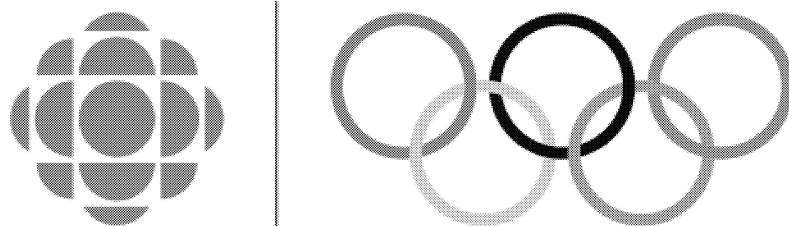


RIO 2016



DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

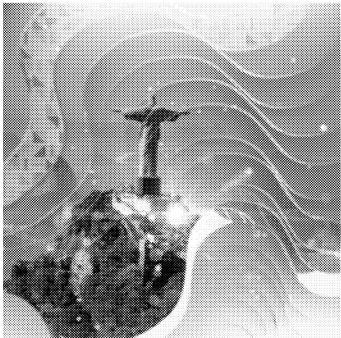
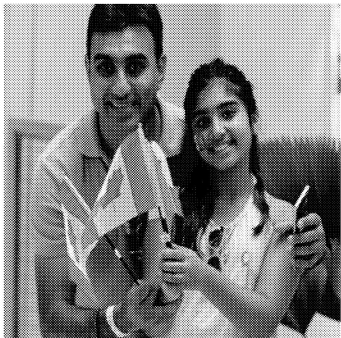


Key Performance Indicator Review



DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

AUDIENCE RESULTS



- Record-setting for Summer Games
- Rio 2016 garnered CBC / Radio-Canada a 32.1 million audience reach over 17-days representing 91.8% of the population
- Average full day audience increases of 11% over London; primetime increases by 23%



DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

DIGITAL CONNECTION



Total Page & Video Views =
more than 229 million page views with
nearly 37 million video views

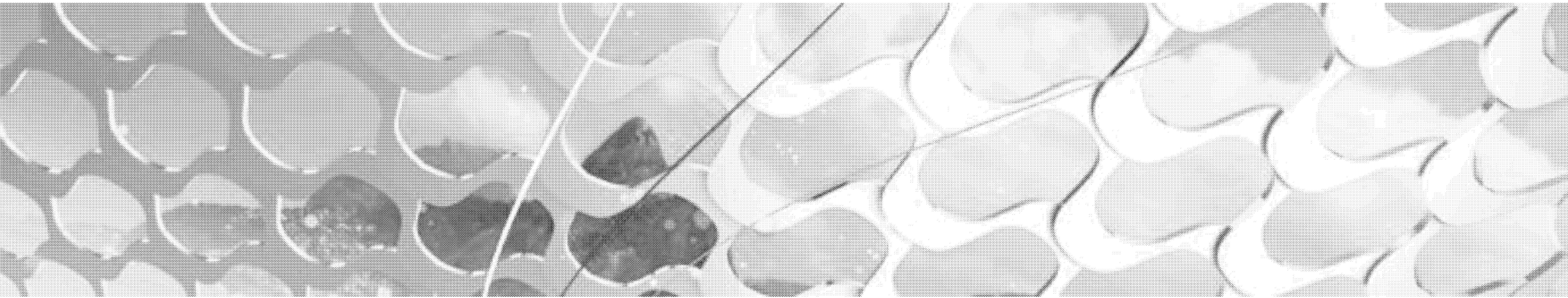
Average Daily Page Views (Desktop &
Mobile) = 13.3 million

Average Page Views Per Visit
(Desktop) = 3.6 pages

Average Daily Video Streams
(Desktop & Mobile) = 2.2 million



DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK



PUBLIC ACTIVATIONS

Ensuring Nation Building
Moments

Surpassed targets with 60 live community viewing
events across Canada generating audience
attendance over 458,075



DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

BRANDED CONTENT

GREAT PARTNERS

11 Corporate Partners joined
CBC / Radio-Canada



GREAT AMPLIFICATIONS

Client goals coming to life
and breaking through noise



GREAT FEATURES

In-broadcast, online and
social connections for each



GREAT FEEDBACK

Trade media picked up on
new business model &
approach for reaching goals



The grid displays several social media posts:

- Play Podium Pursuit:** Jun 17, 10:01 PM ET. Answer Pride and Joy's Olympic questions each night and you could win! Brought to you by
- The Olympians:** Aug 03, 02:01 PM ET. Brought to you by
- #StepUpStandTall:** Jul 29, 04:09 PM ET. Brought to you by
- CBC Virtual Reality:** Aug 05, 01:28 PM ET. Brought to you by
- BIG ON THE ICE:** WATCH NOW
- #FlyTheFlag:** Enter for your chance to win a flight anywhere in Canada. Brought to you by
- FACE TO FACE:**



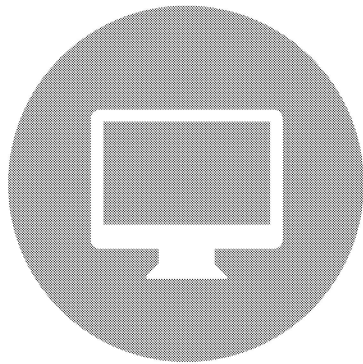
DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

REVENUE & EXPENSE MANAGEMENT



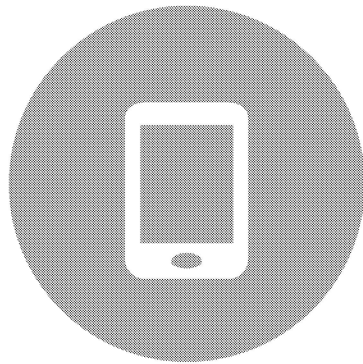
DIFFUSEUR OFFICIEL CANADIEN
CANADA'S OLYMPIC NETWORK

OVERALL KPI REVIEW



Audience

31.2 million
Canadians (91.8% of
country)



Digital

13.3m Page Views
per Day
2.2m Video Views per
Day
3.6 Page Views per
Visit



Activation

60 live community
events
458,075 attendance



Branded Content

11 Corporate Partners



Revenue