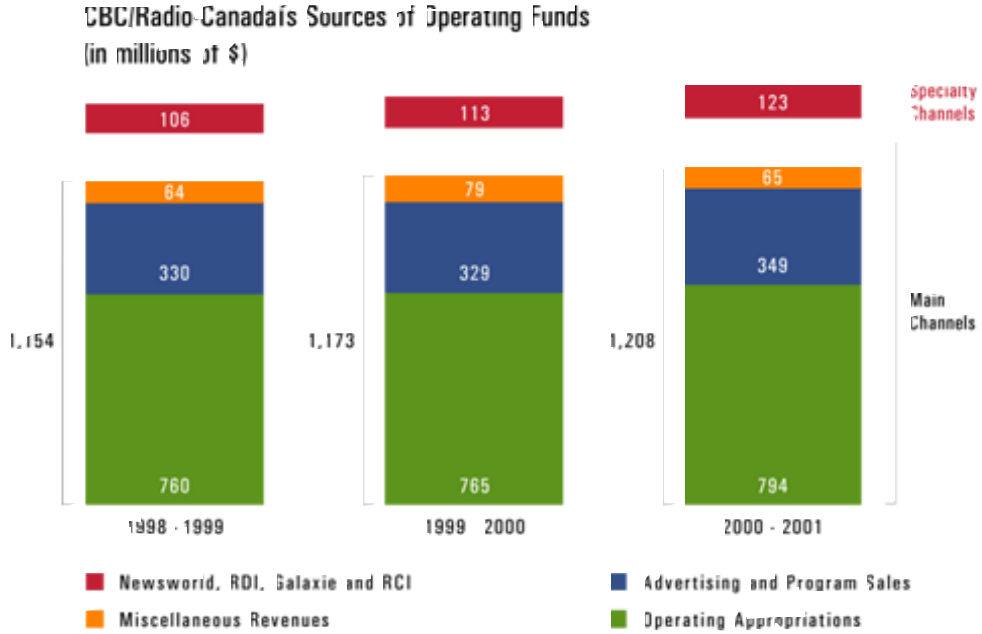


Financial Highlights



The increase in advertising revenues in 2000-2001 is due primarily to the coverage of the Sydney Olympics and is offset by a decline in advertising revenues generated from regular programming. Despite fragmentation in the advertising market, competitive pressures and de-commercialisation of English Television evening News, CBC/Radio-Canada has continued to offer high-quality distinctive Canadian programs.

2000-2001 Operating Expenses* \$1,396.3 million (in millions of \$)

- English Television \$494.9 (35.5%)
- French Television \$284.9 (20.4%)
- English Radio \$152.1 (10.9%)
- French Radio \$93.6 (6.7%)
- Corporate Management \$15.9 (1%)
- Amortisation of Capital Assets \$49.3 (3.5%)
- Specialty Services & RCI \$115.9 (8.3%)
- Distribution & Affiliates \$72.6 (5.2%)
- New Media \$7.1 (0.5%)

