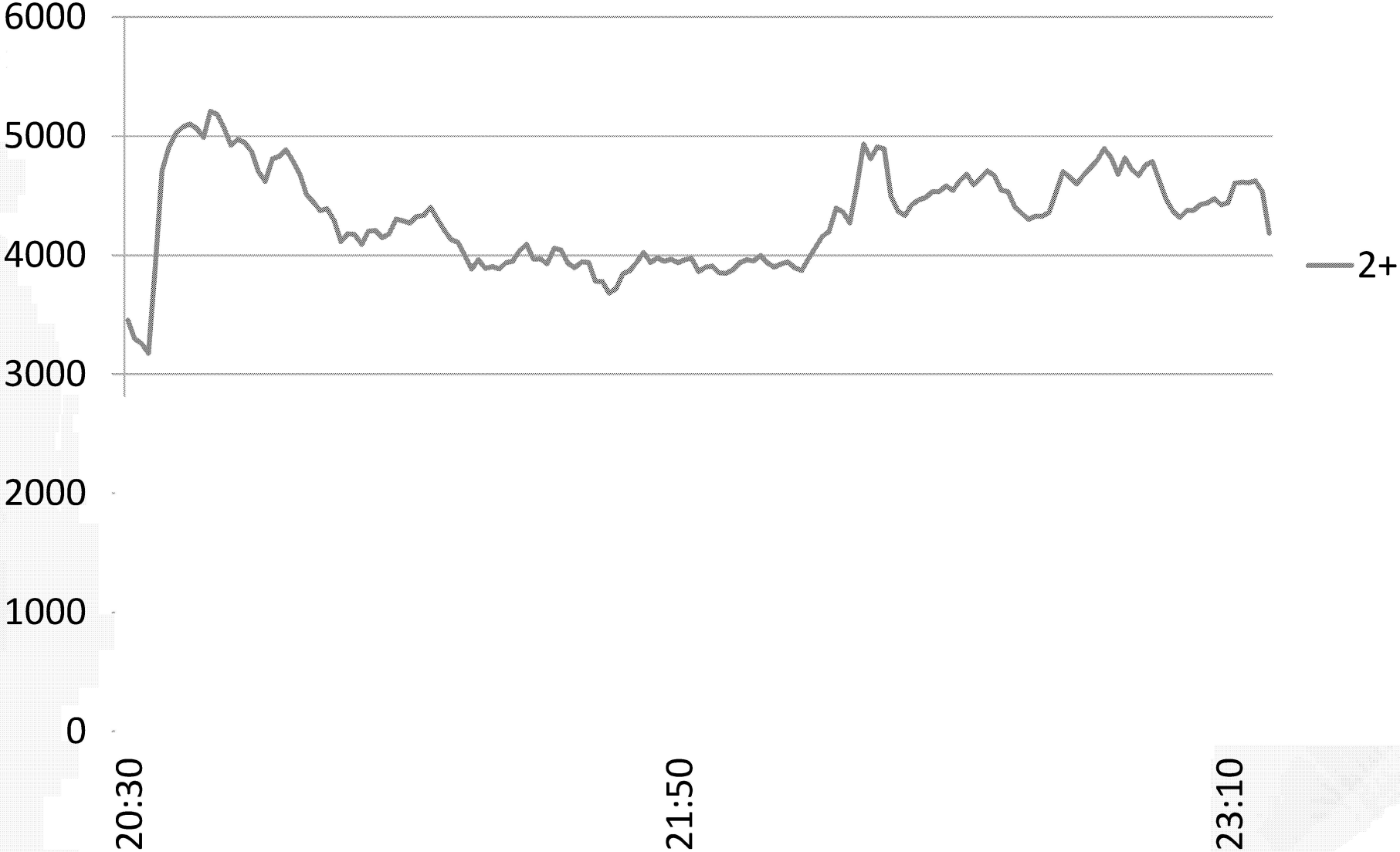
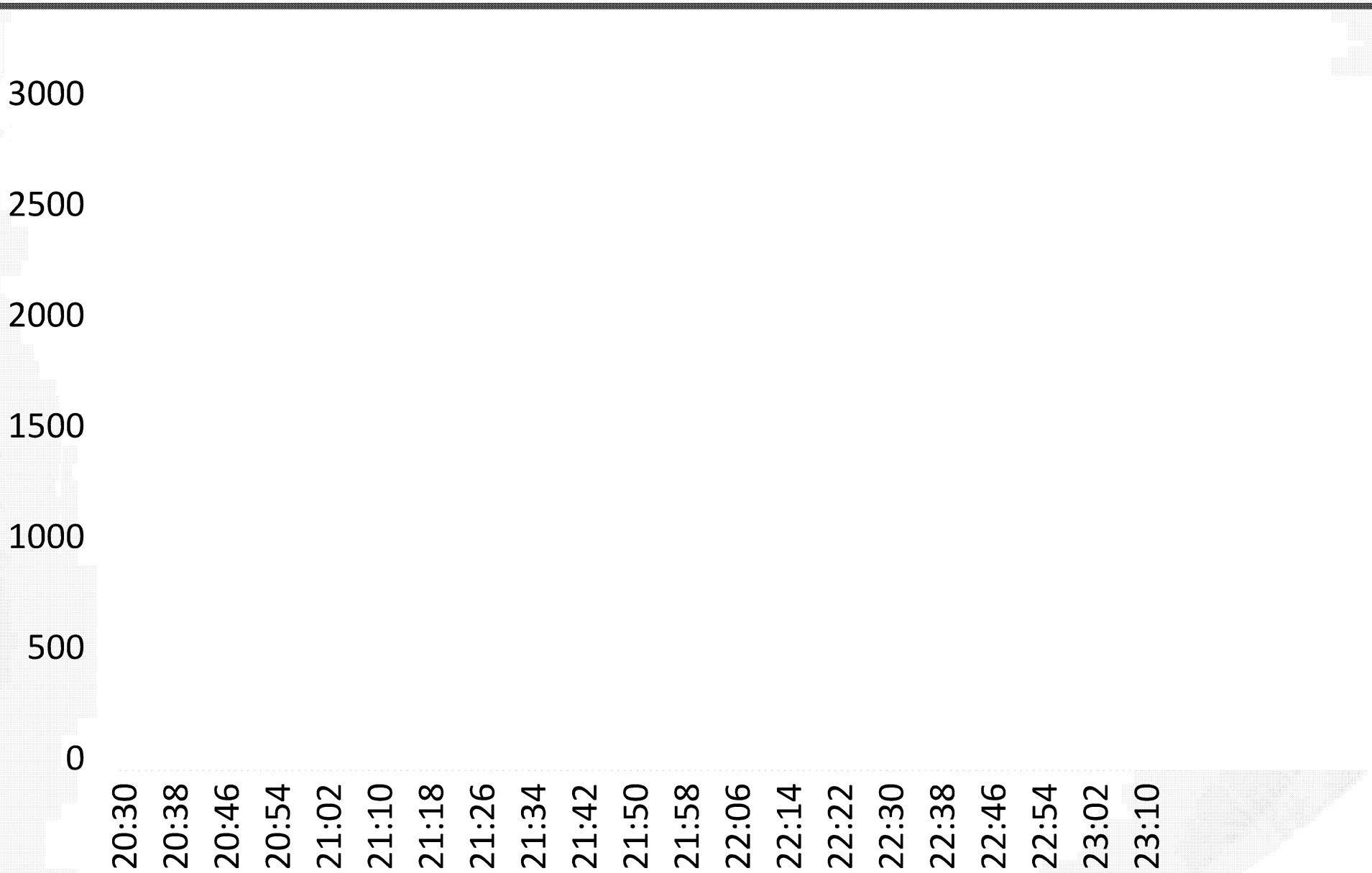


# Tragically Hip Audiences (TV) - Age

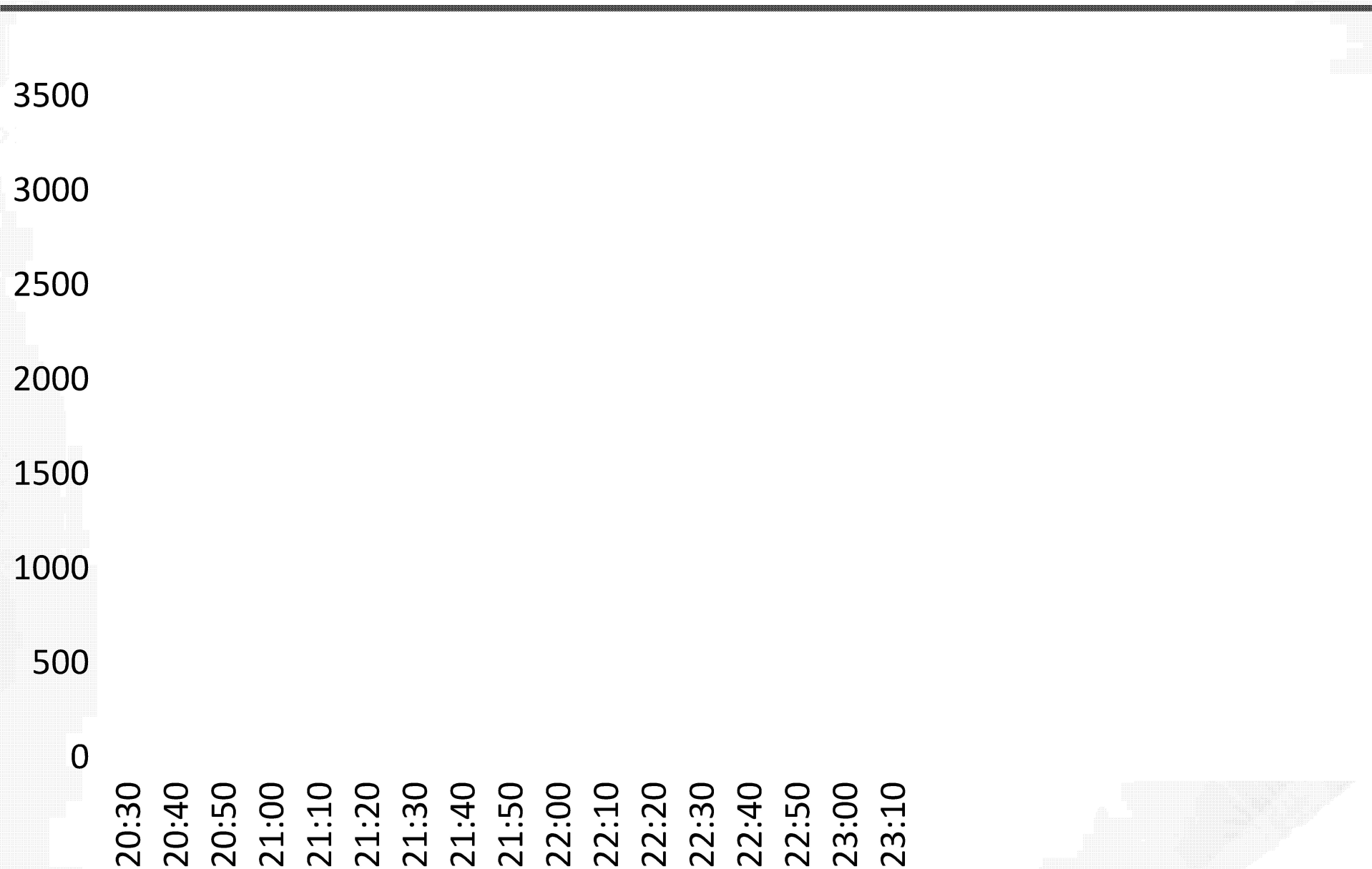
s.18(b)  
s.68.1



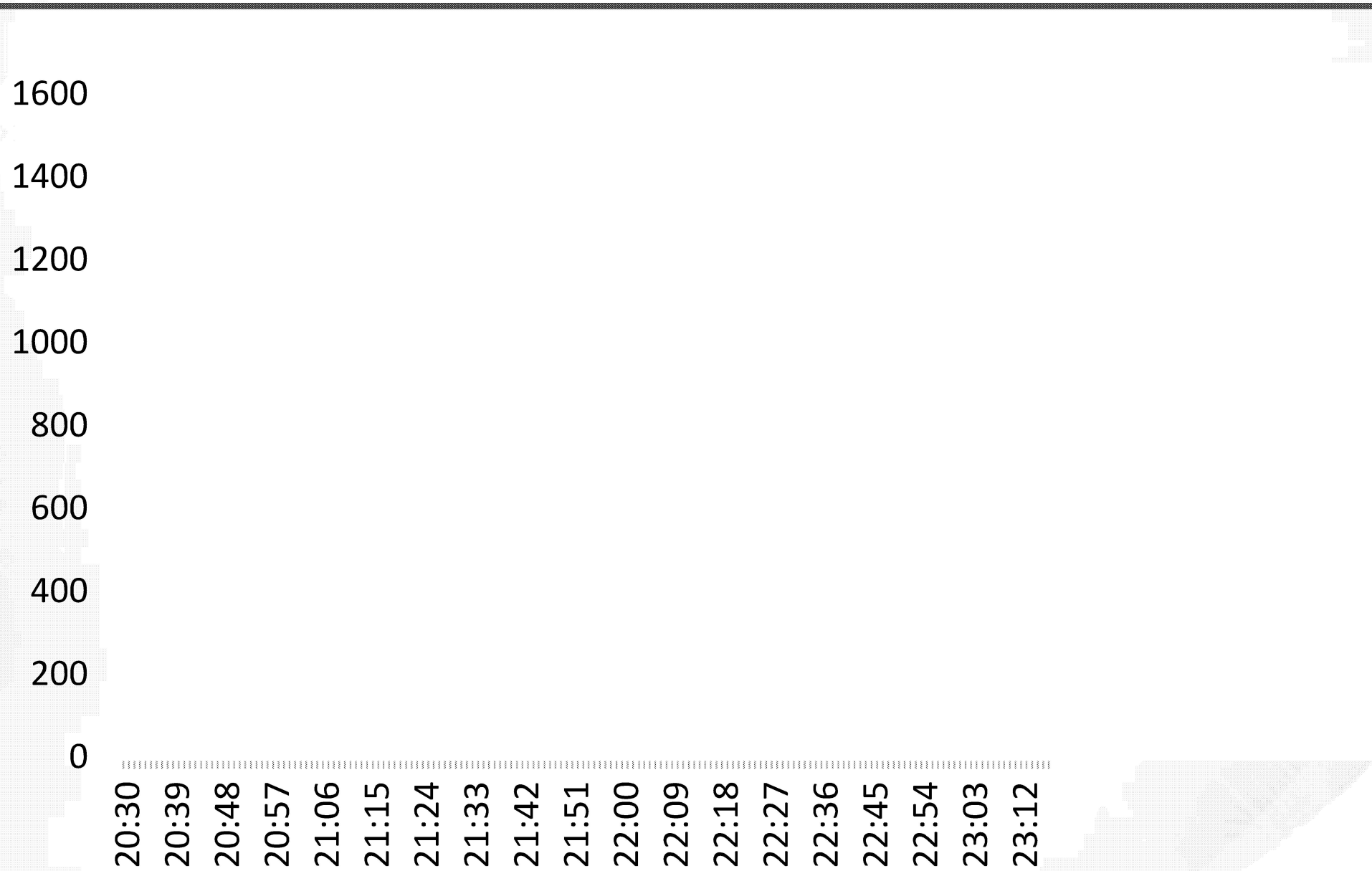
# Tragically Hip Audiences (TV) - Gender



# Tragically Hip Audiences (TV) - Regional

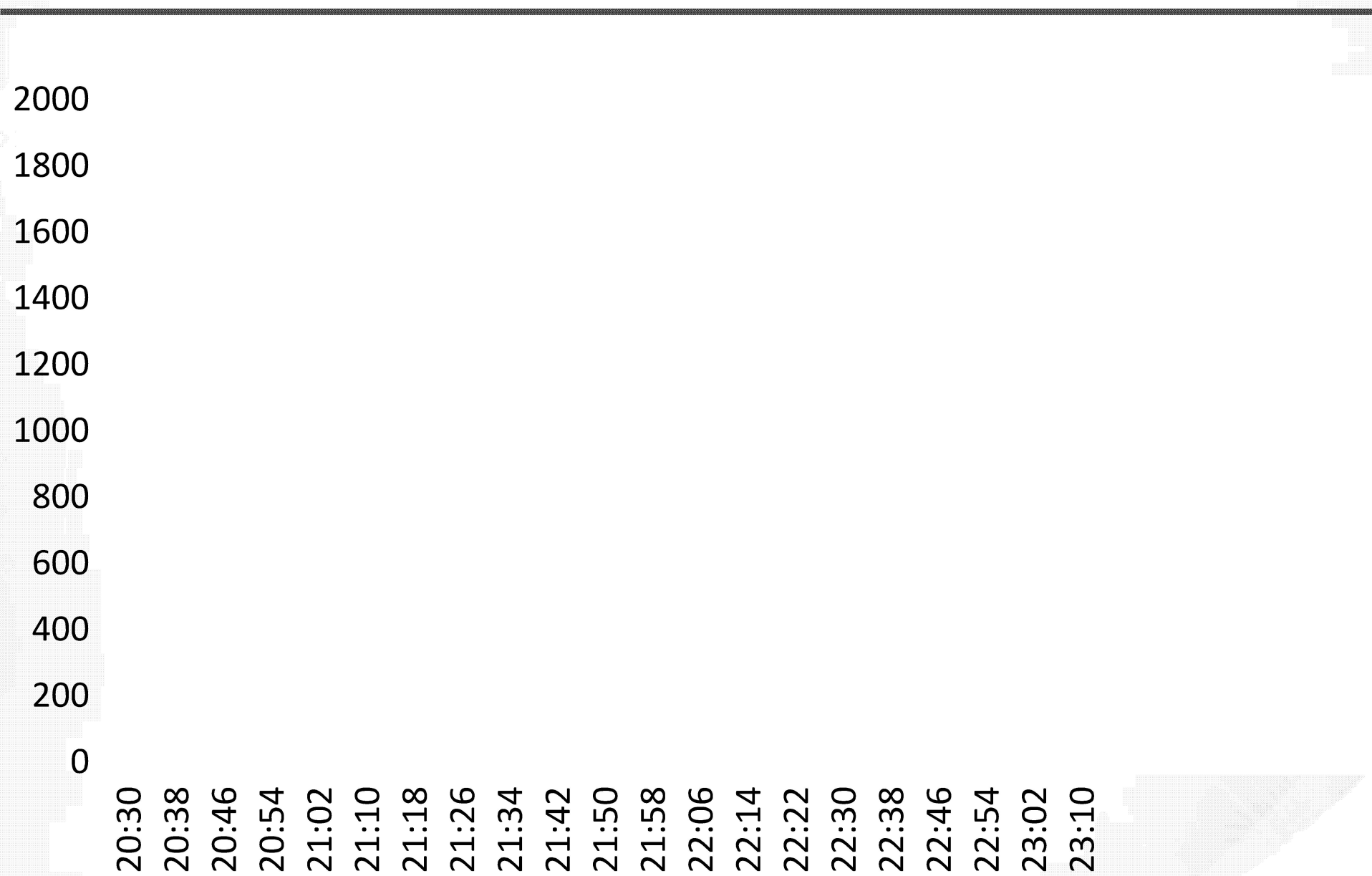


# Tragically Hip Audiences (TV) - Education





# Tragically Hip Audiences (TV) - Income



# The Tragically Hip

A National Celebration

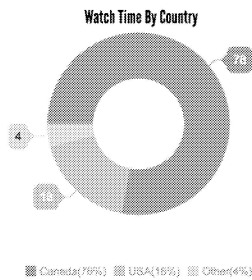
Prepared by: CBC Research

Source: Numeris, YouTube, Facebook

**Reach (All Platforms): 11.7 million Canadians**  
**Average Audience (TV): 4.33 million**  
**Live Streams: 900,000+ Worldwide**  
**Out of Home Viewing: 21%**

**22% of all Live streaming via YouTube happened outside of Canada!**

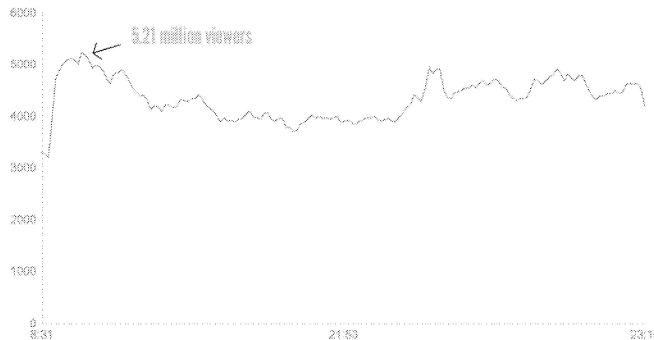
**Fans were united via Facebook Live:**



**300,000 Live Views**  
**85,000 Reactions**  
**14,000 Comments**  
**6,500 Shares**

For questions, contact [andrew.baker@cbc.ca](mailto:andrew.baker@cbc.ca)

## Minute by Minute TV Audiences (2+)

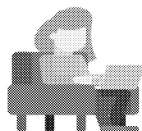


**Streaming via YouTube generated a total of 24.5 million viewing minutes!**

The average user watched for 42 minutes.



**On Facebook Live, the stream had a total of 270,000 unique viewers.**



Women aged 35-44 were the biggest viewers on Facebook.

For questions, contact [andrew.baker@cbc.ca](mailto:andrew.baker@cbc.ca)

# Tragically Hip Platforms

s.18(b)  
s.20(1)(b)  
s.68.1

PLATFORM	AMA (000)	Reach (000)	Streams
Television (Incl. Streaming Video)			
Radio (Incl. Streaming Audio)			
<i>Radio One (Incl. Streaming Audio)</i>			
<i>Radio Two (Incl. Streaming Audio)</i>			
YouTube			
Facebook Live			
Apple TV			
All Other Platforms			
<b>TOTAL</b>		<b>11,704</b>	<b>917,057</b>

Source: Numeris, Adobe, YouTube, Facebook, Apple

---

## Fwd: Tragically Hip Numbers

1 message

---

**Carla Palmer** <carla.palmer@cbc.ca>  
To: Anil Sankar <anil.sankar@cbc.ca>, Lorene Sousa <lorene.sousa@cbc.ca>

Tue, Sep 6, 2016 at 11:46 AM

----- Forwarded message -----

From: **ANDREW BAKER** <andrew.baker@cbc.ca>

Date: 21 August 2016 at 16:33

Subject: Tragically Hip Numbers

To: KATHERINE WOLFGANG <katherine.wolfgang@cbc.ca>, David Jang <david.jang@cbc.ca>, Sally Catto <sally.catto@cbc.ca>

Cc: ANDRE TURCOTTE <andre.turcotte@cbc.ca>, Johanna Holmes <johanna.holmes@cbc.ca>, Mark Steinmetz <Mark.Steinmetz@cbc.ca>, Carla Palmer <carla.palmer@cbc.ca>, CAT CURAMMENG <cat.curammeng@cbc.ca>

\*Just a kind reminder to preface these stats with "According to Numeris....."

**Total Reach (TV, Radio, and Digital):** 11,704,000

**Total Live Streams:** Approx 900,000

**Total TV/Digital Video Reach:**

**Total TV Share:**

**Total TV/ Digital Video AMA:** 4,039,000

**Total TV/Digital Video Peak Minute:**

Min x Min is attached.

**Mentions of #CBCTheHip:**


For context,

--  
**Andy Baker**  
Manager, News & Radio Research  
CBC Toronto | 416-205-2788

--  
**Carla Palmer**  
CBC Marketing and Communications Manager, Music Initiatives  
205 Wellington Street W.  
Toronto, ON | M5V 3G7  
Phone: 416-205-5632

[ca.linkedin.com/pub/carla-palmer/19/636/532/](https://ca.linkedin.com/pub/carla-palmer/19/636/532/)

---

 **Tragically Hip MinxMin.xlsx**  
21K







Tragically Hip TV + Radio Analysis - based on Preliminary Overnight Data  
Demographic - Individuals 2+  
Date: August 20, 2016  
Daypart: Sat 8:30-11:17pm Eastern Time  
Universe (000):

TV Weight Results

Program	Channel	Weekday	Start time	End time	Duration	#Aired	AMA(000)	CumRch(000)	CumRch%
TRAGICALLY HIP	CBC Total	.....S.	20:30:00	23:17:00	0167:00	1			

TV Based on Radio Weight Results

Radio Schedule

TV + Radio Schedule based on Radio Weights



# National Audience Services (NAS) Tragically Hip Concert

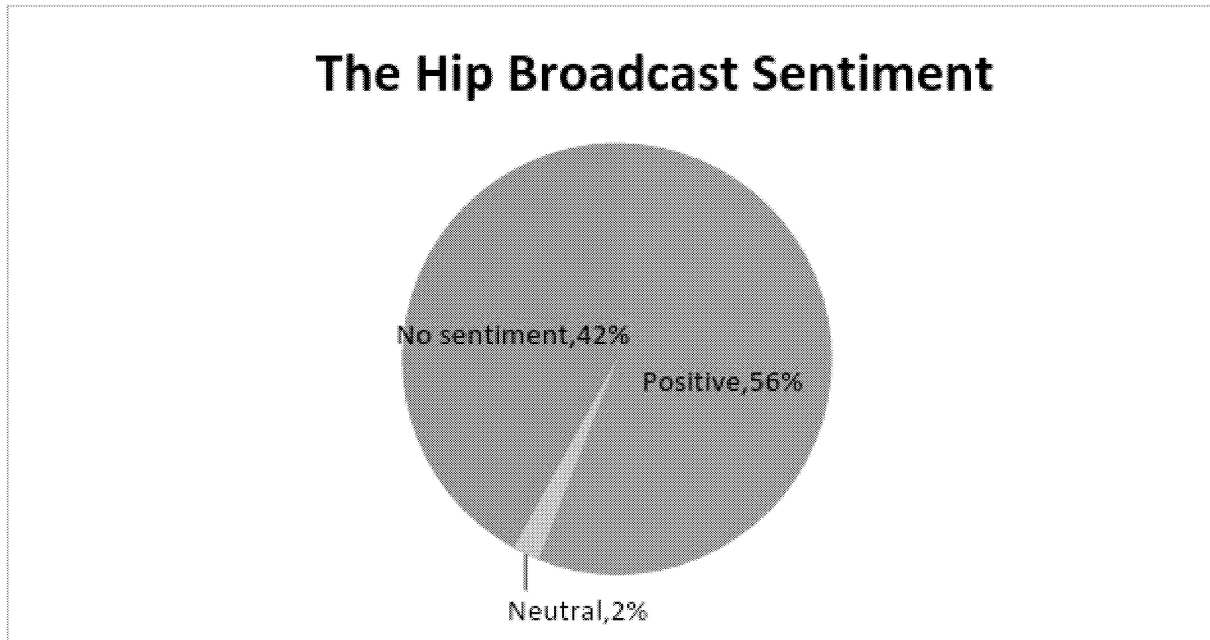
Audience Feedback



# Social Sentiment for Hip concert

This is based on **10,437 Twitter and Instagram comments** received between Friday August 19-21, 2016.

\* No sentiment represents comments we didn't tag, or ones that came in after the show.



# Positive Twitter Comments

Below are some examples of the positive feedback we received:

Heart swelling, so proud that @CBC is helping us all share this tonight. #TheHip #TragicallyHip

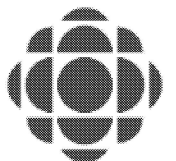
If anyone asks you "why bother with the #CBC" tell them about the night it allowed us to experience @thehipdotcom - together. #tragicallyhip

A lone New Yorker dons her Roots sweatshirt to watch #CBCTheHip. Thank you, @CBC.

Thank you @CBC for airing @thehipdotcom concert. We'll cherish this night and the music forever.

I love that I live in a country that pre-empts the Olympics for #TheHip #thehipinkingston . Thanks @CBC . Good choice.

This is why we have a Public Broadcaster #CBCTheHip commercial free concert for all Canadians @cbc #TragicallyHip pic.twitter.com/tyZEuqFb2Y



# Positive Hip Twitter comments cont.

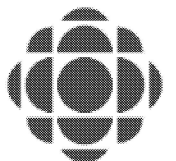
Wish I could be in Kingston tonight. But hats off to @CBC for broadcasting the show. @thehipdotcom Canada is watching, and we thank you all.

The final #TragicallyHip concert airs in less than an hour. Thank you @CBC for documenting an unforgettable Canadian music history moment.

@CBC thank you. You made Canada proud tonight by celebrating the @thehipdotcom with us. Thank you for bringing them into our living rooms.

@CBC knocked it out of the park tonight. Incredible #TheHip #CBCTheHip

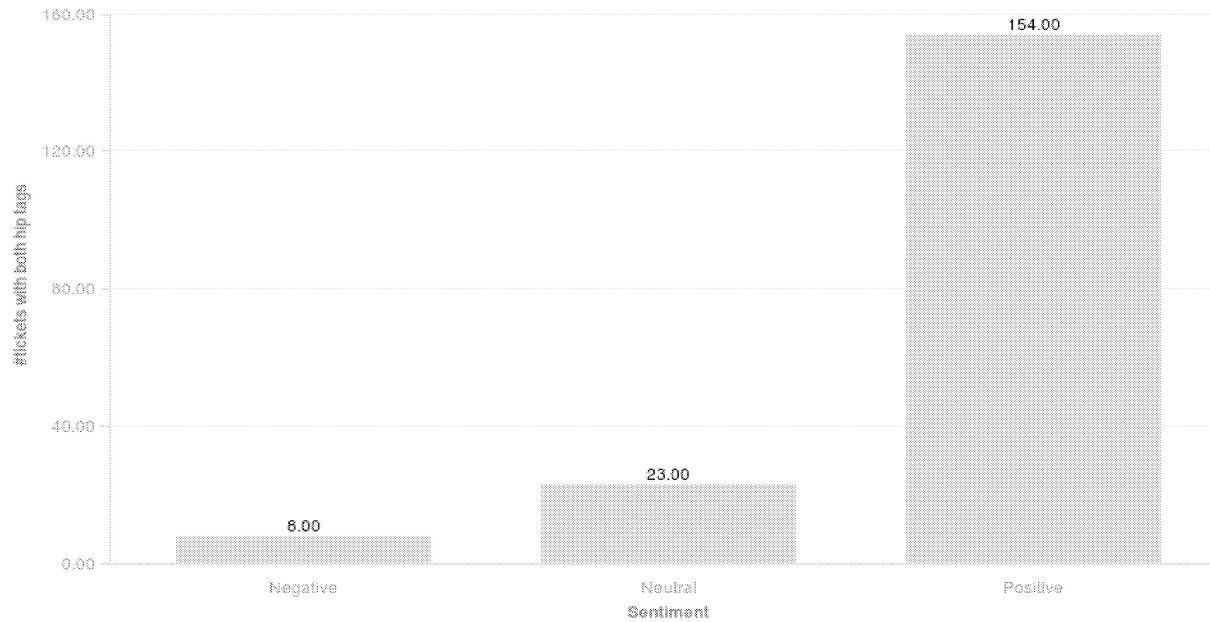
Remarkable -- any other broadcaster would have littered this showcase with promos and screen crawls #HipInKingston #CBCTheHip



# Email Sentiment via Zendesk

The report below shows the number of tickets that were tagged with 'hipconcert' or 'tragically\_hip'. There were 185 tickets with either of those tags.

Hip concert sentiment



# Email Feedback

Total tickets received: in excess of 500

Subjects:

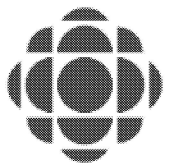
How to watch?

Will it be available in Europe/Asia/U.S./etc.?

How to watch again?

Any downloads/DVDs?

Thank you!



# Email Postive/Inquiries

## Positive Feedback:

Thanks for broadcasting The Hip commercial free! You rock!

Wanted to thank you for allowing the Hip to be invited to all Canadian home for this outstanding evening, It is day I will cherish.

Just wanted to give the CBC huge props for your coverage of the Hip's Kingston concert Saturday night. Three hours of uninterrupted music from one of Canada's culture icons. A great decision, flawlessly executed. The camera work and switching was incredible. My sincere thanks to everyone involved!

Thank you cbc for proving once again who's the best broadcasting network on the planet. The hip rules.

Thank You CBC. You are the best.

My daughter is afflicted with a horrible disease, and bed-ridden. She LOVES the "Hip" and there's no way she could attend the Winnipeg concert. It broke her heart, but thanks to you, she's watching the final concert. You are helping Canadians in ways you'll never know. Thank you so much from a family that believes in CBC and always will.



# Email Negative Feedback

## Sample Feedback:

- Very disappointing that you switched mid stream from televising the olympics Saturday night to showing the tragically hip. I believe Ron McLean said they would switch to the Hip for a few minutes and then back to the Olympics. Didn't happen. I'm sure the majority of viewers wanted to watch the Olympics. We rarely watch CBC but have been glued to it for two weeks now and thought you had a great Olympic program (way better than any of the American stations), and even were considering watching some of the upcoming fall shows that have been splashed across the screen during advertisements until you pulled this not so brilliant move. So its the Hips' final concert - yes it's sad, but Its not like they invented hockey, maple syrup or beer. I'm sure if you took a poll, the majority of Canadians wouldn't know who the Tragically Hip was, and if they had heard of them wouldn't be able to come up with one song they sing. This is as bad as stopping broadcast of a hockey game that's gone into overtime to show a regularly scheduled program. Viewers deserve better than this.
- Who decided to broadcast the tragically Hip concert and not the olympics....prime time has been spectacular through out the games and on the final night...a concert...hellooooo!
- Hundreds of thousands of Canadians watched the "hip" last night while millions of Canadians missed the olympic games. Shame on the CBC to treat our athletes as if they were not important enough to be covered live. You could have taped the concert to be shown later and not the other way around.

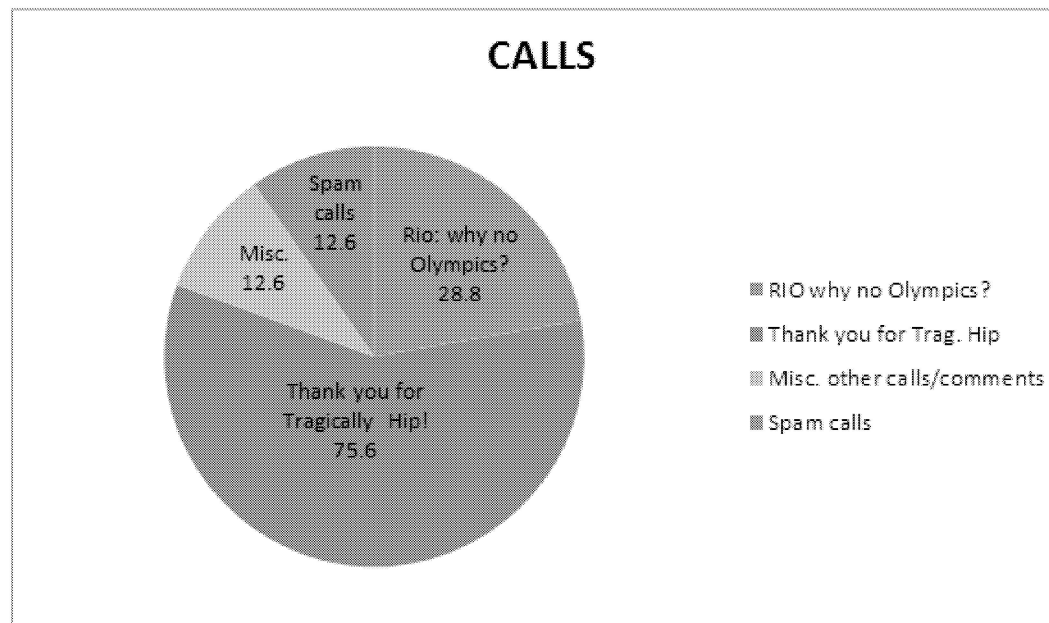




# Audience Phone Calls to Voice-mail

## Call Volume during Weekend of August 20-21, 2016.

Totals for the ending weekend for Olympics and Tragically Hip: 126 CALLS \*



\*One call was from the video company showing the Hip at Spencer Smith Park in Burlington. Without the quick call back, they would not have connected to the right feed.



# NAS Insights



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**Fwd: REVISED DRAFT RELEASE**

1 message

---

**Carla Palmer** <carla.palmer@cbc.ca>  
To: Lorene Sousa <lorene.sousa@cbc.ca>, Anil Sankar <anil.sankar@cbc.ca>

Tue, Sep 6, 2016 at 11:45 AM

----- Forwarded message -----

From: **ANDREW BAKER** <andrew.baker@cbc.ca> s.21(1)(a)  
Date: 21 August 2016 at 17:15 s.21(1)(b)  
Subject: Re: REVISED DRAFT RELEASE  
To: KATHERINE WOLFGANG <katherine.wolfgang@cbc.ca>  
Cc: Sally Catto <sally.catto@cbc.ca>, Jennifer Dettman <jennifer.dettman@cbc.ca>, Mark Steinmetz <mark.steinmetz@cbc.ca>, ANDRE TURCOTTE <andre.turcotte@cbc.ca>, Susan Marjetti <susan.marjetti@cbc.ca>, David Jang <david.jang@cbc.ca>, Carla Palmer <carla.palmer@cbc.ca>

Looks great.

On Sun, Aug 21, 2016 at 5:10 PM, KATHERINE WOLFGANG <katherine.wolfgang@cbc.ca> wrote:  
Here is the revised and confidential draft as discussed - let me know final thoughts please.

**FANS ACROSS CANADA AND WORLDWIDE UNITE TO CELEBRATE  
CANADIAN ICONS THE TRAGICALLY HIP**

August 21, 2016 --

**The Tragically Hip: A National Celebration** was produced by Insight Productions in association with CBC and Man Machine Poem Touring Inc.

*\*Sources:*

*For TV - Source: Numeris TV, Saturday August 20, 2016. Based on preliminary overnight PPM data.*

*For Cross-Media - Source: Numeris Cross-Media, Saturday August 20, 2016*

*For streaming - Source: YouTube, Facebook, Adobe Analytics, Apple*

-30-

**About CBC/Radio-Canada**

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. We are Canada's trusted source of news, information and Canadian entertainment. Deeply rooted in communities all across the country, CBC/Radio-Canada offers diverse content in English, French and eight Aboriginal languages. We also provide international news and information from a uniquely Canadian perspective.

*For more information including series synopses, press releases, hi-res images, video clips and bios, please visit the CBC Media Centre at [cbc.ca/mediacentre](http://cbc.ca/mediacentre).*

**About Insight Production Company Ltd.**

Insight Productions – producers of *The Amazing Race Canada*, the most watched Canadian show on record – is Canada's most-established content producer. *The JUNO Awards 2015*, *Big Brother Canada*, *The Amazing Race Canada*, *Canada's Walk of Fame*, and *How To Change The World* were collectively nominated for 16 Canadian Screen Awards in 2016. Headed by John Brunton & Barbara Bowlby, Insight is an industry leader in the development, financing, and production of hit programming in every genre and includes in its development slate the scripted series *Hardwood*.

**For further information, please contact:**

Katherine Wolfgang, CBC

[katherine.wolfgang@cbc.ca](mailto:katherine.wolfgang@cbc.ca)

416-205-2772 or 416-669-2823

**Katherine Wolfgang**

**Head of Publicity  
CBC**

office: 416.205.2772 mobile: 416.669.2823

e-mail: katherine.wolfgang@cbc.ca



On Sun, Aug 21, 2016 at 4:03 PM, Sally Catto <sally.catto@cbc.ca> wrote:

On Aug 21, 2016, at 3:59 PM, Jennifer Dettman <jennifer.dettman@cbc.ca> wrote:

Jennifer

On Aug 21, 2016, at 3:46 PM, Sally Catto <sally.catto@cbc.ca> wrote:

Hi all.

Thanks,  
S

Sally Catto  
General Manager, Programming  
CBC Television  
tel: 416-205-7159  
sally.catto@cbc.ca  
@SallyCattoCBC Twitter

<revisedhiprelease1.docx>

## FANS ACROSS CANADA AND WORLDWIDE

---

– Radio numbers –

*Tweet this release:*

August 21, 2016 –

*For more information including series synopses, press releases, hi-res images, video clips and bios, please visit the CBC Media Centre at [cbc.ca/mediacentre](http://cbc.ca/mediacentre).*

**For further information, please contact:**

Katherine Wolfgang, CBC  
[katherine.wolfgang@cbc.ca](mailto:katherine.wolfgang@cbc.ca)

416-205-2772

---



--  
**Andy Baker**  
Manager, News & Radio Research  
CBC Toronto | 416-205-2788

--  
**Carla Palmer**  
CBC Marketing and Communications Manager, Music Initiatives  
205 Wellington Street W.  
Toronto, ON | M5V 3G7  
Phone: 416-205-5632

[ca.linkedin.com/pub/carla-palmer/19/636/532/](https://ca.linkedin.com/pub/carla-palmer/19/636/532/)

---

## Fwd: Research for Tragically Hip

1 message

---

**Carla Palmer** <carla.palmer@cbc.ca>  
To: Anil Sankar <anil.sankar@cbc.ca>, Lorene Sousa <lorene.sousa@cbc.ca>

Tue, Sep 6, 2016 at 11:46 AM

This is all I have in regards to research re: viewing.

----- Forwarded message -----

From: **ANDREW BAKER** <andrew.baker@cbc.ca>  
Date: 17 August 2016 at 14:43  
Subject: Research for Tragically Hip  
To: Carla Palmer <carla.palmer@cbc.ca>, Maya Kane <maya.kane@cbc.ca>  
Cc: Johanna Holmes <johanna.holmes@cbc.ca>

Hey there,

On Sunday, I'll be providing a total Reach number (Canada) for the TV/Radio/Digital offering of The Tragically Hip show.

A total digital stream number will have to wait until probably Monday as we pull together all the different data sources.

Let me know if you have any questions,

--  
**Andy Baker**  
Manager, News & Radio Research  
CBC Toronto | 416-205-2788

--  
**Carla Palmer**  
CBC Marketing and Communications Manager, Music Initiatives  
205 Wellington Street W.  
Toronto, ON | M5V 3G7  
Phone: 416-205-5632

[ca.linkedin.com/pub/carla-palmer/19/636/532/](https://ca.linkedin.com/pub/carla-palmer/19/636/532/)

## CBC Global Navigation

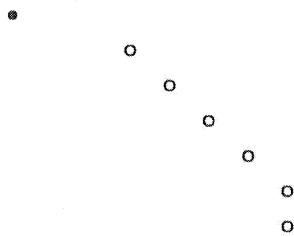
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## ONE-THIRD OF ALL CANADIANS - 11.7 MILLION - TUNE INTO THE TRAGICALLY HIP: A NATIONAL CELEBRATION ACROSS ALL CBC PLATFORMS

Aug 21, 2016

## ***FANS ACROSS CANADA AND WORLDWIDE UNITE TO CELEBRATE CANADIAN ICONS THE TRAGICALLY HIP***

Last night, millions in Canada and around the world gathered around screens and radios and at hundreds of public viewing events worldwide to celebrate Canada's unofficial poet laureates, The Tragically Hip, as they brought down the house in an emotional and historic performance. According to Numeris\*, the live, commercial-free broadcast of **The Tragically Hip: A National Celebration** reached **11.7 million (2+)** Canadians across all CBC television, radio and digital platforms as Gord Downie, Paul Langlois, Rob Baker, Gord Sinclair and Johnny Fay played the final date of their Man Machine Poem tour at Kingston's K-Rock Centre. The concert special was also streamed **900,000** times in Canada and around the world. The nearly three-hour Saturday evening broadcast attracted an average minute audience of **4.04 million**.

**The Tragically Hip: A National Celebration** was broadcast nationally and streamed globally live and commercial free from 8:35 pm to 11:17 pm ET on Saturday, August 20 on CBC, CBC Radio One, CBC Radio One on SiriusXM Channel 169, CBC Radio 2, [CBCMusic.ca/thehip](http://CBCMusic.ca/thehip), [ICIMusique.ca](http://ICIMusique.ca), CBC Music's [YouTube](#) channel and [Facebook](#) page, and the CBC Music app on [iPhone](#), [iPad](#) and [Android](#) devices and the new Apple TV.

"It was an honour and a privilege for CBC to bring this unprecedented event to audiences across the country and around the world. This is public broadcasting at its very best," said Heather Conway, executive vice-president, English Services, CBC. "For nearly three hours on a summer Saturday night, an entire nation paused to celebrate and pay tribute together. Thank you to Gord, Paul, Rob, Gord and Johnny for an intimate and unforgettable shared experience."

The broadcast event was the result of a partnership between CBC, The Tragically Hip and Insight Productions to celebrate the band's hometown stop on their 15-date sold-out cross-Canada Man Machine Poem tour, making it available to all Canadians and audiences around the world in a live, commercial-free, all-platform broadcast.

Formed in Kingston in the mid-80s, The Tragically Hip have sold millions of records worldwide, managing to enjoy both mass popularity and critical acclaim. The group released their first album in 1987, and have since released 14 studio albums, earning two diamond certifications and 20 #1 hits. The Hip has won 14 Juno Awards and was inducted into the Canadian Music Hall of Fame in 2005. They have also received the Governor General's Performing Arts Award, as well as honorary degrees from the Royal Conservatory of Music and most recently Queen's University.

**The Tragically Hip: A National Celebration** was produced by Insight Productions in association with CBC and Man Machine Poem Touring Inc.

*\*Sources:*

*For TV - Source: Numeris TV, Saturday August 20, 2016. Based on preliminary overnight PPM data.*

*For Cross-Media - Source: Numeris Cross-Media, Saturday August 20, 2016*

*For streaming - Source: YouTube, Facebook, Adobe Analytics, Apple*

*(Complete audience numbers will be confirmed at a later date including +7 playback.)*

-30-

### **About CBC/Radio-Canada**

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. We are Canada's trusted source of news, information and Canadian entertainment. Deeply rooted in communities all across the country, CBC/Radio-Canada offers diverse content in English, French and eight Aboriginal languages. We also provide international news and information from a uniquely Canadian perspective.

### **About Insight Production Company Ltd.**

Insight Productions - producers of The Amazing Race Canada, the most watched Canadian show on record - is Canada's most-established content producer. The JUNO Awards 2015, Big Brother Canada, The Amazing Race Canada, Canada's Walk of Fame, and How To Change The World were collectively nominated for 16 Canadian Screen Awards in 2016. Headed by John Brunton & Barbara Bowlby, Insight is an industry leader in the development, financing, and production of hit programming in every genre and includes in its development slate the scripted series Hardwood. John Brunton, Barbara Bowlby, and Lindsay Cox all served as executive producers on The Tragically Hip: A National Celebration.

### **For further information, please contact:**

Katherine Wolfgang

Head of Publicity, CBC

office: 416.205.2772 mobile: 416.669.2823

e-mail: [katherine.wolfgang@cbc.ca](mailto:katherine.wolfgang@cbc.ca)

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