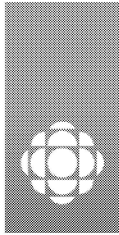


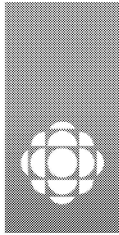
SEMI-ANNUAL REPORT CARD (SARC): JANUARY 2015

| | |
|-----------------|--|
| TO: | Board of Directors |
| MEETING: | January 26, 2015 |
| FROM: | Steven Guiton, Vice-President Technology and Chief Regulatory Officer Louis Lalande, Executive Vice-President French Services Heather Conway, Executive Vice-President English Services |
| PURPOSE: | The semi-annual Report Card presented in January 2015 is an interim measure of CBC/Radio-Canada's performance during the first half of the 2014-2015 fiscal year. |
| DATE: | January 19, 2015 |



SIGNIFICANT POINTS

- **This report provides the Board with a mid-year view of:**
 - **The overall performance of English and French Services** vis-à-vis CBC/Radio-Canada's mandate, the performance of their programming with respect to quality, distinctiveness and ability to reflect and draw Canadians together as well as the extent to which their information programming reflects a diversity of opinions and covers major issues in a fair and balanced way;
 - **The performance by individual services** including the overall mission delivery scores and the reach;
 - **English and French Services' performance against 2014–2015 Business Plan targets.**
- Since the new strategic plan *A space for us all* has been announced, the report has been abridged in order to focus on the overall performance of English and French Services.



APPENDICES

- **The following documents are included in the presentation:**
 1. Semi-Annual Report Card: English Services;
 2. Semi-Annual Report Card: French Services.

Semi-Annual Report Card ***Report of January 2015***



English Services

Presented to CBC/Radio-Canada's Board of Directors
January 26, 2015

English version

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1. Key Takeaways and Results

This January 2015 Report Card measures the perception of English Services' performance by Anglophones in the first measurement period of fiscal year 2014-2015.

- It focuses on the overall perception of the performance of English Services vis-à-vis CBC/Radio-Canada's mandate, the performance of its programming with respect to its quality, distinctiveness and ability to reflect and draw Canadians together as well as the extent to which its information programming reflects a diversity of opinions and covers major issues in a fair and balanced way.
- The report also presents the overall mission delivery score and reach of individual services as well as English Services' key performance indicators (KPIs).

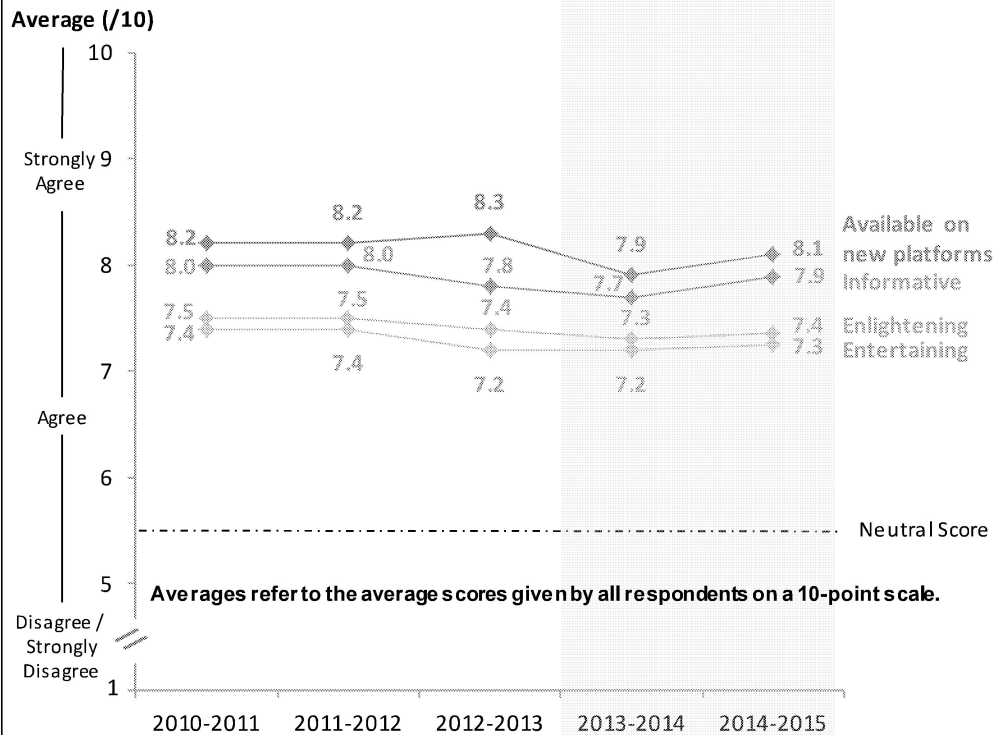
Key Results and Context:

- Overall, English Services has maintained its strong results in the first measurement period of 2014-2015. Of note, is that the November 2014 perception survey, by which these results were recorded, was in the field concurrent to when the Jian Ghomeshi story broke. It appears as though this event had no negative impact on Anglophones' perception towards the Corporation.
- Anglophones' perception of CBC remains strong across the board:
 - Overall, Anglophones continue to perceive that English Services is meeting the Corporation's mandate under the 1991 *Broadcasting Act*, receiving high scores for each of the four aspects of the mandate.
 - All scores measuring the performance of English Services' programming also remained stable compared to last November.

2a. Is English Services Fulfilling CBC/Radio-Canada's Mandate?

CBC's English-language Radio and Television Programming is...

Management's Comments 2014-2015 vs. 2013-2014



Results from the November 2014 survey indicate that Anglophone Canadians continue to believe that English Services is meeting CBC/Radio-Canada's mandate under the 1991 *Broadcasting Act*.

All four (4) indicators measuring how well English Services fulfills CBC/Radio-Canada's mandate have maintained the results obtained in November 2013. As in the past, Anglophones' perception of English Services' radio and television programming is most positive for being "Available on new platforms" (8.1) and "Informative" (7.9).

Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 points or more. They are presented as follows:

Decrease Stable Increase
- +



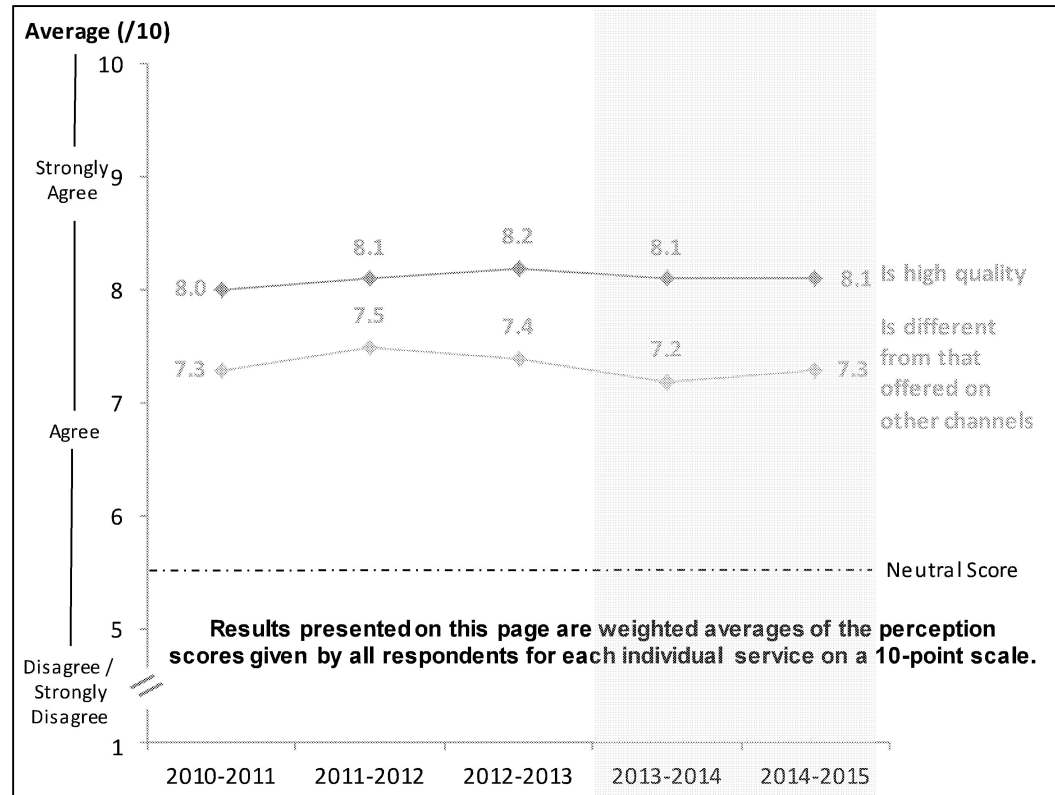
Strongly Disagree Disagree Agree Strongly Agree

Source: TNS Canadian Facts (1,200 Anglophones per survey). Survey conducted in November of each year.

2b. Does English Services Deliver High Quality and Distinctive Canadian Programming?

CBC's English-language Programming...¹
Original, Innovative, Quality Canadian Content

Management's Comments
2014-2015 vs. 2013-2014

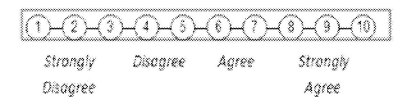


English Services' programming continues to receive high scores from Anglophones for being of high quality and different from the content offered by others. The two indicators' results have been maintained compared to the same period last year.

Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 points or more. They are presented as follows:

Decrease Stable Increase
- +

1. Programming and content offered on any of our services i.e. CBC Television, CBC News Network, documentary, CBC Radio One, CBC Radio 2 and CBC.ca.

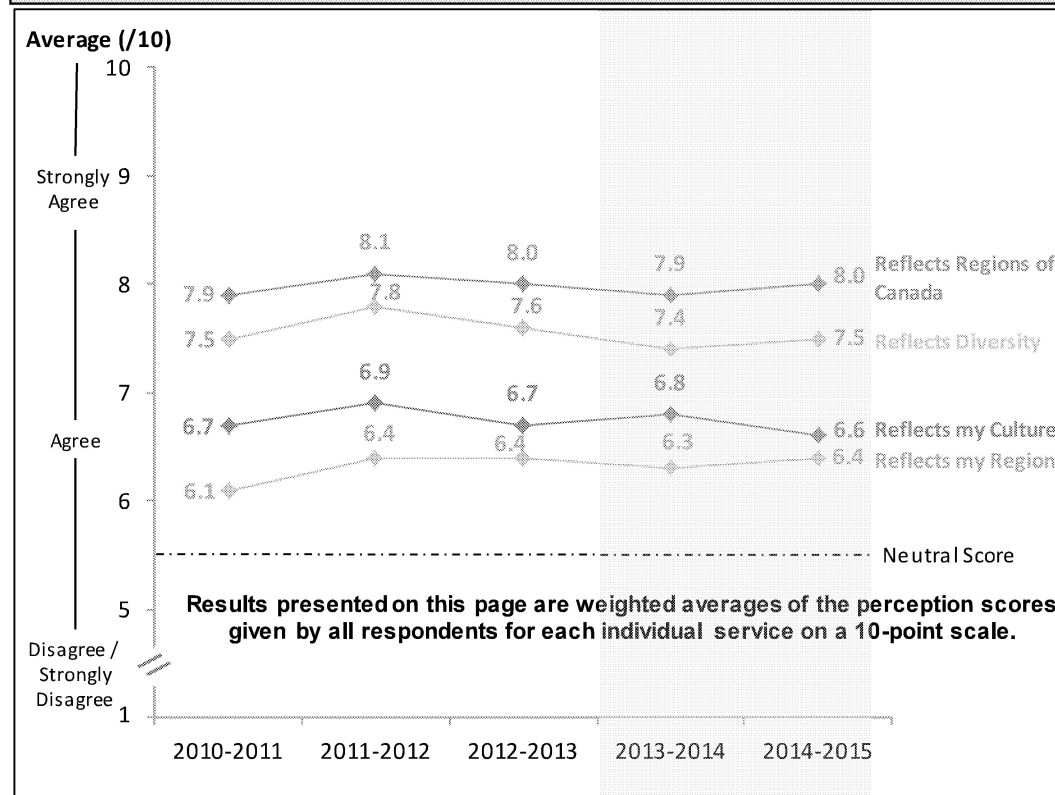


Source: TNS Canadian Facts (1,200 Anglophones per survey). Survey conducted in November of each year.

2c. Does English Services Deliver Programming That Reflects and Draws Canadians Together?

CBC's English-language Programming...¹ Reflects/Draws Canadians Together

Management's Comments 2014-2015 vs. 2013-2014



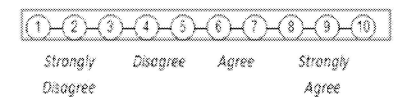
English Services' programming continues to "Reflect and Draw Canadians Together", with the results of all four (4) metrics being maintained compared to last November.

Overall, Anglophones continue to be most positive towards English Services' ability to "Reflect the Regions of Canada" (8.0) and "Reflect Diversity" (7.5) in its programming.

Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 points or more. They are presented as follows:

Decrease Stable Increase
- +

1. Programming and content offered on any of our services i.e. CBC Television, CBC News Network, documentary, CBC Radio One, CBC Radio 2 and CBC.ca.



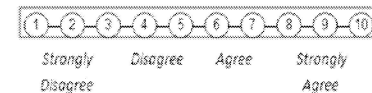
Source: TNS Canadian Facts (1,200 Anglophones per survey). Survey conducted in November of each year.

2d. Does CBC's Information Programming Reflect a Diversity of Opinions and Cover Major Issues in a Fair and Balanced Way?

| <p>CBC's Information Programming...¹ Reflects a diversity of opinions on a wide range of issues and covers major issues in a fair and balanced way.</p> | <p>Management's Comments 2014-2015 vs. 2013-2014</p> | | | | | | | | | | | | |
|--|--|--|--|-----------|-----|-----|-----------|-----|-----|-----------|-----|-----|--|
| <table border="1"> <caption>Average scores for CBC's information programming</caption> <thead> <tr> <th>Year</th> <th>Covers major issues in a fair and balanced way</th> <th>Reflects a diversity of opinions on a wide range of issues</th> </tr> </thead> <tbody> <tr> <td>2012-2013</td> <td>7.5</td> <td>7.3</td> </tr> <tr> <td>2013-2014</td> <td>7.3</td> <td>7.3</td> </tr> <tr> <td>2014-2015</td> <td>7.5</td> <td>7.3</td> </tr> </tbody> </table> <p>Averages refer to the average scores given by all respondents on a 10-point scale.</p> <p>Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 points or more. They are presented as follows:</p> <p style="text-align: center;">Decrease Stable Increase - +</p> | Year | Covers major issues in a fair and balanced way | Reflects a diversity of opinions on a wide range of issues | 2012-2013 | 7.5 | 7.3 | 2013-2014 | 7.3 | 7.3 | 2014-2015 | 7.5 | 7.3 | <p>Compared to the previous year, Anglophones' positive perception towards English Services' information programming has been maintained in November 2014, with both metrics receiving average scores above seven (7) points.</p> <p>Overall, Anglophones agree that English Services' information programming "Covers major issues in a fair and balanced way" (7.5) and "Reflects a diversity of opinions on a wide range of issues" (7.3).</p> |
| Year | Covers major issues in a fair and balanced way | Reflects a diversity of opinions on a wide range of issues | | | | | | | | | | | |
| 2012-2013 | 7.5 | 7.3 | | | | | | | | | | | |
| 2013-2014 | 7.3 | 7.3 | | | | | | | | | | | |
| 2014-2015 | 7.5 | 7.3 | | | | | | | | | | | |

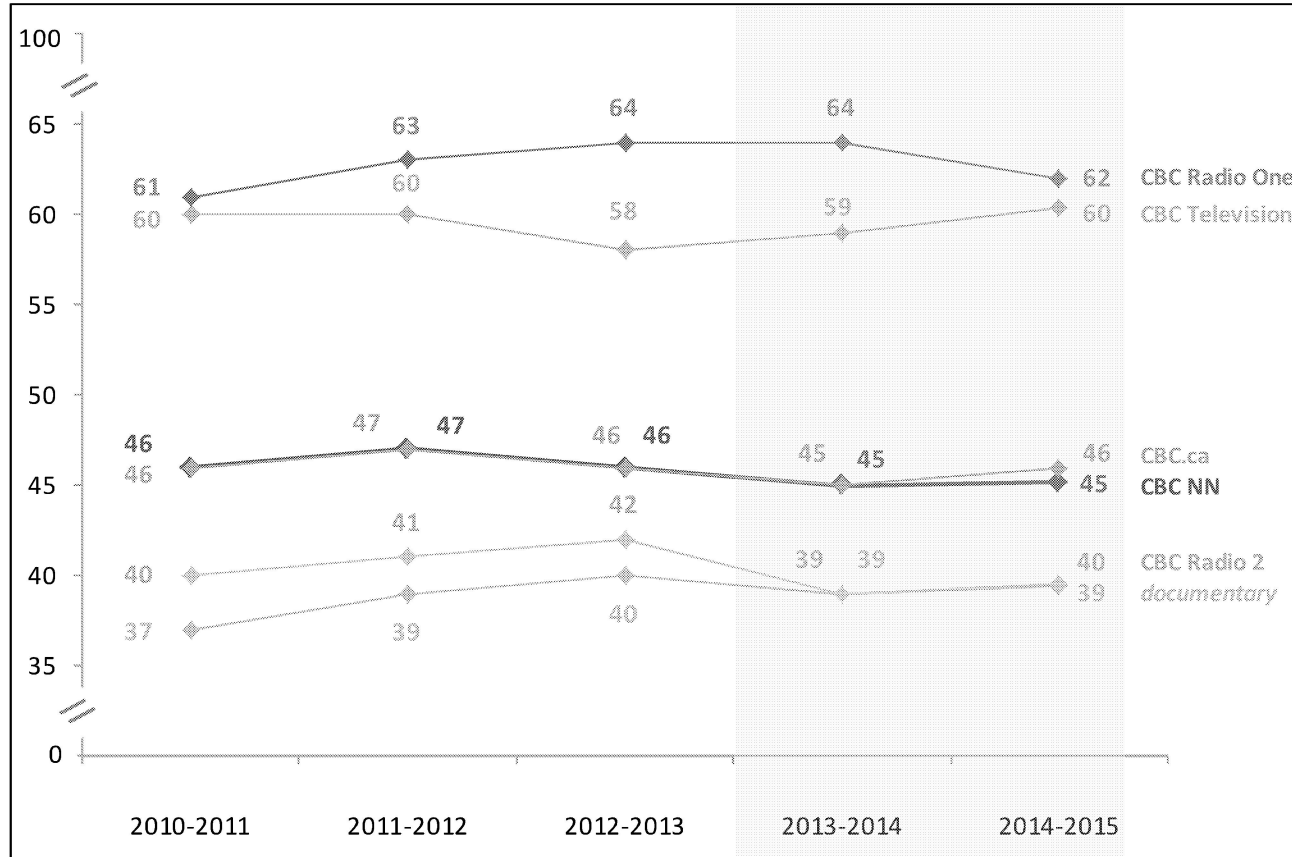
1. Radio, television and online information programming offered by CBC.

Source: TNS Canadian Facts (1,200 Anglophones per survey). Survey conducted in November of each year.



3a. Overall Mission Delivery Scores by Service

Overall Mission Delivery Scores by Service



Management's Comments
2014-2015 vs. 2013-2014

In the first measurement period of 2014-2015, all services have maintained their overall mission delivery scores recorded last year.

CBC Radio One (62) and CBC Television (60) continue to be the two (2) services that contribute the most to the delivery of our mission.

Legend: Differences between 2014-2015 and 2013-2014 results are indicated as follows:

Decrease Stable Increase
 - +

Source: Numeris (BBM Canada); comScore; TNS Canadian Facts (1,200 Anglophones per survey - survey conducted in November of each year).

3b. Reach by Individual Service

Reach (000)¹ by Individual Service

Management's Comments
2014-2015 vs. 2013-2014

Legend: Differences between 2014-2015 and 2013-2014 results are indicated as follows:

| | | |
|----------|--------|----------|
| Decrease | Stable | Increase |
| - | | + |

1. TV Services: average weekly reach, total Canada 2+ (Source: Numeris (BBM Canada), PPM), April 1 to August 31, 2014.

Web Services: average monthly unique visitors, total Canada 2+ (Source: comScore), April 1 to August 31, 2014.

Radio Services: average weekly reach, total Canada 12+ (Source: Numeris (BBM Canada)), Fall 2014.

4. Performance Against 2014-2015 Business Plan Targets (KPIs)

| English Services | | Past Performance | | | | Actual Performance | |
|---|--|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| | | Annual Results 2010-2011 | Annual Results 2011-2012 | Annual Results 2012-2013 | Annual Results 2013-2014 | Annual Targets 2014-2015 | Results to Date 2014-2015 |
| Radio Networks | | | | | | | |
| CBC Radio One and CBC Radio 2 | All-Day Audience Share ¹ | 14.7% | 14.5% | 15.3% | 15.5% | 15.6% | 18.1% |
| Website | | | | | | | |
| CBC.ca ² | Monthly Average Unique Visitors, April-March ³ | 5.8 million | 6.2 million | 6.3 million | 7.1 million | 7.0 million | 7.3 million |
| Television | | | | | | | |
| CBC Television | Prime-Time Audience Share Regular Season (Mon-Sun) ^{4,5} | 9.3% | 8.6% | 6.8% | 8.3% | N/A | N/A |
| | Prime-Time Audience Share Regular Season, (Mon-Fri and Sun) ^{4,5} | N/A | N/A | N/A | N/A | 6.4% | 5.3% |
| CBC News Network ⁶ | All-Day Audience Share, April-March ⁵ | 1.4% | 1.4% | 1.3% | 1.6% | 1.6% | 1.5% |
| Regional | | | | | | | |
| CBC Radio One Morning Shows | Average Weekly Hours Tuned (Mon-Fri) Regular Season ⁵ | 4.8 million | 6.0 million | 5.5 million | 5.2 million | 5.2 million | 5.1 million |
| CBC Television Supper and Late-Night News | Average Weekly Hours Tuned (Mon-Fri) Regular Season ⁵ | 3.1 million | 3.3 million | 3.7 million | 3.7 million | 3.7 million | 3.4 million |
| Regional Web Home Pages ² | Monthly Average Unique Visitors, April-March ³ | 0.90 million | 0.94 million | 0.97 million | 0.94 million | N/A | N/A |
| Regional Content ⁷ | Monthly Average Unique Visitors, April-March ³ | N/A | N/A | N/A | N/A | 3.7 million | 4.0 million |
| Specialty Television Channels | | | | | | | |
| CBC News Network | Subscribers | 11.0 million | 11.3 million | 11.3 million | 11.3 million | 11.2 million | 11.4 million |
| <i>documentary</i> | Subscribers | 2.4 million | 2.6 million | 2.7 million | 2.7 million | 2.7 million | 2.7 million |
| Revenue⁸ | | | | | | | |
| Conventional, Specialty, Online | | \$384 million ⁹ | \$399 million | \$362 million | \$390 million | \$298 million | \$311 million |

N/A: not available or not applicable.

¹Source: Numeris (BBM Canada), fall survey (diary), persons aged 12 years and older. Areas in which a CBC Radio owned station is located.

² In 2010-11 and 2011-12, measurement was based on a September-March basis; in 2012-13 and 2013-14, measurement is based on the fiscal year.

³ Source: comScore, persons aged 2 years and older, April to November. Note that for an 11 month average excluding February 2014 (the month of the Olympics), the monthly average was 6.9 million unique visitors.

⁴ Under a contractual agreement starting in the 2014-15 Regular Season, on Saturday evenings CBC will broadcast programming produced and owned by Rogers Communications Inc., over which CBC has no editorial control. As such, this Saturday evening programming will no longer be considered as part of the new performance target shown in the table above nor of actual results for 2014-15. In 2013-14, and in prior years, when the programming was either produced or acquired by CBC, this time period was included in performance evaluation.

⁵ Source: Numeris (BBM Canada), Portable People Meter (PPM), persons aged 2 years and older.

CBC Television, Regular Season 2014-15, weeks 5-13.

CBC News Network, Fiscal Year 2014-15, weeks 32-13, 2013-14 was calculated on the fiscal year, i.e., weeks 32+ for broadcast year 2012-13 and weeks 1-31 for broadcast year 2013-14.

CBC Radio One Morning Shows, Regular season 2014-15, weeks 1-13.

CBC Television Supper and Late Night (Mon-Fri), Regular season 2014-15, weeks 1-13.

⁶ In 2010-11 and 2011-12, measurement was based on the regular programming season; in 2012-13 and 2013-14, measurement is based on the fiscal year.

⁷ In 2014-15, this metric will be measured by monthly average unique visitors to any/all regional content, rather than being limited to regional home pages (i.e. landing pages). Changing audience behaviour, such as the trend to accessing content directly by searches or through social media referrals, has taken away the meaningfulness of the Landing Page concept as a metric in this context. Therefore, the new measurement will accommodate this audience trend.

⁸ Revenue for *documentary* is counted at 100 per cent although CBC/Radio-Canada owns 82 per cent. Includes revenue from LPF. In 2011-12, measurement excluded merchandising/licensing revenue which is included in 2012-13 and 2013-14. None of actual, forecast or target revenue for Operating Indicator purposes include Rogers Deal Value-in-Kind revenue for fiscal year 2014-15. Annual 2014-15 result reflects a forecast to year-end.

⁹ Includes one-time FIFA World Cup Soccer revenues.

Semi-Annual Report Card ***Report of January 2015***



French Services

**Presented to CBC/Radio-Canada's Board of Directors
January 26, 2015**

English version

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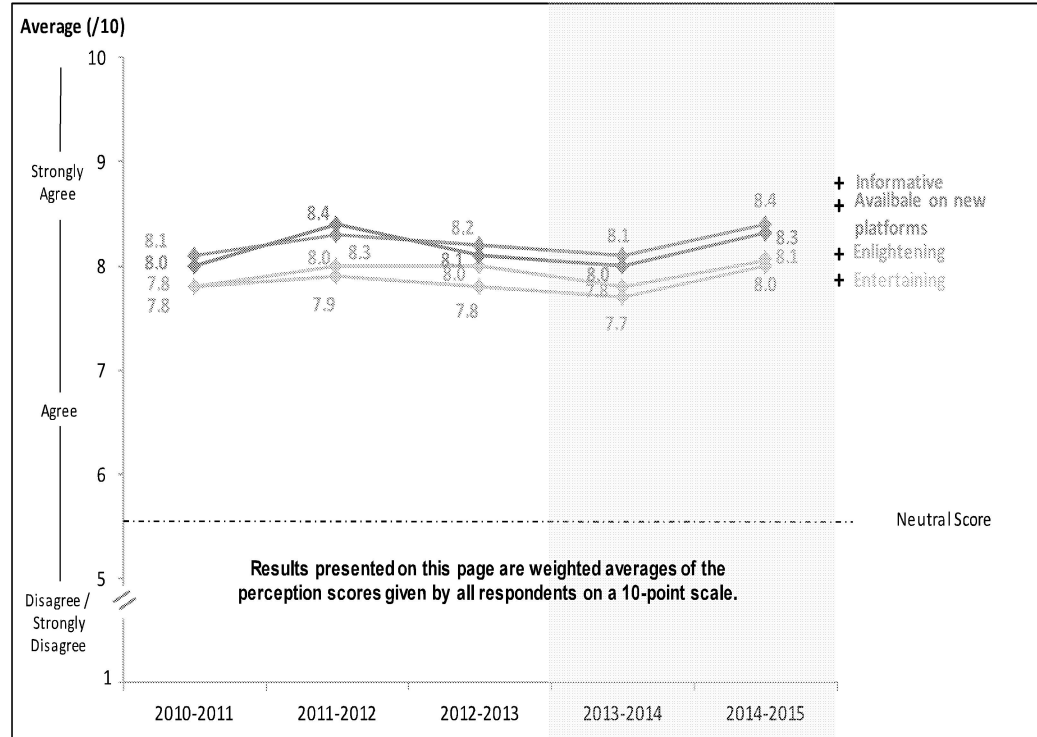
1. Key Results

- **This January 2015 Report Card measures the perception of CBC/Radio-Canada's performance by Francophones in the first measurement period of 2014-2015.**
 - The report covers French Services' overall performance vis-à-vis CBC/Radio-Canada's mandate, the performance of its programming with respect to its quality, distinctiveness and ability to reflect and draw Canadians together as well as the extent to which its information programming reflects a diversity of opinions and covers major issues in a fair and balanced way.
 - The report also presents the overall mission delivery score and reach of individual services as well as French Services' key performance indicators (KPIs).
- **Key Results and Context**
 - Overall, French Services achieved excellent results for the first measurement period of 2014-2015, with results substantially higher compared to the same period last year. Francophones have a strong connection with Radio-Canada and they have clearly demonstrated that over the past few months via campaigns to support the public broadcaster. In fact, for most indicators, these are the best results we've achieved since November 2010.
 - Compared to November 2013, more Francophones believe that French Services is fulfilling the Corporation's mandate under the 1991 *Broadcasting Act*. For each dimension of the mandate, we scored significantly higher (+0.3 points) in comparison to November 2013.
 - Moreover, compared to the same period last year, perception survey results for dimensions measuring our programming have also improved (4 out of 6 dimensions).

2a. Is French Services Fulfilling the Corporation's Mandate?

Radio-Canada's Radio and Television Programming is...

Management's Comments
2014-2015 vs. 2013-2014



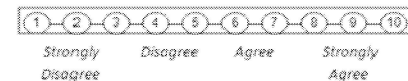
More Francophones now believe that French Services is fulfilling CBC/Radio-Canada's mandate under the 1991 *Broadcasting Act*. Compared to November 2013, each dimension measuring how well French Services performed in the delivery of its mandate showed significant improvement (+0.3 points). Radio-Canada's high scores of over 8 points confirm that Francophones support the Corporation. It's important to note that these are, overall, the best results Radio-Canada has achieved since November 2010.

Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 or more. They are indicated as follows:

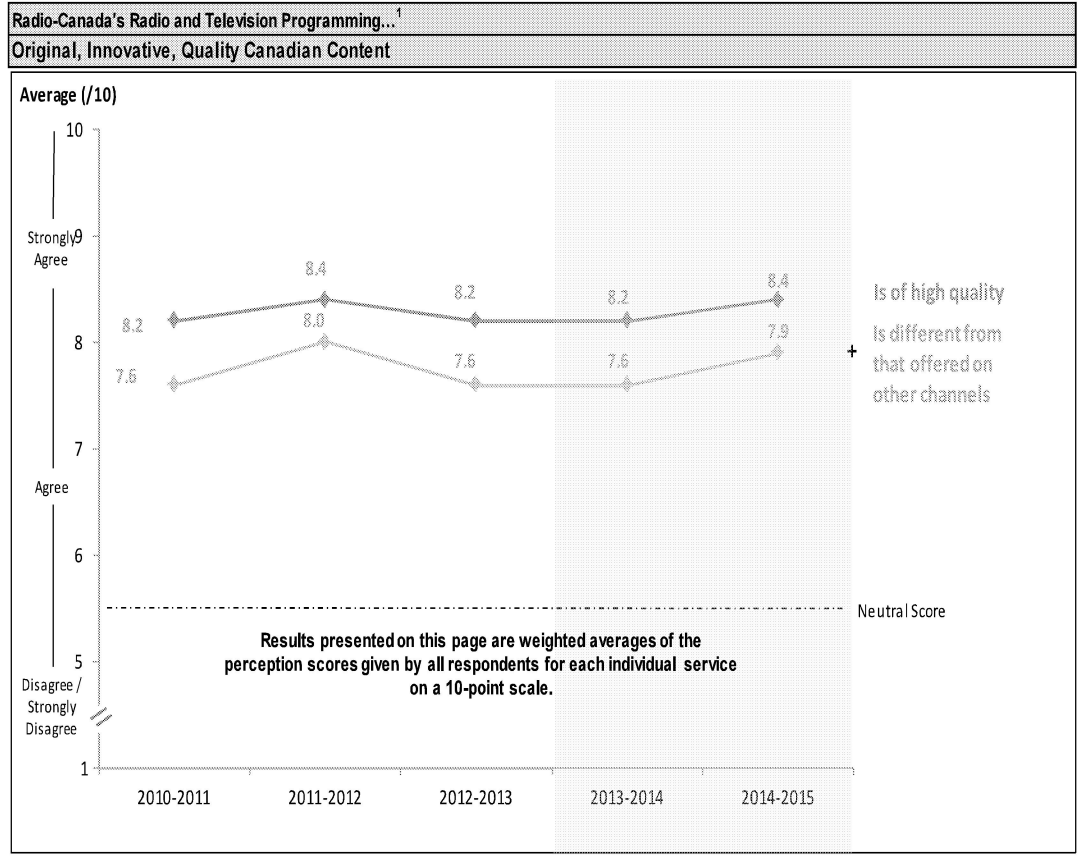
Decrease Stable Increase
- +

1.

Source: TNS Canadian Facts (1,200 Francophones per survey). Surveys conducted in November of each year.



2b. What is French Services' Performance with Respect to Delivering High Quality and Distinctive Canadian Content?



Management's Comments
2014-2015 vs. 2013-2014

Francophones are responding positively to initiatives French Services has announced or introduced since 2010-2011.

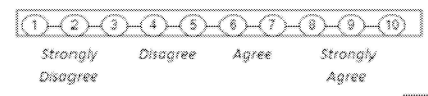
Compared to November 2013, perceptions of the distinctive character of Radio-Canada's programming rose by 0.3 points (from 7.6 to 7.9), while the quality indicator remained stable with a high score of 8.4.

Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 or more. They are indicated as follows:

Decrease Stable Increase
- +

1. Programming and content offered on any of our services i.e. ICI Radio-Canada Télé, ICI RDI, ICI ARTV, ICI Radio-Canada Première, ICI Musique, ICI Radio-Canada.ca and ICI Tou.tv.
2.

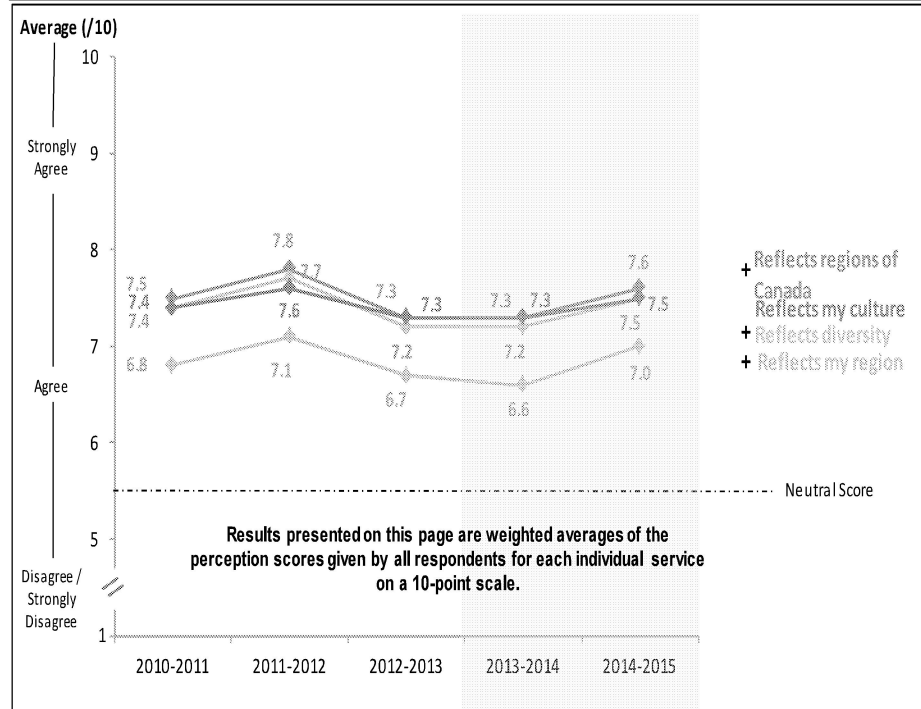
Source: TNS Canadian Facts (1,200 Francophones per survey). Surveys conducted in November of each year.



2c. What is French Services' Performance With Respect to Delivering Programming that Reflects and Draws Canadians Together?

Radio-Canada's Radio and Television Programming...¹
Reflects/Draws Canadians Together

Management's Comments
2014-2015 vs. 2013-2014



Francophone's perceptions of three out of four indicators for Radio-Canada services' programming have improved significantly compared to the same period last year. Compared to November 2013, Francophones gave significantly higher scores for the following three dimensions:

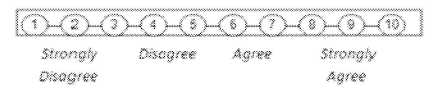
- Reflects regions of Canada (7.6; +0.3 points);
- Reflects diversity (7.5; +0.3 points);
- Reflects my region (7.0; +0.4 points).

Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 or more. They are indicated as follows:

Decrease Stable Increase
- +

1. Programming and content offered on any of our services i.e. ICI Radio-Canada Télé, ICI RDI, ICI ARTV, ICI Radio-Canada Première, ICI Musique, ICI Radio-Canada.ca and ICI Tou.tv.
2.

Source: TNS Canadian Facts (1,200 Francophones per survey). Surveys conducted in November of each year.

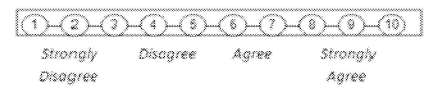


2d. Does French Services' Programming Reflect a Diversity of Opinion and Cover Major Issues in a Fair and Balanced Way?

| Radio-Canada's Information Programming... ¹ | Management's Comments 2014-2015 vs. 2013-2014 |
|---|--|
| <p>Average (/10)</p> <p>Strongly Agree</p> <p>Agree</p> <p>Disagree / Strongly Disagree</p> <p>10</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>1</p> <p>Neutral Score</p> <p>2012-2013</p> <p>2013-2014</p> <p>2014-2015</p> <p>7.8</p> <p>7.7</p> <p>7.9</p> <p>7.7</p> <p>7.6</p> <p>7.9</p> <p>Covers major issues in a fair and balanced way</p> <p>Reflects a diversity of opinions on a wide range of issues</p> <p>+</p> <p>Results presented on this page are weighted averages of the perception scores given by all respondents on a 10-point scale.</p> <p>Legend: Differences between 2014-2015 and 2013-2014 results are significant if equal to 0.3 or more. They are indicated as follows:</p> <p>Decrease Stable Increase</p> <p>— +</p> | <p>Information programming produced by French Services continues to be perceived favourably.</p> <p>Compared to November 2013, the average score of the information programming's ability to "reflect a diversity of opinions on a wide range of issues" increased significantly, by 0.3 points (7.9). As for Francophones' perception of how well Radio-Canada "covers major issues in a fair and balanced way," the average score remained relatively stable (7.9).</p> |

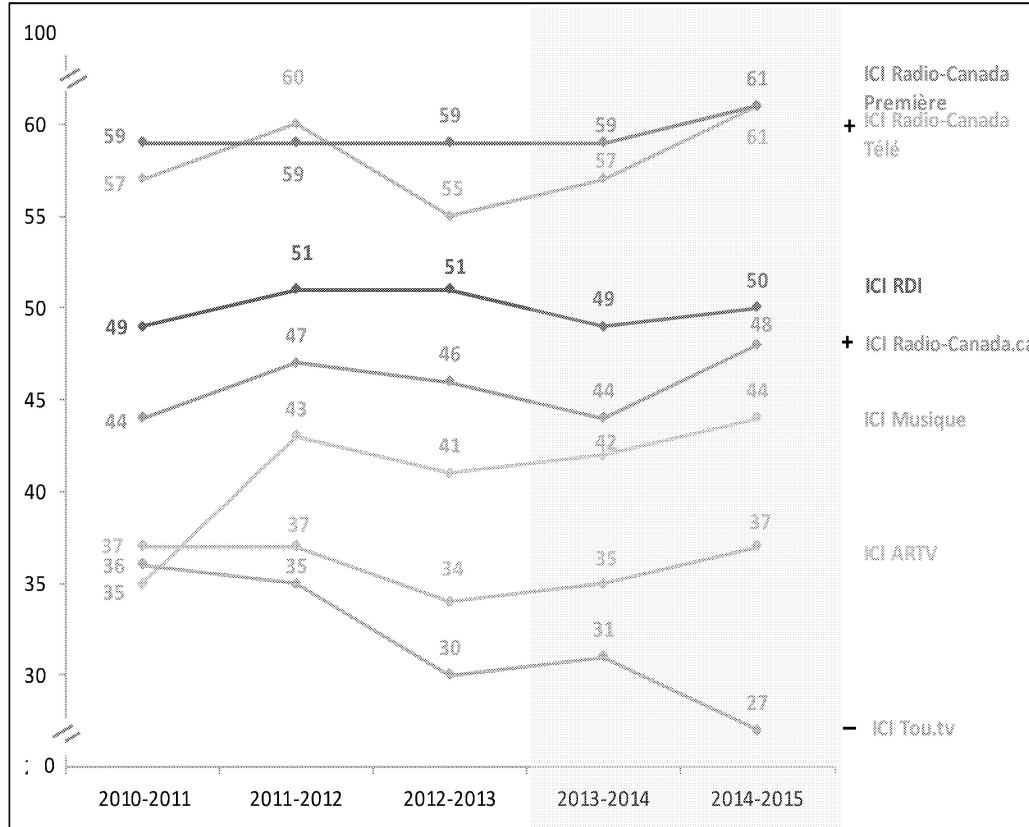
1. Radio, television and online Information Programming offered by Radio-Canada.
2.

Source: TNS Canadian Facts (1,200 Francophones per survey). Surveys conducted in November of each year.



3a. Overall Mission Delivery Score by Service

Overall Mission Delivery Scores by Service



Legend: Differences between 2014-2015 and 2013-2014 results are indicated as follows:

Decrease Stable Increase
- +

Management's Comments
2014-2015 vs. 2013-2014

ICI Radio-Canada Première, ICI Radio-Canada Télé and ICI RDI are the three services that have contributed most to mission delivery.

Moreover, compared to the same period last year, two services significantly improved their overall mission delivery scores, while only one service received a lower score.

1. See page 9 for more details.

Source: Numeris (BBM Canada); comScore; TNS Canadian Facts (1,200 Francophones per survey - surveys conducted in November of each year), and French Services budget.

3b. Reach by Individual Service

| Reach (000) ¹ by Individual Service | Management's Comments 2014-2015 vs. 2013-2014 |
|--|--|
| <p>Legend: Differences between 2014-2015 and 2013-2014 results are indicated as follows:</p> <p style="text-align: center;"> Decrease Stable Increase </p> <p style="text-align: center;"> - + </p> | |

1. TV Services: average weekly reach, total Canada 2+ (Source: BBM Canada, PPM, April 1st, 2014 to August 31st, 2014)
Radio Services: average weekly reach, total Canada 12+ (Source: Numeris (BBM Canada), diary, Fall 2014)
Web Services: unique visitors, total Canada 2+ (Source: comScore, April 1st, 2014 to August 31st, 2014)

4. Performance Against 2014-2015 Business Plan Targets (KPIs)

| French Services | | Past Performance | | | | Actual Performance | |
|---|--|--------------------------|-------------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| | | Annual Results 2010-2011 | Annual Results 2011-2012 | Annual Results 2012-2013 | Annual Results 2013-2014 | Annual Targets 2014-2015 | Results to Date 2014-2015 |
| Radio Networks | | | | | | | |
| ICI Radio-Canada Première and ICI Musique | All-Day Audience Share ¹ | 19.5% | 17.8% | 18.5% | 21.5% | 20.6% | 21.4% |
| Website^{2,3} | | | | | | | |
| ICI Radio-Canada.ca, ICI Tou.tv, ICI Musique.ca, RCinet.ca, ICI ARTV.ca, ICI Exploratv.ca | Monthly Average Unique Visitors April-March ⁴ | 2.0 million | 2.1 million | 2.2 million | 2.0 million | 1.8 million | 1.8 million |
| Television | | | | | | | |
| ICI Radio-Canada Télé | Prime-Time Audience Share Fall/Winter season ⁵ | 19.9% | 18.7% | 20.3% | 20.6% | 20.0% | 20.8% |
| ICI RDI, ICI ARTV and ICI EXPLORA ^{3,6} | All-Day Audience Share April-March ⁵ | 4.5% | 4.6% | 5.4% | 5.0% | 5.0% ⁷ | 4.8% |
| Regional | | | | | | | |
| ICI Radio-Canada Première | Morning Shows Audience Share Mon-Fri 6-9 a.m. ¹ | 19.0% | 17.0% | 17.7% | 20.9% | 19.5% | 19.2% |
| <i>Téléjournal 18 h</i> | Average Viewer per Minute Weekly Average Mon-Fri 6-6:30 p.m. Fall/Winter Season ⁵ | 0.317 million | 0.291 million | 0.347 million | 0.355 million | 0.350 million | 0.326 million |
| Regional web pages ³ | Monthly Average Unique Visitors April-March ⁴ | 0.447 million | 0.476 million | 0.646 million | 0.660 million | 0.592 million | 0.712 million |
| Specialty Television Channels⁸ | | | | | | | |
| ICI RDI | Subscribers | 11.0 million | 11.1 million ⁹ | 11.2 million | 11.1 million | 11.1 million | 11.1 million |
| ICI ARTV | Subscribers | 2.1 million | 2.1 million | 2.0 million | 2.0 million | 2.0 million | 1.9 million |
| ICI EXPLORA | Subscribers | n/a ⁶ | n/a ⁶ | 0.3 million | 0.5 million | 0.5 million | 0.6 million |
| Revenue¹⁰ | | | | | | | |
| Conventional, Specialty, Online | | \$224.9 million | \$228.6 million ¹¹ | \$252.8 million | \$243.3 million | \$246.1 million | \$233.5 million |

¹ Source: Numeris (BBM Canada), diary, Francophones aged 12 years and older. The 2010-11 and 2011-12 amounts include the fall survey only and 2012-13, 2013-14 and 2014-15 include an average of spring and fall. Full-day audience share: Results for Francophone radio stations, in markets served by a Radio-Canada base station. Morning shows audience share: Results for all Francophones in markets served by a Radio-Canada base station.

² Source: ICI Musique.ca was introduced on June 13, 2011. RCI Vision was introduced on June 20, 2011, and results are included with RCI.net.

³ In 2010-11 and 2011-12, measurement was based on the television season (i.e., September-March). In 2012-13, 2013-14 and 2014-15, measurement is based on the fiscal year (April-March).

⁴ Source: comScore, persons aged 2 years and older. Annual 2014-15 results as at November 30, 2014.

⁵ Source: Numeris (BBM Canada), Portable People Meter (PPM), Francophones in Quebec (specialty channels: Francophones in Quebec that subscribe to a television distribution service), aged 2 years and older. Annual 2014-15 results as at November 30, 2014.

⁶ ICI EXPLORA was launched at the end of March 2012, and as such, is not included in the 2011-12 results.

⁷ Changed following the publication of the Corporate Plan Summary.

⁸ As at November 30, 2014.

⁹ In 2012-13, we discovered an ICI RDI subscriber calculation error impacting annual targets, results-to-date and annual results. We have revised the figures in the table above to reflect the corrected calculation for all related figures and periods presented.

¹⁰ Revenue for ICI ARTV is reported at 100% although CBC/Radio-Canada owns 85%. Includes revenue from LPIF, a fund reported by the CRTC to support local programming. Amounts reflect the phase out of the fund over three years ending August 31, 2014. 2014-15 year-end forecast as at December 31, 2014.

¹¹ In 2011-12, measurement excluded ICI ARTV and merchandising/licensing revenue which are included in targets for 2012-13, 2013-14 and 2014-15.