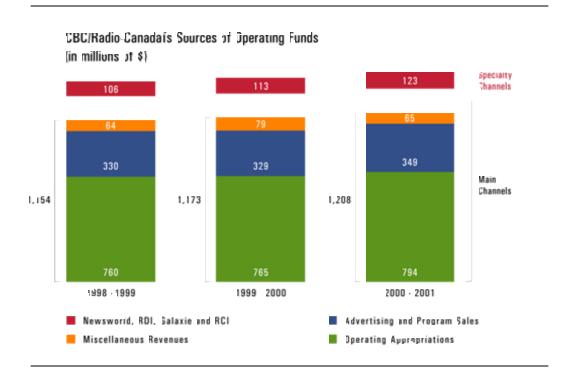
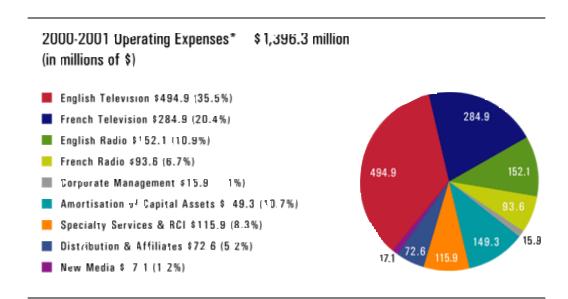
Financial Highlights





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.



0