

CBC/Radio-Canada and the New Media Era

A Few Points

Presentation to the Senate Committee on
Transport and Communications
February 12, 2014



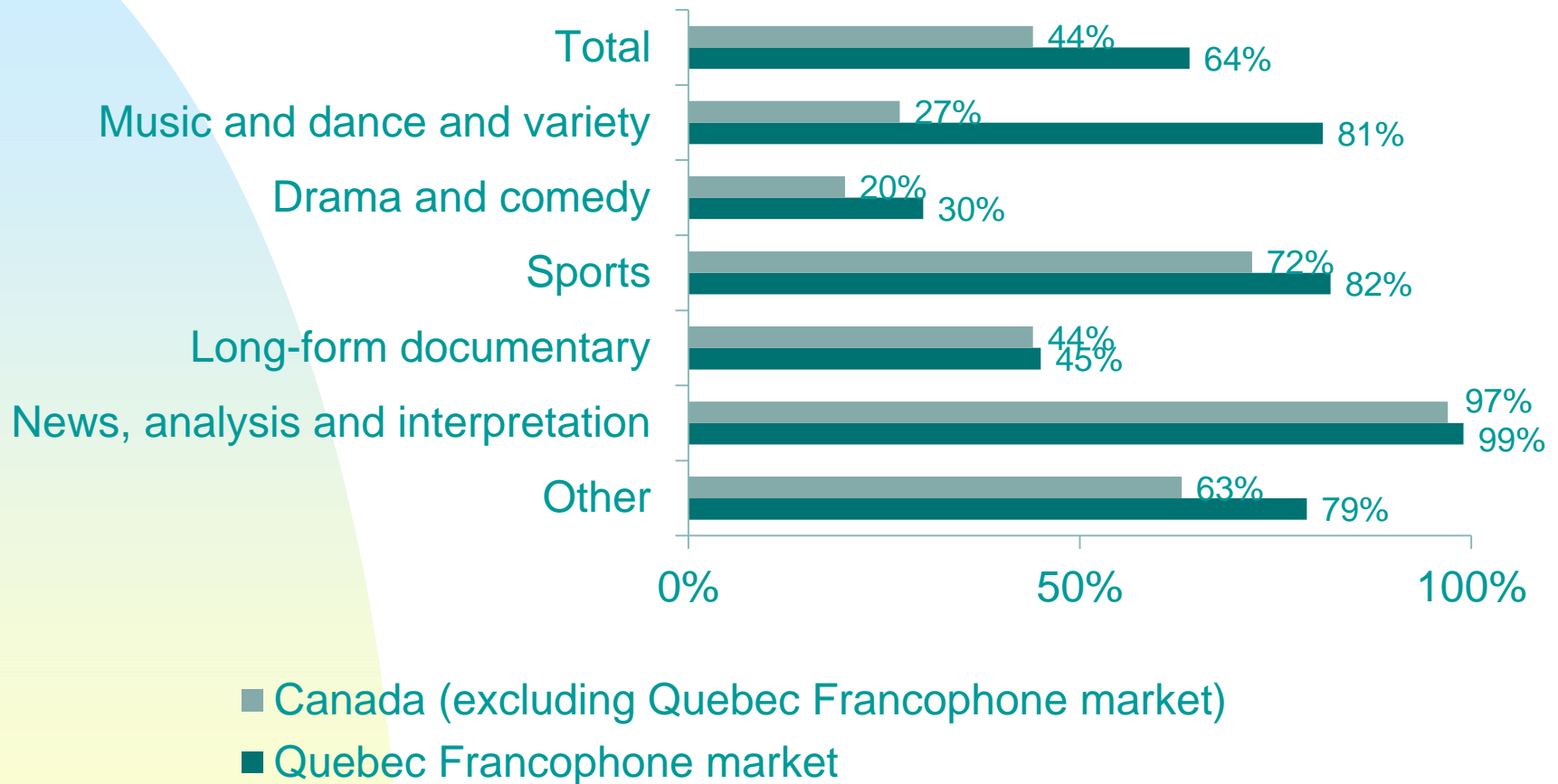
CENTRE D'ÉTUDES SUR LES MÉDIAS

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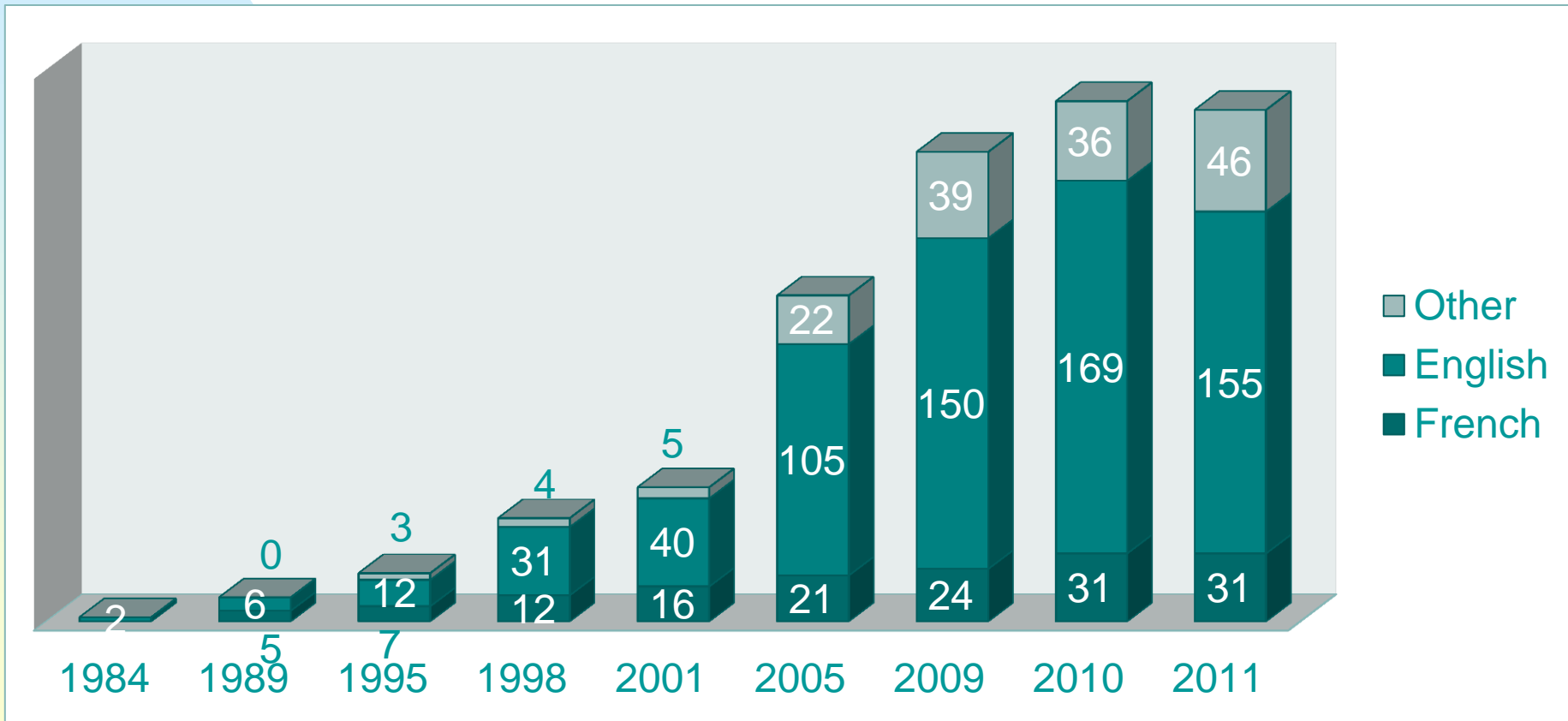
Television

Proportion of Canadian television programs watched in Canada, by market and program genre, 2012



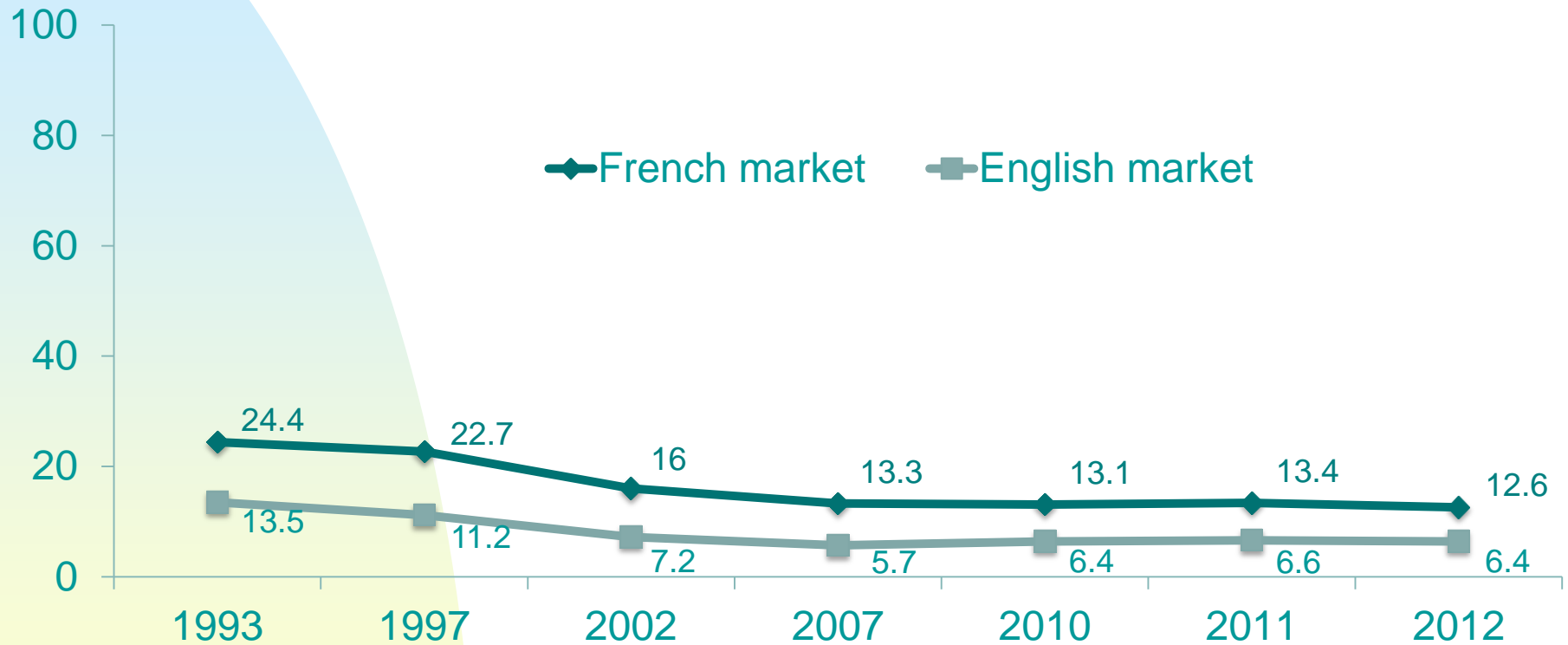
Source: CRTC, Communications Monitoring Report, 2013.

Increase in the number of specialized Canadian services, broken down by language, 1984-2012



Source: CRTC, Communications Monitoring Report, multiple years.

CBC/Radio-Canada viewing share, television

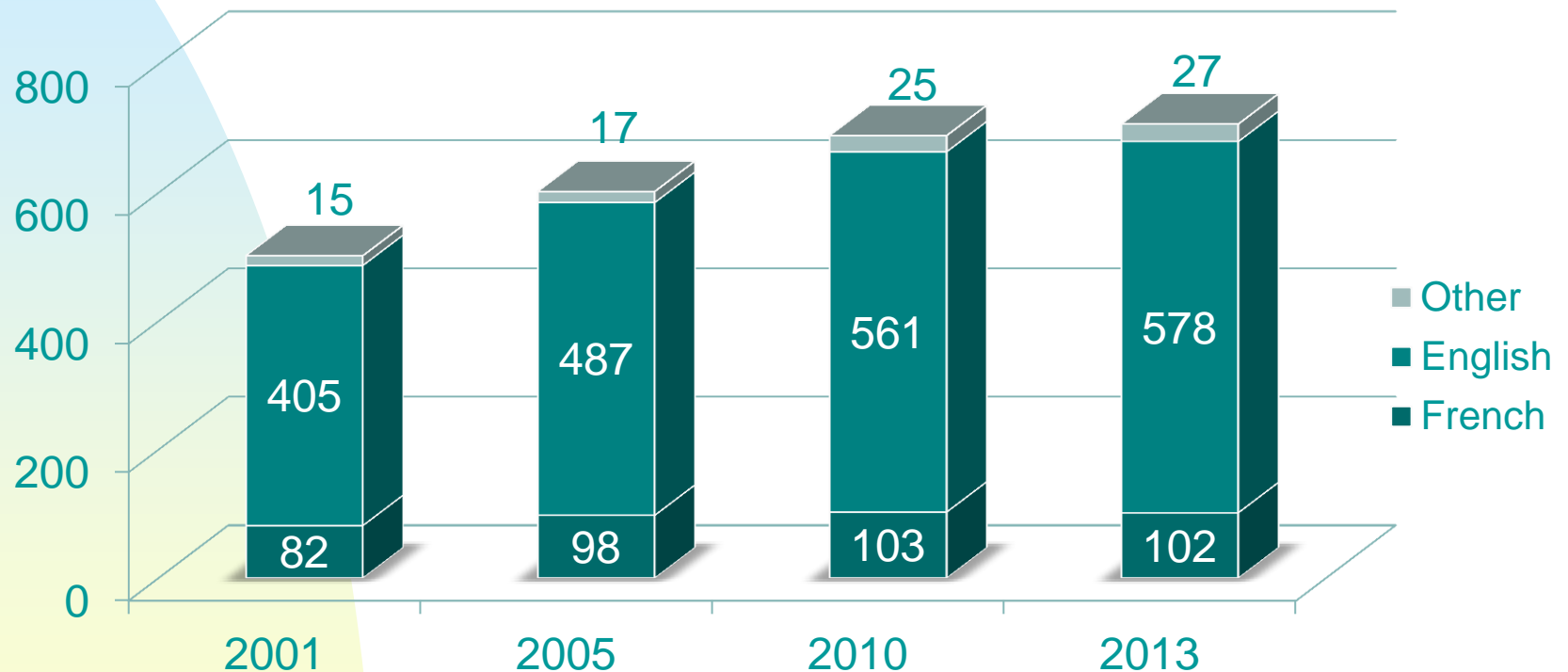


Source: BBM in CRTC, Communications Monitoring Report, multiple years.



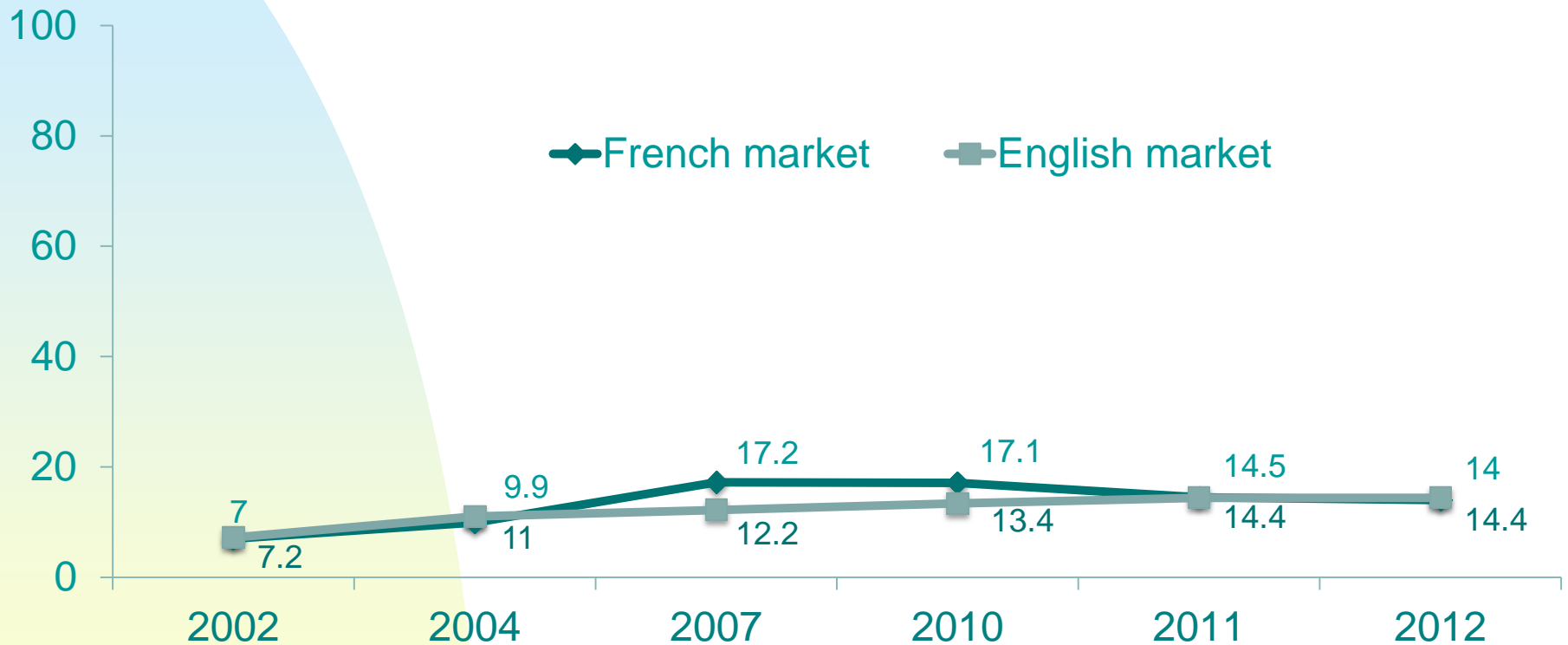
Radio

Increase in the number of commercial radio stations, by language, 2001-2013



Source: CRTC, Communications Monitoring Report, multiple years.

CBC/Radio-Canada radio tuning shares



Source: BBM in CRTC, Communications Monitoring Report, multiple years.



Internet and new platforms

Number of hours spent online weekly by Internet users in Canada 18 years and over, 1997-2012

	Francophones	Anglophones
1997	4.1	4.8
2002	7.7	9.3
2007	9.8	13.4
2010	12.7	17.1
2011	13.1	18.2
2012	13.0	20.1

Source: MTM in CRTC, Communications Monitoring Report, multiple years.

Adoption rate of various video technologies in Canada, 2008-2012 (%) (Part 1)

	2008	2009	2010	2011	2012
PVR					
• Anglophones	13	18	23	35	43
• Francophones	10	13	16	23	39
Internet TV					
• Anglophones	22	30	31	34	38
• Francophones	17	22	26	33	34
Internet video on cellphone					
• Anglophones	5	5	9	12	14
• Francophones	2	2	4	8	8
Internet TV on cellphone					
• Anglophones	1	1	2	4	7
• Francophones	-	-	1	3	4
Internet video on tablet					
• Anglophones	-	-	-	6	12
• Francophones	-	-	-	3	7

Source: MTM in CRTC, Communications Monitoring Report, 2013.

Adoption rate of various video technologies in Canada, 2008-2012 (%) (Part 2)

	2008	2009	2010	2011	2012
Internet TV on tablet					
• Anglophones	-	-	-	3	6
• Francophones	-	-	-	2	4
Netflix					
• Anglophones	-	-	-	10	21
• Francophones	-	-	-	5	5

Source: MTM in CRTC, Communications Monitoring Report, 2013.

Adoption rate of various audio technologies in Canada, 2008-2012 (%)

	2008	2009	2010	2011	2012
MP3 player ownership					
• Anglophones	39	44	43	49	52
• Francophones	30	31	36	39	39
Podcast listening					
• Anglophones	19	19	17	13	16
• Francophones	7	5	7	5	5
Streaming AM/FM radio					
• Anglophones	16	19	20	22	22
• Francophones	13	15	15	17	14
Satellite radio subscriber					
• Anglophones	9	11	13	15	16
• Francophones	4	4	6	7	7

Source: MTM in CRTC, Communications Monitoring Report, 2013.