

Celebrating Canada's sporting talent



Nothing brings Canadians together like a shared passion for sports. **CBC Sports** and **Radio-Canada Sports** fuel that passion by showcasing the inspiring performances of Canada's elite athletes.

We team up with national sports federations across the country to give our athletes maximum media exposure when they compete at national and world championships. Volleyball Canada, Swimming Canada, Skate Canada, Rugby Canada and USports are among the many organizations we support.

As Canada's Olympic and Paralympic broadcaster, we are proud to share the excitement of the Games with Canadians through our award-winning coverage, bringing home-town athletes and their stories to the attention of the entire country. And we will continue to do so for at least the next five Olympics, having secured the broadcast rights through to Brisbane 2032, as well as the rights to the Paralympic Games until Milano-Cortina 2026. This provides important stability to Canada's sports organizations. CBC/Radio-Canada also supports the Arctic Winter Games and Pan Am Games, and is a long-standing partner of the North American Indigenous Games.

Our Support of Canadian Athletes by the Numbers

365 days of coverage dedicated to high performance sport every year

11,200+ hours

of live sports coverage on our digital platforms, including youth sports and regional, national and international competitions

28 million people — a record! — watched our Tokyo 2020 coverage on CBC Television, ICI TÉLÉ and our broadcast partner networks

50+ sports organizations

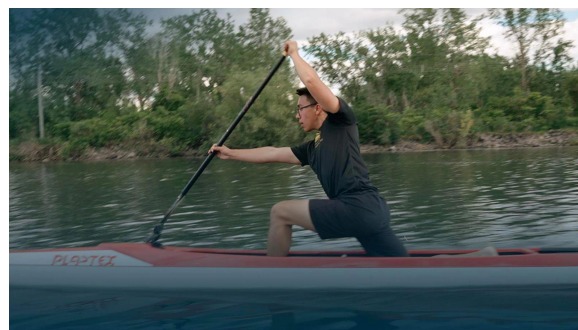
and hundreds of Canadian athletes receiving national profile and attention that only comes with CBC/Radio-Canada coverage

7.7 million viewers tuned in for the women's soccer final at Tokyo 2020, where Canada defeated Sweden to take the gold

Our Commitments



Northern Star award winner and women's hockey team captain, Marie-Philip Poulin, at Beijing 2022. Photo: Getty Images / Bruce Bennett



Mohawk paddler Rotshennón:ni Two-Axe, from Kahnawà:ke, Quebec, trains for the 2023 North American Indigenous Games.

Spotlight on para-sports

At the Paris 2024 Paralympic Games, CBC/Radio-Canada will celebrate 10 years as Paralympic broadcaster. As always, Canadians can expect hundreds of hours of live and on-demand coverage of the event. Our commitment also extends to covering the Parapan Am Games and a variety of para-sport world championships, such as those for wheelchair basketball, wheelchair rugby and para-alpine skiing.

More accessible competitions

CBC/Radio-Canada strives to make its sports coverage more accessible. Our Beijing 2022 highlights were available in closed captioning, described video, American Sign Language (ASL) and Quebec Sign Language (LSQ), as well as in several Indigenous languages — including play-by-play commentary in Inuktitut and Eastern Cree for Team Canada's hockey games.

The story behind the performance

In its *Podium* series, Radio-Canada Sports goes beyond the performances to uncover the story, the dream and the person behind each of our athletes. This cross-platform initiative includes [long-form digital content](#) on Radio-Canada Sports, [documentaries](#) on ICI TÉLÉ and ICI TOU.TV, and the [L'Instant Podium](#) podcast on Radio-Canada OHdio.

Toward gender-balanced coverage

In 2020, CBC Sports committed to achieving gender parity in its sports coverage. This commitment has been reflected in its broadcasts of *Road to the Olympic Games*, in its digital streams, online articles and social media content, as well as in the composition of its staff. The 50% target for women's sports coverage is regularly met across our multiple platforms every month.