



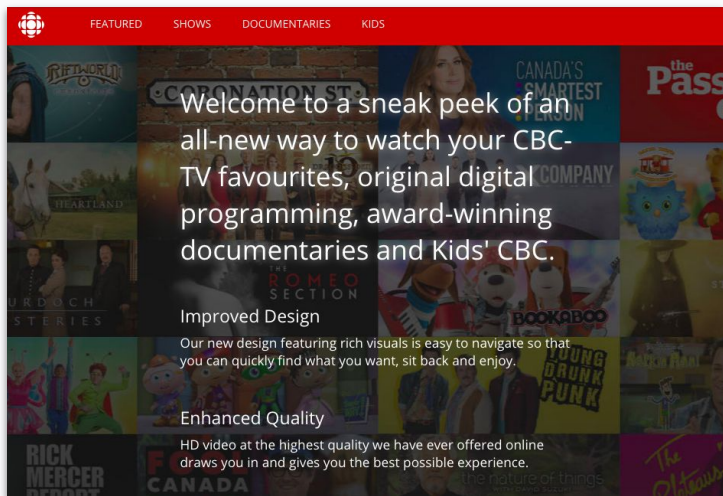
**Offering A Branded & Unified
Streaming Experience Across Devices
Media**

CBC is Canada's national public broadcaster for both television and radio.

In March 2019, CBC launched a new streaming service called CBC Gem which replaced their on-site media library and is now available on Fire TV, Android TV, and iOS apps.

Prior to March 2019, CBC hosted its TV & longform video content in a website media library and a mobile phone app. These were separately branded and separate user experiences. No OTT was offered.

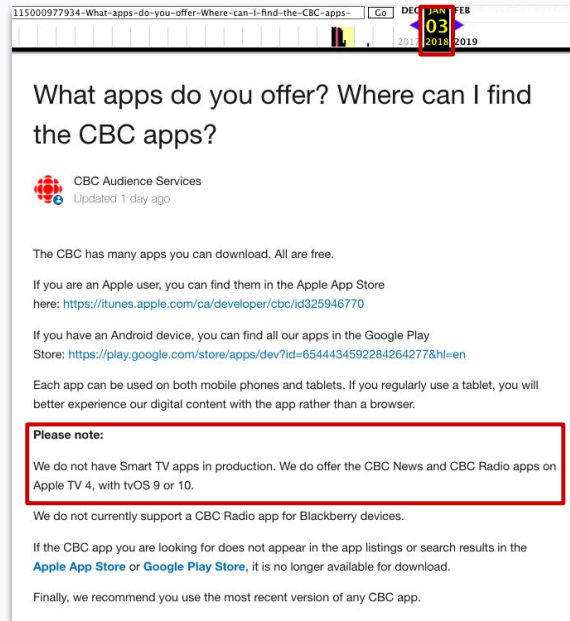
Website Media Library–‘CBC Watch’
1.5 Million Monthly visits in 2018



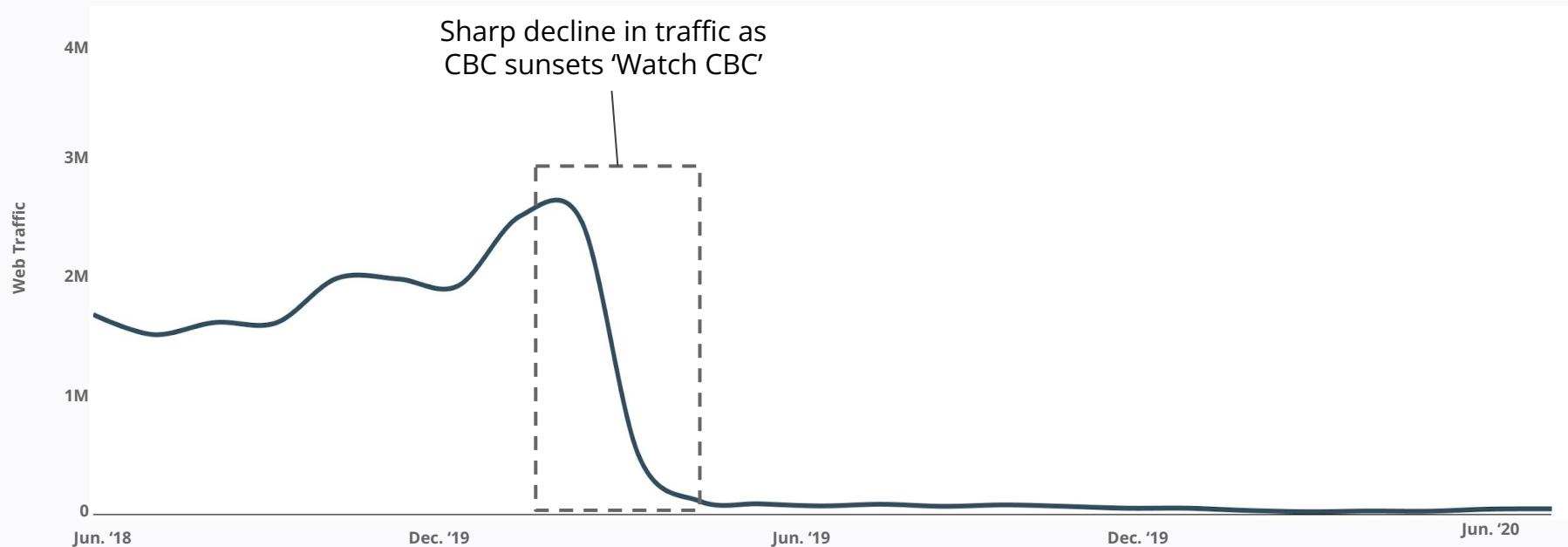
Mobile Phone App–‘CBC Gem’
7K MAU in 2018



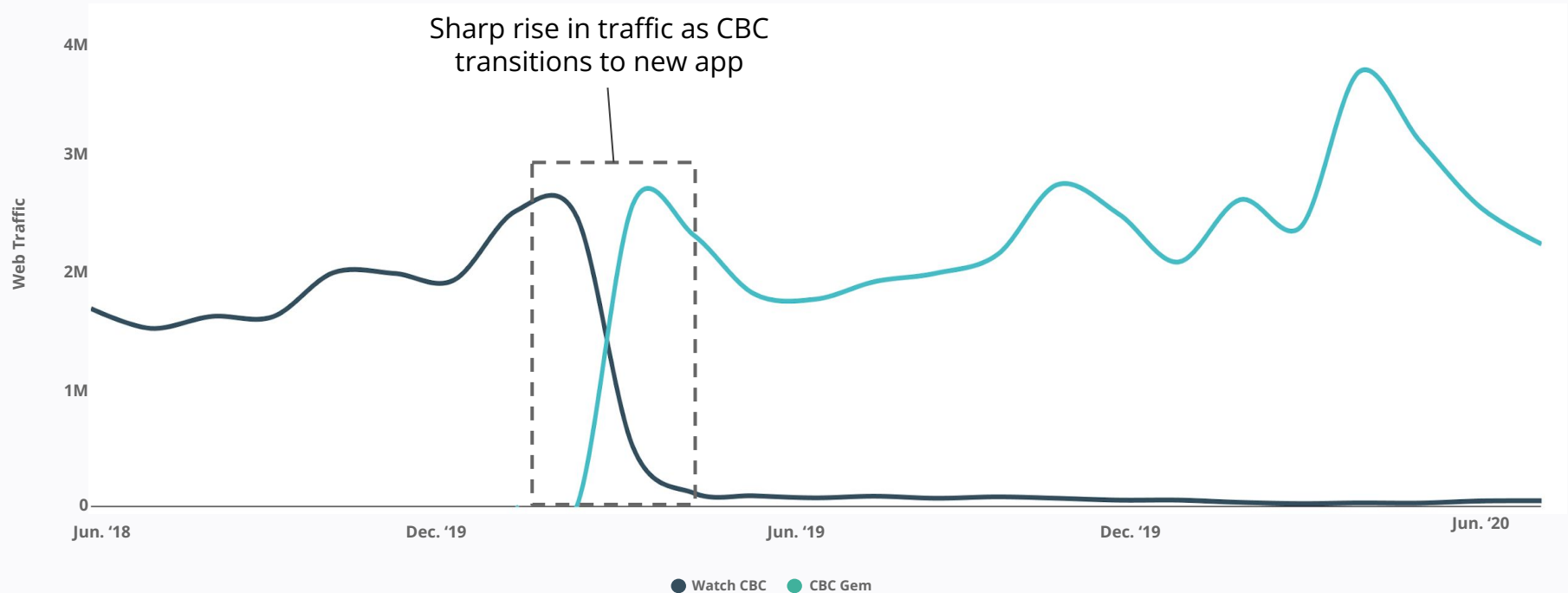
No OTT was offered by CBC at this time



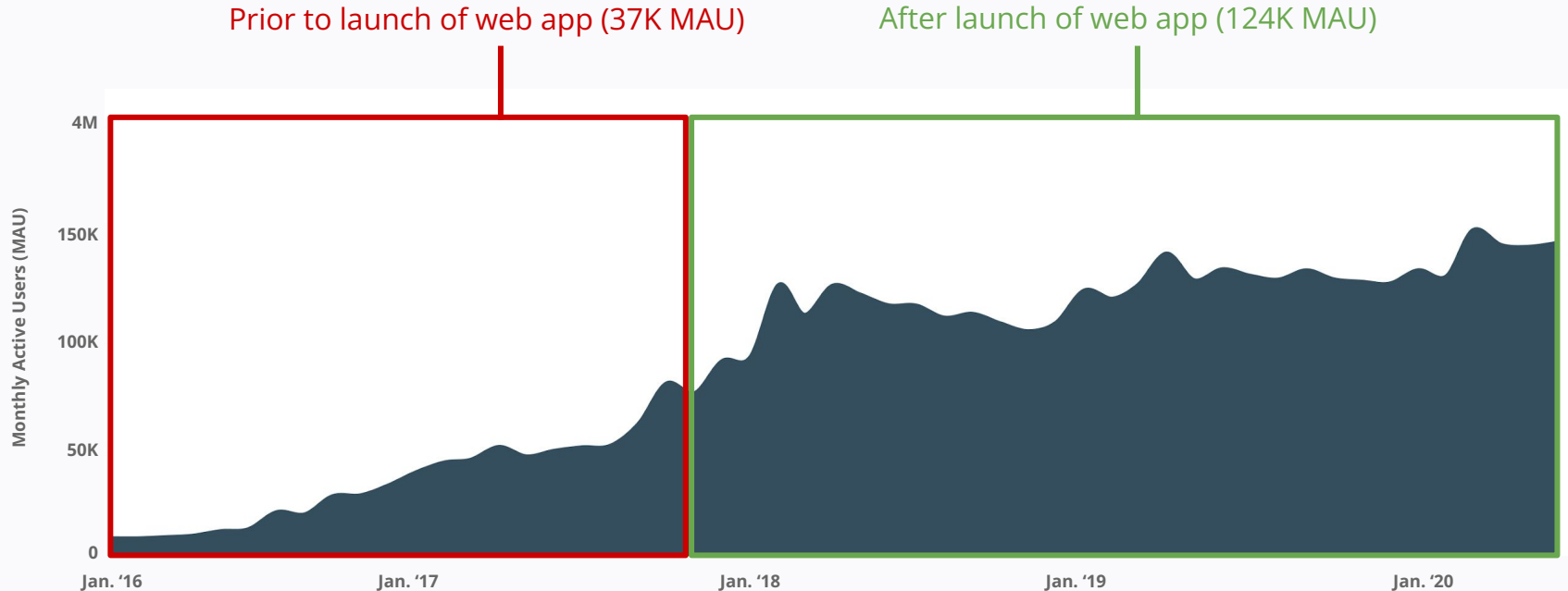
In March 2019, CBC sunset its web-based media library called 'Watch CBC'. At that time, Watch CBC averaged 1.5 Million visits per month.



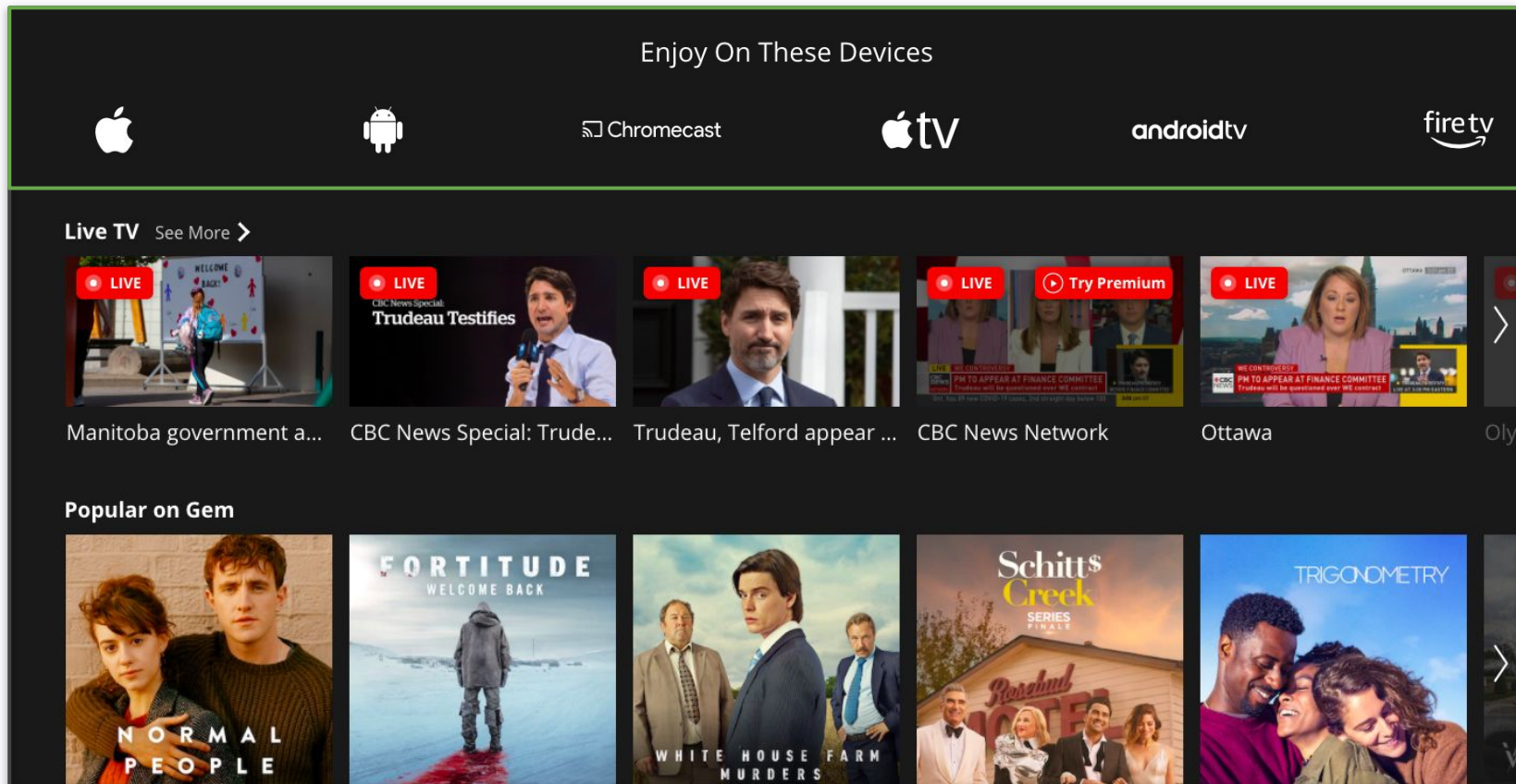
That month, CBC moved its web-based content to a web app called 'CBC Gem'. It averaged 2.4 Million visits per month in 2020. Naturally, COVID-19 influenced the increased viewership in 2020. Nevertheless, the new web app was a big success.



Not only was the web app a success on its own, its launch also drastically increased the usership of the CBC Gem Mobile app. Giving users a unified mobile & web experience increased usership of the mobile app by more than 3x, from 37K MAU to 124K MAU.



Gem is also now the CBC's OTT offering as well.



Key Takeaways

A unified, cross-device, & strongly branded content streaming experience can lift usage on all owned digital platforms.