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 **The Listener**






Launch Video 

A fictional medical procedural set in 2006 at the only military hospital providing advanced surgical care in all of Southern Afghanistan.

Sales: USA






Successes

-  Awards and Prizes
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-  **Audience Results**



Audience Results

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While funding results in this report illustrate activities in the 2010-2011 fiscal year, audience results reflect the most recently completed broadcast year, specifically, 2009-2010.

OVERALL ENGLISH-LANGUAGE VIEWING TRENDS

Canadian vs. foreign programs

Overall, Canadians are spending more time watching domestically produced English-language programs than ever before. Although foreign programming continued to account for the majority of viewing in the English-language market, the full-day share of viewing to Canadian programs rose to 39%, three percentage points higher than the previous year.

CMF-funded genres vs. other genres

Overall, Canadians are spending less time watching English-language programs in the four CMF-supported genres - children's & youth, documentary, drama and variety & performing arts (VAPA). The full-day share of viewing to programs in the four CMF-supported genres declined to 44%, four percentage points lower than the previous year, pointing to the continued popularity and increased scheduling of unscripted programs.

CMF-funded programs vs. non-funded Canadian programs

When examining viewership to Canadian programs in CMF-supported genres only, CMF-funded programs captured a 45% share of full-day viewing, rising 7 share points from the previous year and setting a 5-year record. In peak-viewing hours, CMF-funded programs captured a 52% share, rising 12 share points over the previous 4-year average.

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OVERALL VIEWING OF ENGLISH-LANGUAGE CMF-FUNDED PROGRAMS

Among English-language programs in the CMF-supported genres, the share of viewing to CMF-funded programs has shown consistent growth, posting modest gains year over year. Results, however, also point to an increase in viewing to foreign programs - suggesting that growth in both of the preceding categories has occurred at the expense of viewing to non-CMF Canadian programs.

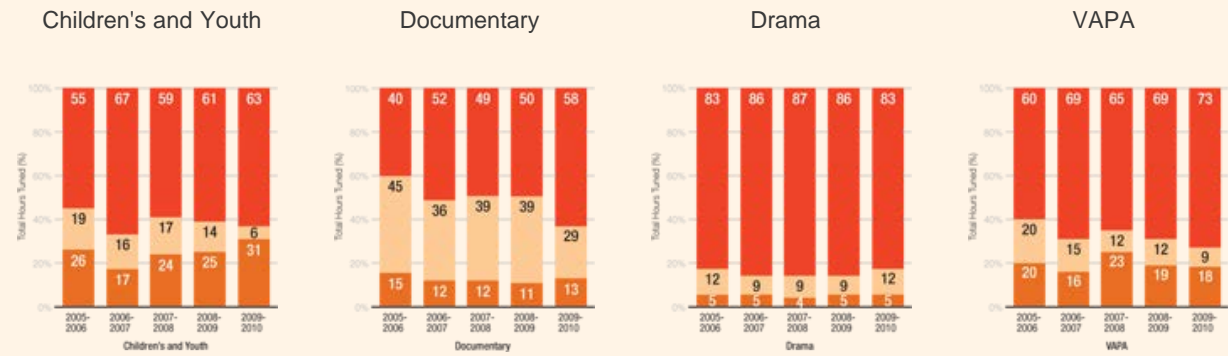
In the children's & youth genre, the share of full-day viewing to CMF-funded programs grew by six percentage points, to 31% - the highest share in five years. Viewing to foreign programs however grew by two share points, to 63%. In peak viewing hours, results were even more favourable: viewing to CMF-funded programs grew by seven share points, to 44% - also the highest percentage in five years, while viewing to foreign programs slipped by one share point, to 54%.

In the documentary genre, the share of full-day viewing to CMF-funded programs grew by two percentage points, to 13%. Viewing to foreign programs however grew by eight share points, to 58%. This trend was even more pronounced in peak-viewing hours, during which viewing to CMF-funded programs increased by only one share point, to 11%, while viewing to foreign programs increased by 14 share points, to 65%.

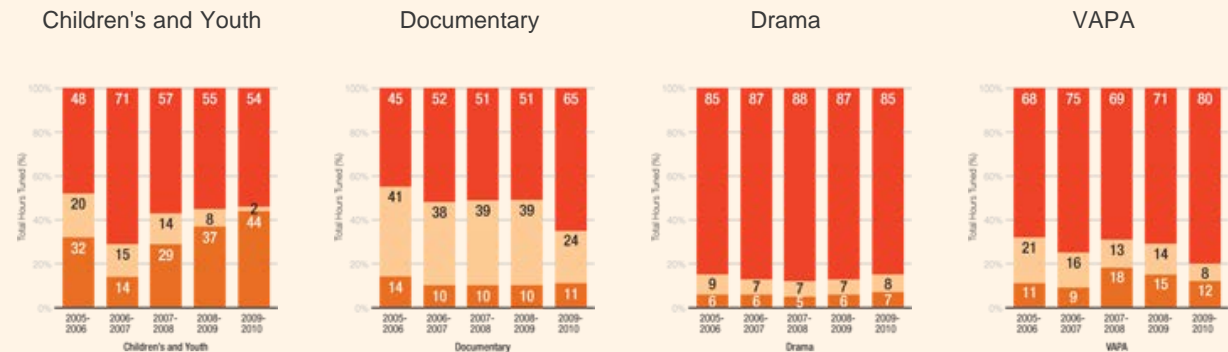
In the VAPA genre, the share of full-day viewing to CMF-funded programs actually decreased by one percentage point, to 18%, while viewing to foreign programs rose by four share points to 73%. The pattern was even more apparent in peak-viewing hours, during which viewing to CMF-funded programs decreased by three share points, to 12%, while viewing to foreign programs rose by nine share points, to 80%.

Viewing showed a slightly different pattern in the drama genre: while the share of full-day viewing to CMF-funded programs remained stable at 5%, viewing to foreign programs declined by three share points, to 83%, pointing to growth in viewing to Canadian-produced dramas that were not CMF-funded. In peak-viewing hours, the trend was similar, with viewing to CMF-funded programs and Canadian-produced dramas each rising by one share point, resulting in a two share point decline in viewing to foreign programs.

CMF-funded vs Other Canadian vs Foreign Programs by Genre Full Day - English



CMF-funded vs Other Canadian vs Foreign Programs by Genre Peak Hours - English



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TOP PERFORMING CMF-FUNDED ENGLISH-LANGUAGE PROGRAMS

The following is a list of the top 20 English-language programs funded by the CMF which aired during the 2009-2010 broadcast year. A more detailed analysis of audiences by program title can be found in the [Canada Media Fund Audience Report](#) available on the CMF website.

Broadcaster	Program Title	Genre	Duration (mins.)	Funding Year	Episodes Funded	Episodes Aired	Average Minute Audience
CTV	Hiccups I (Pilot)	Drama	30	2008-2009	1	1	2,059,000
CTV	Dan for Mayor I (Pilot)	Drama	30	2008-2009	1	1	1,995,000

Global	Rookie Blue I	Drama	60	2008-2009	13	10	1,805,000
CTV	Flashpoint III	Drama	60	2009-2010	13	4	1,472,000
CTV	Flashpoint II	Drama	60	2008-2009	18	18	1,449,000
CBC	Keep Your Head Up, Kid: The Don Cherry Story	Drama	120	2009-2010	2	2	1,357,000
CTV	Bridge (The)	Drama	120	2007-2008	1	1	1,223,000
CBC	Rick Mercer Report VII	Drama	30	2009-2010	19	19	1,115,000
CBC	Air Farce New Year's Eve 2009	Variety & Performing Arts	60	2009-2010	1	1	1,040,000
CBC	Heartland III	Drama	60	2008-2009	7	7	1,038,000
CBC	Heartland III ¹	Drama	60	2009-2010	11	11	997,000
Family	Vacation with Derek	Children's & Youth	90	2009-2010	1	1	972,000
CTV	Bridge (The)	Drama	60	2008-2009	11	11	965,000
CBC	Secret World of Shoplifting (The)	Documentary	60	2008-2009	1	1	852,000
CBC	Republic of Doyle I	Drama	60	2009-2010	12	12	823,000
CBC	18 to Life (Pilot)	Drama	30	2008-2009	1	1	813,000
CBC	Anne Murray Duets: Friends & Legends	Variety & Performing Arts	60	2007-2008	1	1	800,000
CBC	Cannabiz	Documentary	60	2008-2009	1	1	765,000
CTV	Hiccups I	Drama	30	2009-2010	13	13	747,000
CBC	Ron James Show	Drama	30	2009-2010	12	12	725,000

Ten CMF-funded programs which aired in the 2009-2010 broadcast year achieved audiences of over 1 million viewers on average. This is a marked improvement over prior broadcast years, when three titles in 2008-2009 and two titles in 2007-2008 reached the million viewer mark.

Fifteen of the top twenty programs were dramas, achieving audiences that ranged from over 2 million to 725,000; two were variety and performing arts programs, achieving audiences of slightly over 1 million and 800,000 viewers; and two were documentaries, achieving audiences of approximately 850,000 and 765,000 viewers. For the first time, a children's and youth project, *Vacation with Derek*, made the overall top twenty, attracting a record audience of 972,000 viewers.

The top performing CMF-funded series, *Rookie Blue*, garnered over 1.8 million viewers. By way of comparison, the top performing foreign series in a CMF-supported genre, *Grey's Anatomy*, reached just under 2.9 million viewers on average, and only three other series (*Criminal Minds*, *House* and *NCIS*) reached over two million viewers on average.

OVERALL FRENCH-LANGUAGE VIEWING TRENDS

Canadian vs. foreign programs

Canadian programs continue to account for the majority of viewing in the French-language market, with a 64% share of full-day viewing, unchanged from last year.

CMF-funded genres vs. other genres

Overall, Canadians are spending slightly more time watching French-language programs in the four CMF-supported genres – children's & youth, documentary, drama and variety & performing arts (VAPA). Despite the slight increase, the 46% share of full-day viewing is maintained from the previous year.

CMF-funded programs vs. non-funded Canadian programs

When examining viewership to Canadian programs in CMF-supported genres only, CMF-funded programs captured a 34% share of full-day viewing, rising 3 share points from the previous year. In peak-viewing hours, CMF-funded programs captured a 48% share, equivalent to the previous 4-year average.

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OVERALL VIEWING OF FRENCH-LANGUAGE CMF-FUNDED PROGRAMS

Among French-language programs in the CMF-supported genres, the share of viewing to CMF-funded programs has rebounded, rising 15 percentage points from the previous year. A marginal but discernable trend of increased viewing to versioned foreign programming has however also become evident over the past five years.

In the children's & youth genre, the share of full-day viewing to CMF-funded programs remained stable, at 49%, while in peak viewing hours, viewing to CMF-funded programs grew by four share points, to 75%, the highest percentage in five years.

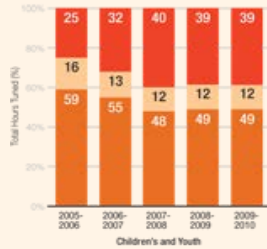
In the VAPA genre, full-day viewing to CMF-funded programs increased sharply by 32 share points, to 71%, the highest percentage in five years - although much of this growth came from a single program *Dieu Merci!* which was financed by the CMF in 2009-2010. This change was also reflected in peak viewing hours, with viewing to CMF-funded programs increasing by 34 share points, to 74%, also a five-year record.

In the drama genre, full-day viewing to CMF-funded programs grew by two share points, to 15%, but viewing to foreign programs remained high at 62%. In peak viewing hours, viewing to CMF-funded programs increased by only one share point, to 26%, while viewing to foreign programs increased by three share points, to 48%, suggesting that the share of Canadian-produced dramas during peak-viewing hours is eroding.

In the documentary genre, the majority of both full-day and peak-viewing continues to go to Canadian programs that were not CMF-funded. Full-day viewing to CMF-funded programs decreased by two share points, to 8%, the lowest level of the past five years, while viewing to foreign programs increased by one share point, to 21%. In peak-viewing hours, viewing to CMF-funded programs decreased by four share points, to 11%, while viewing to foreign programs increased by two share points, to 26%.

CMF-funded vs Other Canadian vs Foreign Programs by Genre
Full Day - French

Children's and Youth



Documentary



Drama



VAPA



CMF-funded vs Other Canadian vs Foreign Programs by Genre Peak Hours - French

Children's and Youth



Documentary



Drama



VAPA



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TOP PERFORMING CMF-FUNDED FRENCH-LANGUAGE PROGRAMS

The following is a list of the top 20 French-language programs funded by the CMF which aired during the 2009-2010 broadcast year. A more detailed analysis of audiences by program title can be found in the [Canada Media Fund Audience Report](#) available on the CMF website.

Broadcaster	Program Title	Genre	Duration (mins.)	Funding Year	Episodes Funded	Episodes Aired	Average Minute Audience
SRC	Petite Vie - Spécial Noël (La)	Drama	90	2009-2010	1	1	2,766,000
TVA	Effet Kurtz (L')	Variety & Performing Arts	60	2008-2009	4	3	1,865,000
SRC	15 ans de petite vie	Documentary	60	2009-2010	1	1	1,585,000

TVA	Lance et compte : le grand duel IV	Drama	60	2007-2008	10	10	1,570,000
TVA	Dieu Merci IV	Variety & Performing Arts	60	2009-2010	19	19	1,340,000
TVA	Céline sur les plaines	Variety & Performing Arts	60	2008-2009	1	2	1,297,000
SRC	Parent (Les) II	Drama	30	2009-2010	24	24	1,259,000
TVA	Yamaska I	Drama	60	2008-2009	21	21	1,198,000
SRC	Trauma I	Drama	60	2009-2010	10	10	1,189,000
TVA	Gentleman (Le) I	Drama	60	2008-2009	8	8	1,119,000
TVA	Destinées III	Drama	60	2008-2009	26	26	1,109,000
SRC	Providence VI	Drama	60	2009-2010	22	11	1,092,000
TVA	Laurent Paquin : tout est relatif	Variety & Performing Arts	60	2008-2009	1	1	1,084,000
SRC	Boys III (Les)	Drama	30	2009-2010	13	13	1,072,000
SRC	Providence V	Drama	60	2008-2009	22	11	1,065,000
SRC	Mirador I	Drama	60	2009-2010	10	10	1,015,000
TVA	Rock et Rolland I	Drama	30	2008-2009	10	10	1,003,000
TVA	Série Juste pour rire 2009	Variety & Performing Arts	60	2009-2010	9	9	977,000
TVA	Promesse (La)	Drama	60	2009-2010	26	26	966,000
SRC	Galère II (La)	Drama	60	2008-2009	10	10	960,000

Seventeen CMF projects which aired in 2009-2010 achieved audiences of over 1 million viewers on average. This is a marked improvement over prior broadcast years, when eight titles in 2008-2009 and ten titles in 2007-2008 reached the million viewer mark.

Fourteen of the top twenty programs were dramas, achieving audiences ranging from over 2.7 million viewers to just under 1 million viewers; five were variety and performing arts programs, achieving audiences ranging from almost 1.9 million to just under 1 million viewers; and one was a documentary, achieving an audience of close to 1.6 million viewers. No children's and youth program made the overall top 20 programs list, as the top-ranked program in this genre achieved an average audience of just over 200,000 viewers.

The top performing CMF-funded series, *Lance et Compte*, garnered over 1.5 million viewers. By way of comparison, the top performing foreign series in a CMF-supported genre, *Dr. House*, reached just under 900,000 viewers on average, and only two other foreign series (*Beautés Désespérées* and *Esprits Criminels*) reached over 500,000 viewers on average.

¹ Heartland III was funded as a "split cycle" (same season funded in two separate fiscal years).

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