

Audience Relations  
CBC Television  
Box 500, Station "A"  
Toronto, Ontario  
M5W 1E6

Dear CBC,

This letter is regarding the show *jPod*. *jPod* is a brilliant, original and intelligent show. It is distinctively Canadian and well loved by its fans.

On March 7<sup>th</sup>, the show was canceled with the stated reason of lack of an audience. However given the age of *jPod*'s target audience, it is surprising that CBC failed to acknowledge the show's Internet viewership during its decision-making process. This oversight is especially astounding since an online service was being offered by CBC.

Ignoring *jPod*'s Internet viewers is a serious mistake by CBC, since the Internet is widely frequented by the target market (younger viewers), as echoed in a report published by the Standing Committee on Canadian Heritage entitled "CBC/Radio-Canada: Defining distinctiveness in the changing media landscape".

“[CBC] must constantly keep up with new technologies and reach out to audiences where they are, including young people who seek content on the Internet.” (p.5)

Not only does *jPod* have a young audience with online tendencies, but the show's content clearly appeals to Internet users in general. Hence, it is no surprise that *jPod* has secured a large and loyal following on the Internet. If CBC had measured *jPod*'s Internet audience when evaluating the show's renewal, it may have swayed the decision to cancel the show.

The Committee's report also highlights the importance of the use of alternative audience measurements:

“Dwindling audience share is not unique to public broadcasting, and audience measurement will need to adapt alongside the transition to digital media. Internet broadcasting, downloading and streaming content, PVRs and on-demand and pay services mean that **the same film, television episode or news broadcast will be seen by many more viewers than those who tune in for "appointment television"**.”  
(p. 55, emphasis added)

Alternative audience measurements would have made a huge difference in the case of *jPod*, a show with younger viewers and a non-traditional audience.

Finally, CBC must not underestimate the power of an online audience. The Committee's report emphasizes the merits of online viewership:

“CBC/Radio-Canada’s online presence will be fundamental to its relevance to Canadian audiences in the future.” (p. 57)

Thus, online viewership is valuable to CBC and should be nurtured. *jPod* is undoubtedly a leader in this domain and therefore deserves a chance to continue.

For all these reasons, canceling *jPod* was a regrettable decision. The available information at the time of cancellation, based on traditional audience measurements, does not tell the whole story. Clearly, if CBC had counted *jPod's* full audience, then the show would have demonstrated a far stronger case for renewal.

Please listen to your Internet audience now and renew *jPod*!

Sincerely,