

# Q2 FAST FACTS

CBC/Radio-Canada  
Quarterly Report

(July 1, 2016 - September 30, 2016)

## FINANCIAL HIGHLIGHTS

### BOTTOM LINE

This quarter, our results included higher revenue from our broadcast of the Rio 2016 Olympic Games and additional program costs as we launched our fall lineup on Radio-Canada and continued reinvesting in content. Our ongoing advertising revenue continues to be adversely affected by the persistent softening of the conventional TV advertising market.



## BUSINESS HIGHLIGHTS

### BRINGING CANADIANS TOGETHER

Almost 1/3\* of Canadians tuned into The Tragically Hip's final summer tour show on August 20.



### GOLD MEDAL DIGITAL PERFORMANCE

CBC/Radio-Canada's Rio 2016 digital content garnered 229 million page views.\*\*



### THEY GROW UP SO FAST!

Successful summer radio programs *Someone Knows Something*, *Back Story* and *Campus* grew directly from podcasts.



### A STRONG START TO THE SEASON



In the first two weeks of the season, 1/2 of the top 20 French-language TV shows in the Quebec market were Radio-Canada content.\*\*\*

### COUNTDOWN TO CANADA 150

As official media partner for the countdown to Canada's 150th birthday, we promoted more than 25 arts and cultural community events.



### LOOKING TO THE FUTURE, TOGETHER

This fall, we played host to more than 60 public broadcasters from around the world at PBI Montreal 2016. Our shared goal? To connect the digital generation to public broadcasting.



\* Source: Numeris and Adobe analytics

\*\* Source: Adobe Analytics

\*\*\* Source: Numeris

See the CBC/Radio-Canada 2016-2017 Second Quarter Report for more details.