

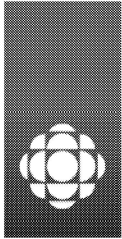


# UPDATED NEGOTIATIONS

s.18(b)  
s.21(1)(b)  
s.68.1

- IOC is looking for a rights fee of
- CBC/Radio-Canada`s proposal is a rights fee of





# BUSINESS PLAN 2022-2024: ORIGINAL OFFER VS. LATEST PROPOSAL

s.18(b)  
s.21(1)(b)  
s.68.1

	2021-2022	2022-2023	2023-2024	2024-2025	Total	2021-2022	2022-20	2023-20	2024-20	Total
	2022 & 2024 Olympic Agreement					2022 & 2024 Olympic Agreement				
<b>Revenues</b>										
Advertising - Conventional & Specialty										
Advertising - Digital										
Sublicensing & Syndication										
<b>Total Revenues</b>										
<b>Costs</b>										
Rights										
Production Costs										
Sales & Promotion										
<b>Total Costs</b>										
<b>Margin before Additional Facility Costs</b>										
Additional Facility Costs										
<b>Updated Margin</b>										
<b>Margin after Olympic Unit Costs</b>										
<b>Net Olympic profit/(loss)</b>										
<i>Note 1:</i>										