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# Television Broadcasting Industries



2010



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# Television Broadcasting Industries

2010

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## Symbols

The following standard symbols are used in Statistics Canada publications:

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0<sup>s</sup> value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published
- \* significantly different from reference category ( $p < 0.05$ )

## Abbreviations

n.e.c. not elsewhere classified

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## Highlights

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- Operating revenues in the television broadcasting sector reached \$7.1 billion in 2010, up 8.0% from 2009. This is the largest annual increase since 2003 but comes on the heels of a more moderate growth of 0.7% in 2009.
- In 2010, advertising revenues grew by 9.2% to reach \$3.4 billion, nearly the same level as in 2008 before the economic slowdown in 2009.
- Private conventional television operating revenues rose 8.8% in 2010 to reach \$2.2 billion. These revenues are still below the peak observed in 2007.
- In terms of profits, private conventional television posted a profit margin before interest and taxes of 0.2% in 2010 to reach \$5.4 million in profits before interest and taxes. This result follows on losses before interest and taxes of \$113.4 million in 2009.
- Pay and specialty television continued its upward trend in 2010 with operating revenues increasing 11.1% year over year to attain \$3.5 billion.
- The profit margin before interest and taxes of the pay and specialty television segments rose to 25.4% in 2010 for profits before interest and taxes of \$877.3 million. In 2009, this margin was 23.4% for profits of \$728.6 million.

## Television broadcasting

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Operating revenues in the television broadcasting sector reached \$7.1 billion in 2010, up 8.0% from 2009. This is the largest annual increase since 2003 but comes on the heels of a more moderate growth of 0.7% in 2009.

In 2010, advertising revenues grew by 9.2% to reach \$3.4 billion, nearly the same level as in 2008 before the economic slowdown. In 2009, advertising revenues of Canadian television broadcasters fell by 8.3% year over year to \$3.1 billion, representing the first decrease in 15 years. However, results differ from one segment of the industry to another.

Private conventional television operating revenues rose 8.8% in 2010 to reach \$2.2 billion. These revenues are still below the peak observed in 2007. Between 2007 and 2009, private conventional television revenues declined, with 2009 being a particularly difficult year for this segment as operating revenues fell 7.7% in one year. This was the largest annual decrease in revenues for this segment in 30 years.

In terms of profits, private conventional television posted a profit margin before interest and taxes of 0.2% in 2010 to reach \$5.4 million in profits before interest and taxes. This result follows on losses before interest and taxes of \$113.4 million in 2009. Those losses were the first posted by the private conventional television segment in 30 years.

Pay and specialty television continued its upward trend in 2010 with operating revenues increasing 11.1% year over year to attain \$3.5 billion. This growth exceeds that of private conventional television (+8.8%) and public and non-commercial television (+0.4%). In 2010, the operating revenues of pay and specialty television represented 48.8% of the industry's operating revenues compared to 47.5% in 2009. Ten years ago, this segment accounted for only one-third of the television industry's operating revenues.

The profit margin before interest and taxes of the pay and specialty television segments rose to 25.4% in 2010 for profits before interest and taxes of \$877.3 million. In 2009, this margin was 23.4% for profits of \$728.6 million. The profit margin before interest and taxes for pay and specialty television has been above 20% since 2004.

Advertising revenues have long been the largest source of revenue for the television industry. However, in 2009, for the first time in several years, these revenues represented less than half (47.7%) of the sector's total operating revenues. Although these revenues accounted for close to 60% of the sector's total operating revenues 10 years ago, that proportion was only 48.2% in 2010.

In 2010, subscription revenues for pay and specialty television accounted for 31.7% of the television industry's total operating revenues, up from 22.5% 10 years ago.

Despite the importance of subscription revenues for specialty television, this segment has also continued to grow its share of the television advertising market, with that share increasing to 32.6% in 2010, up from 32.0% a year earlier and from 17.1% in 2001.

## Related products

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### Selected publications from Statistics Canada

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56-001-X Broadcasting and Telecommunications

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### Selected CANSIM tables from Statistics Canada

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357-0001 Radio and television broadcasting industries, by North American Industry Classification System (NAICS), annual

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### Selected surveys from Statistics Canada

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2724 Radio and Television Broadcasting Survey

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### Selected summary tables from Statistics Canada

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- *Radio and television industries, financial and operating statistics*



# Statistical tables

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**Table 1**  
**Selected financial and employment indicators, television broadcasters (NAICS 51512 and 51521) <sup>1</sup>**

	2006	2007	2008	2009	2010	2007/2006	2008/2007	2009/2008	2010/2009
	thousands of dollars					percentage change			
<b>Total revenues by type of broadcaster</b>									
Private conventional television	2,163,622	2,187,197	2,147,417	1,981,808	2,156,849	1.1	-1.8	-7.7	8.8
Public and non-commercial television	1,337,943	1,266,919	1,433,900	1,460,957	1,466,394	-5.3	13.2	1.9	0.4
Specialty television <sup>2</sup>	2,016,708	2,181,736	2,332,976	2,417,197	2,655,850	8.2	6.9	3.6	9.9
Pay television <sup>2</sup>	482,325	547,553	596,427	695,609	801,624	13.5	8.9	16.6	15.2
<b>Total</b>	<b>6,000,598</b>	<b>6,183,405</b>	<b>6,510,720</b>	<b>6,555,571</b>	<b>7,080,716</b>	<b>3.0</b>	<b>5.3</b>	<b>0.7</b>	<b>8.0</b>
	percent					percentage change			
<b>Market share by type of broadcaster (revenue)</b>									
Private conventional television	36.1	35.4	33.0	30.2	30.5	-1.9	-6.8	-8.3	0.8
Public and non-commercial television	22.3	20.5	22.0	22.3	20.7	-8.1	7.5	1.2	-7.1
Specialty television <sup>2</sup>	33.6	35.3	35.8	36.9	37.5	5.0	1.6	2.9	1.7
Pay television <sup>2</sup>	8.0	8.9	9.2	10.6	11.3	10.2	3.4	15.8	6.7
	thousands of dollars					percentage change			
<b>Total revenues by source</b>									
Air time	3,260,505	3,318,691	3,412,819	3,128,354	3,415,589	1.8	2.8	-8.3	9.2
Subscription	1,588,441	1,748,280	1,866,854	2,050,125	2,244,678	10.1	6.8	9.8	9.5
Grants	831,162	789,690	877,705	935,180	937,822	-5.0	11.1	6.5	0.3
Other	320,490	326,744	353,341	441,912	482,627	2.0	8.1	25.1	9.2
<b>Total</b>	<b>6,000,598</b>	<b>6,183,405</b>	<b>6,510,720</b>	<b>6,555,571</b>	<b>7,080,716</b>	<b>3.0</b>	<b>5.3</b>	<b>0.7</b>	<b>8.0</b>
	thousands of dollars					percentage change			
<b>Total sales of airtime by type of broadcaster</b>									
Private conventional television	2,027,072	2,047,993	2,006,796	1,816,382	1,949,722	1.0	-2.0	-9.5	7.3
Public and non-commercial television	351,066	322,329	379,555	311,340	353,791	-8.2	17.8	-18.0	13.6
Specialty television <sup>2</sup>	882,368	948,369	1,026,468	1,000,631	1,112,076	7.5	8.2	-2.5	11.1
Pay television <sup>2</sup>	.	.	.	.	.	.	.	.	.
<b>Total</b>	<b>3,260,505</b>	<b>3,318,691</b>	<b>3,412,819</b>	<b>3,128,354</b>	<b>3,415,589</b>	<b>1.8</b>	<b>2.8</b>	<b>-8.3</b>	<b>9.2</b>
	percent					percentage change			
<b>Market share by type of broadcaster (air time)</b>									
Private conventional television	62.2	61.7	58.8	58.1	57.1	-0.7	-4.7	-1.3	-1.7
Public and non-commercial television	10.8	9.7	11.1	10.0	10.4	-9.8	14.5	-10.5	4.1
Specialty television <sup>2</sup>	27.1	28.6	30.1	32.0	32.6	5.6	5.2	6.3	1.8
Pay television <sup>2</sup>	.	.	.	.	.	.	.	.	.
	percent					percentage change			
<b>Profit margin (PBIT) by type of broadcaster (private)</b>									
Private conventional television	4.2	5.3	0.2	-5.7	0.2	26.2	-95.7	-2,636.1	104.3
Specialty television <sup>2</sup>	22.2	24.3	23.5	26.6	27.9	9.6	-3.7	13.4	4.8
Pay television <sup>2</sup>	25.9	21.3	16.9	12.3	17.1	-17.8	-20.3	-27.4	39.1
<b>Total</b>	<b>14.2</b>	<b>15.5</b>	<b>12.9</b>	<b>12.1</b>	<b>15.7</b>	<b>9.1</b>	<b>-17.2</b>	<b>-6.1</b>	<b>30.2</b>
	thousands of dollars					percentage change			
<b>Salaries and benefits by type of broadcaster</b>									
Private conventional television	598,454	598,626	581,421	530,781	518,566	0.0	-2.9	-8.7	-2.3
Public and non-commercial television	664,147	665,259	691,954	687,693	616,575	0.2	4.0	-0.6	-10.3
Specialty television <sup>2</sup>	353,926	381,415	374,024	369,236	370,818	7.8	-1.9	-1.3	0.4
Pay television <sup>2</sup>	21,466	27,010	30,990	37,992	43,569	25.8	14.7	22.6	14.7
<b>Total</b>	<b>1,637,993</b>	<b>1,672,309</b>	<b>1,678,389</b>	<b>1,625,702</b>	<b>1,549,527</b>	<b>2.1</b>	<b>0.4</b>	<b>-3.1</b>	<b>-4.7</b>
	number					percentage change			
<b>Average weekly number of employees by type of broadcaster</b>									
Private conventional television	8,307	7,972	7,436	6,801	6,418	-4.0	-6.7	-8.5	-5.6
Public and non-commercial television	9,328	9,164	9,163	8,802	7,221	-1.8	0.0	-3.9	-18.0
Specialty television <sup>2</sup>	4,972	5,120	5,082	4,943	4,926	3.0	-0.7	-2.7	-0.3
Pay television <sup>2</sup>	327	382	432	517	554	16.8	13.1	19.7	7.2
<b>Total</b>	<b>22,934</b>	<b>22,637</b>	<b>22,113</b>	<b>21,063</b>	<b>19,119</b>	<b>-1.3</b>	<b>-2.3</b>	<b>-4.7</b>	<b>-9.2</b>
	thousands of dollars					percentage change			
<b>Programming and production expenses</b>									
Private conventional television	1,411,796	1,422,274	1,476,458	1,517,317	1,542,417	0.7	3.8	2.8	1.7
Public and non-commercial television	975,649	912,067	1,068,451	910,263	942,950	-6.5	17.1	-14.8	3.6
Specialty television <sup>2</sup>	1,061,449	1,105,889	1,254,584	1,249,697	1,371,578	4.2	13.4	-0.4	9.8
Pay television <sup>2</sup>	269,063	322,841	376,503	465,077	504,860	20.0	16.6	23.5	8.6
<b>Total</b>	<b>3,717,957</b>	<b>3,763,071</b>	<b>4,175,996</b>	<b>4,142,354</b>	<b>4,361,805</b>	<b>1.2</b>	<b>11.0</b>	<b>-0.8</b>	<b>5.3</b>

1. North American Industry Classification System 2007 (51512 - Television Broadcasting and 51521 - Pay and Specialty Television).

2. Statistics collected and published by the Canadian Radio-television and Telecommunications Commission (CRTC), Industry analysis group.

**Note(s):** Totals may not add due to rounding.

**Table 2**  
**Total television industry, revenue and expense statement, Canada**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	1,061,931	1,171,351	1,264,396	1,423,184	1,576,249
Satellite television subscriber revenue	526,510	576,929	602,458	626,941	668,429
Sales of air time					
Local	412,634	426,772	429,231	427,862	410,528
National and network	2,823,870	2,866,498	2,960,870	2,681,135	2,988,376
Infomercials	24,002	25,420	22,718	19,357	16,685
Sales of air time, total	3,260,505	3,318,691	3,412,819	3,128,354	3,415,589
Government and corporate grants	831,162	789,690	877,705	935,180	937,822
Total production and other	320,490	326,744	353,341	441,912	482,627
<b>Operating revenue, total</b>	<b>6,000,598</b>	<b>6,183,405</b>	<b>6,510,720</b>	<b>6,555,571</b>	<b>7,080,716</b>
<b>Expenses</b>					
Program cost	3,717,957	3,763,071	4,175,996	4,142,354	4,361,805
Technical services	266,052	273,142	278,233	355,250	347,918
Sales and promotion	539,993	548,357	521,488	539,394	586,934
Administration and general	700,809	727,977	790,599	663,437	655,260
Depreciation	243,531	213,183	228,900	254,327	287,440
<b>Operating expenses, total</b>	<b>5,468,343</b>	<b>5,525,730</b>	<b>5,995,216</b>	<b>5,954,762</b>	<b>6,239,358</b>
<b>Profit before interest and taxes</b>	<b>532,255</b>	<b>657,675</b>	<b>515,504</b>	<b>600,809</b>	<b>841,358</b>
Interest expense	128,510	115,417	160,141	172,877	166,957
<b>Expenses, total</b>	<b>5,596,853</b>	<b>5,641,147</b>	<b>6,155,358</b>	<b>6,127,639</b>	<b>6,406,315</b>
Net operating income	403,745	542,258	355,362	427,932	674,401
Other adjustments-income (expense)	133,791	137,157	150,640	-72,258	64,860
Net profit (loss) before income taxes	537,536	679,415	506,003	355,673	739,261
Salaries and other staff benefits	1,637,993	1,672,309	1,678,389	1,625,702	1,549,527
number					
Number of employees (weekly average)	22,934	22,637	22,113	21,063	19,119
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	17.7	18.9	19.4	21.7	22.3
Satellite television subscriber revenue	8.8	9.3	9.3	9.6	9.4
Sales of air time					
Local	6.9	6.9	6.6	6.5	5.8
National and network	47.1	46.4	45.5	40.9	42.2
Infomercials	0.4	0.4	0.3	0.3	0.2
Sales of air time, total	54.3	53.7	52.4	47.7	48.2
Government and corporate grants	13.9	12.8	13.5	14.3	13.2
Total production and other	5.3	5.3	5.4	6.7	6.8
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	62.0	60.9	64.1	63.2	61.6
Technical services	4.4	4.4	4.3	5.4	4.9
Sales and promotion	9.0	8.9	8.0	8.2	8.3
Administration and general	11.7	11.8	12.1	10.1	9.3
Depreciation	4.1	3.4	3.5	3.9	4.1
<b>Operating expenses, total</b>	<b>91.1</b>	<b>89.4</b>	<b>92.1</b>	<b>90.8</b>	<b>88.1</b>
<b>Profit before interest and taxes</b>	<b>8.9</b>	<b>10.6</b>	<b>7.9</b>	<b>9.2</b>	<b>11.9</b>
Interest expense	2.1	1.9	2.5	2.6	2.4
<b>Expenses, total</b>	<b>93.3</b>	<b>91.2</b>	<b>94.5</b>	<b>93.5</b>	<b>90.5</b>
Net operating income	6.7	8.8	5.5	6.5	9.5
Other adjustments-income (expense)	2.2	2.2	2.3	-1.1	0.9
Net profit (loss) before income taxes	9.0	11.0	7.8	5.4	10.4
Salaries and other staff benefits	27.3	27.0	25.8	24.8	21.9

**Note(s):** Totals may not add due to rounding.

**Table 3-1**  
**Private conventional television, revenue and expense statement — Canada**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	376,998	389,988	391,125	350,970	353,176
National and network	1,626,072	1,632,585	1,592,953	1,446,056	1,579,861
Infomercials	24,002	25,420	22,718	19,357	16,685
Sales of air time, total	2,027,072	2,047,993	2,006,796	1,816,382	1,949,722
Total production and other	136,550	139,204	140,621	165,425	207,127
<b>Operating revenue, total</b>	<b>2,163,622</b>	<b>2,187,197</b>	<b>2,147,417</b>	<b>1,981,808</b>	<b>2,156,849</b>
<b>Expenses</b>					
Program cost	1,411,796	1,422,274	1,476,458	1,517,317	1,542,417
Technical services	72,082	72,035	77,966	84,616	78,444
Sales and promotion	248,731	230,716	226,615	218,574	242,355
Administration and general	259,599	269,741	292,098	199,223	198,467
Depreciation	80,470	76,393	69,434	75,476	89,801
<b>Operating expenses, total</b>	<b>2,072,679</b>	<b>2,071,160</b>	<b>2,142,572</b>	<b>2,095,206</b>	<b>2,151,485</b>
<b>Profit before interest and taxes</b>	<b>90,943</b>	<b>116,037</b>	<b>4,845</b>	<b>-113,398</b>	<b>5,364</b>
Interest expense	53,918	56,859	49,308	34,461	28,033
<b>Expenses, total</b>	<b>2,126,596</b>	<b>2,128,018</b>	<b>2,191,880</b>	<b>2,129,666</b>	<b>2,179,518</b>
Net operating income	37,025	59,179	-44,463	-147,859	-22,669
Other adjustments-income (expense)	-56,838	-60,489	-56,028	-129,314	-36,591
Net profit (loss) before income taxes	-19,813	-1,311	-100,491	-277,172	-59,260
Provision for income taxes	-12,423	6,845	-14,352	51,001	15,709
Net profit (loss) after income taxes	-7,390	-8,156	-86,139	-328,173	-74,969
Salaries and other staff benefits	598,454	598,626	581,421	530,781	518,566
number					
Number of employees (weekly average)	8,307	7,972	7,436	6,801	6,418
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	17.4	17.8	18.2	17.7	16.4
National and network	75.2	74.6	74.2	73.0	73.2
Infomercials	1.1	1.2	1.1	1.0	0.8
Sales of air time, total	93.7	93.6	93.5	91.7	90.4
Total production and other	6.3	6.4	6.5	8.3	9.6
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	65.3	65.0	68.8	76.6	71.5
Technical services	3.3	3.3	3.6	4.3	3.6
Sales and promotion	11.5	10.5	10.6	11.0	11.2
Administration and general	12.0	12.3	13.6	10.1	9.2
Depreciation	3.7	3.5	3.2	3.8	4.2
<b>Operating expenses, total</b>	<b>95.8</b>	<b>94.7</b>	<b>99.8</b>	<b>105.7</b>	<b>99.8</b>
<b>Profit before interest and taxes</b>	<b>4.2</b>	<b>5.3</b>	<b>0.2</b>	<b>-5.7</b>	<b>0.2</b>
Interest expense	2.5	2.6	2.3	1.7	1.3
<b>Expenses, total</b>	<b>98.3</b>	<b>97.3</b>	<b>102.1</b>	<b>107.5</b>	<b>101.1</b>
Net operating income	1.7	2.7	-2.1	-7.5	-1.1
Other adjustments-income (expense)	-2.6	-2.8	-2.6	-6.5	-1.7
Net profit (loss) before income taxes	-0.9	-0.1	-4.7	-14.0	-2.7
Provision for income taxes	-0.6	0.3	-0.7	2.6	0.7
Net profit (loss) after income taxes	-0.3	-0.4	-4.0	-16.6	-3.5
Salaries and other staff benefits	27.7	27.4	27.1	26.8	24.0

**Note(s):** Totals may not add due to rounding.

**Table 3-2**  
**Private conventional television, revenue and expense statement — Atlantic provinces**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	25,862	26,559	26,928	24,347	24,256
National and network	48,400	47,726	45,349	44,554	51,309
Infomercials	779	655	484	468	98
Sales of air time, total	75,041	74,940	72,761	69,369	75,662
Total production and other	2,192	2,695	2,733	3,272	9,562
<b>Operating revenue, total</b>	<b>77,233</b>	<b>77,635</b>	<b>75,494</b>	<b>72,642</b>	<b>85,224</b>
<b>Expenses</b>					
Program cost	59,179	62,093	60,548	63,948	70,334
Technical services	4,888	4,850	4,768	4,321	4,540
Sales and promotion	9,588	8,449	8,506	8,983	10,384
Administration and general	12,688	12,216	14,062	9,194	11,588
Depreciation	2,547	2,046	1,887	1,935	2,630
<b>Operating expenses, total</b>	<b>88,890</b>	<b>89,652</b>	<b>89,770</b>	<b>88,382</b>	<b>99,476</b>
<b>Profit before interest and taxes</b>	<b>-11,657</b>	<b>-12,017</b>	<b>-14,276</b>	<b>-15,740</b>	<b>-14,252</b>
Interest expense	2,322	2,640	2,348	1,626	1,742
<b>Expenses, total</b>	<b>91,212</b>	<b>92,292</b>	<b>92,119</b>	<b>90,008</b>	<b>101,218</b>
Net operating income	-13,979	-14,657	-16,624	-17,367	-15,994
Other adjustments-income (expense)	-3,347	-2,870	-3,303	-1,341	-2,840
Net profit (loss) before income taxes	-17,326	-17,527	-19,927	-18,707	-18,835
Provision for income taxes	126	101	170	80	119
Net profit (loss) after income taxes	-17,453	-17,628	-20,097	-18,787	-18,954
Salaries and other staff benefits	25,501	26,217	26,735	25,375	24,311
number					
Number of employees (weekly average)	357	353	326	302	301
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	33.5	34.2	35.7	33.5	28.5
National and network	62.7	61.5	60.1	61.3	60.2
Infomercials	1.0	0.8	0.6	0.6	0.1
Sales of air time, total	97.2	96.5	96.4	95.5	88.8
Total production and other	2.8	3.5	3.6	4.5	11.2
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	76.6	80.0	80.2	88.0	82.5
Technical services	6.3	6.2	6.3	5.9	5.3
Sales and promotion	12.4	10.9	11.3	12.4	12.2
Administration and general	16.4	15.7	18.6	12.7	13.6
Depreciation	3.3	2.6	2.5	2.7	3.1
<b>Operating expenses, total</b>	<b>115.1</b>	<b>115.5</b>	<b>118.9</b>	<b>121.7</b>	<b>116.7</b>
<b>Profit before interest and taxes</b>	<b>-15.1</b>	<b>-15.5</b>	<b>-18.9</b>	<b>-21.7</b>	<b>-16.7</b>
Interest expense	3.0	3.4	3.1	2.2	2.0
<b>Expenses, total</b>	<b>118.1</b>	<b>118.9</b>	<b>122.0</b>	<b>123.9</b>	<b>118.8</b>
Net operating income	-18.1	-18.9	-22.0	-23.9	-18.8
Other adjustments-income (expense)	-4.3	-3.7	-4.4	-1.8	-3.3
Net profit (loss) before income taxes	-22.4	-22.6	-26.4	-25.8	-22.1
Provision for income taxes	0.2	0.1	0.2	0.1	0.1
Net profit (loss) after income taxes	-22.6	-22.7	-26.6	-25.9	-22.2
Salaries and other staff benefits	33.0	33.8	35.4	34.9	28.5

**Note(s):** Totals may not add due to rounding.

**Table 3-3**  
**Private conventional television, revenue and expense statement — Quebec**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	102,593	101,181	97,082	78,491	81,809
National and network	303,225	293,493	290,858	270,226	270,862
Infomercials	7,221	8,114	7,805	7,442	7,333
Sales of air time, total	413,038	402,788	395,745	356,159	360,003
Total production and other	70,926	62,929	65,164	67,579	75,526
<b>Operating revenue, total</b>	<b>483,964</b>	<b>465,717</b>	<b>460,909</b>	<b>423,737</b>	<b>435,529</b>
<b>Expenses</b>					
Program cost	276,479	274,920	271,976	259,212	261,795
Technical services	17,856	17,657	17,525	20,139	17,216
Sales and promotion	63,781	60,797	57,844	54,089	55,262
Administration and general	77,622	70,274	69,419	51,541	37,359
Depreciation	19,146	18,623	18,795	15,393	17,337
<b>Operating expenses, total</b>	<b>454,883</b>	<b>442,270</b>	<b>435,560</b>	<b>400,373</b>	<b>388,968</b>
<b>Profit before interest and taxes</b>	<b>29,081</b>	<b>23,446</b>	<b>25,349</b>	<b>23,364</b>	<b>46,561</b>
Interest expense	9,404	11,612	12,236	7,179	7,073
<b>Expenses, total</b>	<b>464,287</b>	<b>453,883</b>	<b>447,796</b>	<b>407,553</b>	<b>396,041</b>
Net operating income	19,677	11,834	13,113	16,185	39,488
Other adjustments-income (expense)	-5,826	-4,719	-2,039	154	1,070
Net profit (loss) before income taxes	13,851	7,115	11,074	16,338	40,559
Provision for income taxes	9,138	18,107	10,898	11,107	16,441
Net profit (loss) after income taxes	4,713	-10,993	176	5,232	24,118
Salaries and other staff benefits	160,261	166,739	165,452	136,050	132,182
number					
Number of employees (weekly average)	2,345	2,368	2,255	1,841	1,785
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	21.2	21.7	21.1	18.5	18.8
National and network	62.7	63.0	63.1	63.8	62.2
Infomercials	1.5	1.7	1.7	1.8	1.7
Sales of air time, total	85.3	86.5	85.9	84.1	82.7
Total production and other	14.7	13.5	14.1	15.9	17.3
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	57.1	59.0	59.0	61.2	60.1
Technical services	3.7	3.8	3.8	4.8	4.0
Sales and promotion	13.2	13.1	12.5	12.8	12.7
Administration and general	16.0	15.1	15.1	12.2	8.6
Depreciation	4.0	4.0	4.1	3.6	4.0
<b>Operating expenses, total</b>	<b>94.0</b>	<b>95.0</b>	<b>94.5</b>	<b>94.5</b>	<b>89.3</b>
<b>Profit before interest and taxes</b>	<b>6.0</b>	<b>5.0</b>	<b>5.5</b>	<b>5.5</b>	<b>10.7</b>
Interest expense	1.9	2.5	2.7	1.7	1.6
<b>Expenses, total</b>	<b>95.9</b>	<b>97.5</b>	<b>97.2</b>	<b>96.2</b>	<b>90.9</b>
Net operating income	4.1	2.5	2.8	3.8	9.1
Other adjustments-income (expense)	-1.2	-1.0	-0.4	0.0	0.2
Net profit (loss) before income taxes	2.9	1.5	2.4	3.9	9.3
Provision for income taxes	1.9	3.9	2.4	2.6	3.8
Net profit (loss) after income taxes	1.0	-2.4	0.0	1.2	5.5
Salaries and other staff benefits	33.1	35.8	35.9	32.1	30.3

**Note(s):** Totals may not add due to rounding.

**Table 3-4**  
**Private conventional television, revenue and expense statement — Ontario**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	97,500	103,333	100,871	97,129	99,824
National and network	780,349	796,837	759,119	673,208	747,701
Infomercials	8,815	9,227	9,247	7,278	5,813
Sales of air time, total	886,665	909,396	869,238	777,615	853,338
Total production and other	32,944	39,392	38,627	49,394	62,900
<b>Operating revenue, total</b>	<b>919,609</b>	<b>948,788</b>	<b>907,864</b>	<b>827,009</b>	<b>916,238</b>
<b>Expenses</b>					
Program cost	622,871	639,477	668,373	686,913	675,594
Technical services	29,768	29,792	33,308	37,150	33,877
Sales and promotion	91,106	81,689	81,314	77,542	94,109
Administration and general	94,140	110,877	117,626	77,992	79,954
Depreciation	38,063	33,846	29,782	34,734	44,194
<b>Operating expenses, total</b>	<b>875,949</b>	<b>895,681</b>	<b>930,402</b>	<b>914,330</b>	<b>927,728</b>
<b>Profit before interest and taxes</b>	<b>43,660</b>	<b>53,107</b>	<b>-22,538</b>	<b>-87,321</b>	<b>-11,490</b>
Interest expense	25,101	23,131	20,775	16,828	8,512
<b>Expenses, total</b>	<b>901,050</b>	<b>918,812</b>	<b>951,177</b>	<b>931,158</b>	<b>936,240</b>
Net operating income	18,559	29,976	-43,313	-104,149	-20,002
Other adjustments-income (expense)	-28,256	-25,295	-34,370	-82,076	-4,378
Net profit (loss) before income taxes	-9,697	4,681	-77,683	-186,225	-24,380
Provision for income taxes	-15,377	-10,583	-26,837	39,799	-879
Net profit (loss) after income taxes	5,680	15,264	-50,846	-226,024	-23,501
Salaries and other staff benefits	221,757	223,270	201,192	190,692	182,607
number					
Number of employees (weekly average)	2,899	2,713	2,377	2,259	2,056
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	10.6	10.9	11.1	11.7	10.9
National and network	84.9	84.0	83.6	81.4	81.6
Infomercials	1.0	1.0	1.0	0.9	0.6
Sales of air time, total	96.4	95.8	95.7	94.0	93.1
Total production and other	3.6	4.2	4.3	6.0	6.9
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	67.7	67.4	73.6	83.1	73.7
Technical services	3.2	3.1	3.7	4.5	3.7
Sales and promotion	9.9	8.6	9.0	9.4	10.3
Administration and general	10.2	11.7	13.0	9.4	8.7
Depreciation	4.1	3.6	3.3	4.2	4.8
<b>Operating expenses, total</b>	<b>95.3</b>	<b>94.4</b>	<b>102.5</b>	<b>110.6</b>	<b>101.3</b>
<b>Profit before interest and taxes</b>	<b>4.7</b>	<b>5.6</b>	<b>-2.5</b>	<b>-10.6</b>	<b>-1.3</b>
Interest expense	2.7	2.4	2.3	2.0	0.9
<b>Expenses, total</b>	<b>98.0</b>	<b>96.8</b>	<b>104.8</b>	<b>112.6</b>	<b>102.2</b>
Net operating income	2.0	3.2	-4.8	-12.6	-2.2
Other adjustments-income (expense)	-3.1	-2.7	-3.8	-9.9	-0.5
Net profit (loss) before income taxes	-1.1	0.5	-8.6	-22.5	-2.7
Provision for income taxes	-1.7	-1.1	-3.0	4.8	-0.1
Net profit (loss) after income taxes	0.6	1.6	-5.6	-27.3	-2.6
Salaries and other staff benefits	24.1	23.5	22.2	23.1	19.9

**Note(s):** Totals may not add due to rounding.

Table 3-5

## Private conventional television, revenue and expense statement — Manitoba, Saskatchewan, Alberta and British Columbia

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	151,043	158,915	166,245	151,003	147,287
National and network	494,098	494,530	497,627	458,067	509,989
Infomercials	7,187	7,424	5,181	4,169	3,442
Sales of air time, total	652,328	660,869	669,052	613,239	660,718
Total production and other	30,488	34,188	34,097	45,180	59,139
<b>Operating revenue, total</b>	<b>682,816</b>	<b>695,057</b>	<b>703,149</b>	<b>658,420</b>	<b>719,857</b>
<b>Expenses</b>					
Program cost	453,267	445,784	475,562	507,244	534,694
Technical services	19,570	19,736	22,366	23,005	22,812
Sales and promotion	84,256	79,781	78,951	77,961	82,600
Administration and general	75,149	76,374	90,990	60,496	69,566
Depreciation	20,715	21,880	18,970	23,414	25,641
<b>Operating expenses, total</b>	<b>652,957</b>	<b>643,555</b>	<b>686,839</b>	<b>692,120</b>	<b>735,313</b>
<b>Profit before interest and taxes</b>	<b>29,859</b>	<b>51,501</b>	<b>16,310</b>	<b>-33,700</b>	<b>-15,456</b>
Interest expense	17,090	19,476	13,950	8,827	10,706
<b>Expenses, total</b>	<b>670,047</b>	<b>663,032</b>	<b>700,789</b>	<b>700,947</b>	<b>746,019</b>
Net operating income	12,769	32,025	2,360	-42,528	-26,161
Other adjustments-income (expense)	-19,409	-27,604	-16,316	-46,050	-30,444
Net profit (loss) before income taxes	-6,640	4,421	-13,955	-88,578	-56,605
Provision for income taxes	-6,310	-779	1,417	16	27
Net profit (loss) after income taxes	-330	5,200	-15,373	-88,594	-56,632
Salaries and other staff benefits	190,936	182,400	188,042	178,664	179,466
number					
Number of employees (weekly average)	2,706	2,538	2,478	2,399	2,276
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	22.1	22.9	23.6	22.9	20.5
National and network	72.4	71.1	70.8	69.6	70.8
Infomercials	1.1	1.1	0.7	0.6	0.5
Sales of air time, total	95.5	95.1	95.2	93.1	91.8
Total production and other	4.5	4.9	4.8	6.9	8.2
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	66.4	64.1	67.6	77.0	74.3
Technical services	2.9	2.8	3.2	3.5	3.2
Sales and promotion	12.3	11.5	11.2	11.8	11.5
Administration and general	11.0	11.0	12.9	9.2	9.7
Depreciation	3.0	3.1	2.7	3.6	3.6
<b>Operating expenses, total</b>	<b>95.6</b>	<b>92.6</b>	<b>97.7</b>	<b>105.1</b>	<b>102.1</b>
<b>Profit before interest and taxes</b>	<b>4.4</b>	<b>7.4</b>	<b>2.3</b>	<b>-5.1</b>	<b>-2.1</b>
Interest expense	2.5	2.8	2.0	1.3	1.5
<b>Expenses, total</b>	<b>98.1</b>	<b>95.4</b>	<b>99.7</b>	<b>106.5</b>	<b>103.6</b>
Net operating income	1.9	4.6	0.3	-6.5	-3.6
Other adjustments-income (expense)	-2.8	-4.0	-2.3	-7.0	-4.2
Net profit (loss) before income taxes	-1.0	0.6	-2.0	-13.5	-7.9
Provision for income taxes	-0.9	-0.1	0.2	0.0	0.0
Net profit (loss) after income taxes	0.0	0.7	-2.2	-13.5	-7.9
Salaries and other staff benefits	28.0	26.2	26.7	27.1	24.9

Note(s): Totals may not add due to rounding.



**Table 4**  
**Public and non-commercial television, revenue and expense statement, Canada <sup>1</sup>**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	16,576	17,085	17,891	58,872	38,378
National and network	334,490	305,244	361,664	252,468	315,413
Sales of air time, total	351,066	322,329	379,555	311,340	353,791
Government and corporate grants	831,162	789,690	877,705	935,180	937,822
Total production and other	155,716	154,900	176,640	214,436	174,781
<b>Operating revenue, total</b>	<b>1,337,943</b>	<b>1,266,919</b>	<b>1,433,900</b>	<b>1,460,957</b>	<b>1,466,394</b>
<b>Expenses</b>					
Program cost	975,649	912,067	1,068,451	910,263	942,950
Technical services	84,661	83,132	76,618	129,383	130,062
Sales and promotion	93,670	100,201	87,438	117,210	131,799
Administration and general	206,576	196,353	230,311	215,668	191,289
Depreciation	108,955	81,128	108,646	102,874	111,621
<b>Operating expenses, total</b>	<b>1,469,512</b>	<b>1,372,882</b>	<b>1,571,463</b>	<b>1,475,398</b>	<b>1,507,721</b>
<b>Profit before interest and taxes</b>	<b>-131,569</b>	<b>-105,963</b>	<b>-137,562</b>	<b>-14,441</b>	<b>-41,326</b>
Interest expense	358	282	298	17,201	17,020
<b>Expenses, total</b>	<b>1,469,870</b>	<b>1,373,163</b>	<b>1,571,761</b>	<b>1,492,599</b>	<b>1,524,741</b>
Net operating income	-131,927	-106,245	-137,861	-31,642	-58,347
Other adjustments-income (expense)	128,219	115,316	133,686	9,144	18,013
Net profit (loss) before income taxes	-3,708	9,072	-4,174	-22,498	-40,333
Salaries and other staff benefits	664,147	665,259	691,954	687,693	616,575
number					
Number of employees (weekly average)	9,328	9,164	9,163	8,802	7,221
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	1.2	1.3	1.2	4.0	2.6
National and network	25.0	24.1	25.2	17.3	21.5
Sales of air time, total	26.2	25.4	26.5	21.3	24.1
Government and corporate grants	62.1	62.3	61.2	64.0	64.0
Total production and other	11.6	12.2	12.3	14.7	11.9
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	72.9	72.0	74.5	62.3	64.3
Technical services	6.3	6.6	5.3	8.9	8.9
Sales and promotion	7.0	7.9	6.1	8.0	9.0
Administration and general	15.4	15.5	16.1	14.8	13.0
Depreciation	8.1	6.4	7.6	7.0	7.6
<b>Operating expenses, total</b>	<b>109.8</b>	<b>108.4</b>	<b>109.6</b>	<b>101.0</b>	<b>102.8</b>
<b>Profit before interest and taxes</b>	<b>-9.8</b>	<b>-8.4</b>	<b>-9.6</b>	<b>-1.0</b>	<b>-2.8</b>
Interest expense	0.0	0.0	0.0	1.2	1.2
<b>Expenses, total</b>	<b>109.9</b>	<b>108.4</b>	<b>109.6</b>	<b>102.2</b>	<b>104.0</b>
Net operating income	-9.9	-8.4	-9.6	-2.2	-4.0
Other adjustments-income (expense)	9.6	9.1	9.3	0.6	1.2
Net profit (loss) before income taxes	-0.3	0.7	-0.3	-1.5	-2.8
Salaries and other staff benefits	49.6	52.5	48.3	47.1	42.0

1. The 2009 detailed data (other than totals) for revenues, expenses, salaries and other staff benefits and the number of employees is not comparable to previous years data. As a result of re-organisations and changes in accounting practices, some respondents have modified the way they are declaring their results.

**Note(s):** Totals may not add due to rounding.

**Table 5-1**  
**Pay and specialty television, revenue and expense statement — Pay and specialty television**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	1,061,931	1,171,351	1,264,396	1,423,184	1,576,249
Satellite television subscriber revenue	526,510	576,929	602,458	626,941	668,429
Sales of air time					
Local	19,060	19,699	20,215	18,020	18,973
National and network	863,308	928,669	1,006,253	982,612	1,093,103
Sales of air time, total	882,368	948,369	1,026,468	1,000,631	1,112,076
Total production and other	28,224	32,640	36,081	62,051	100,719
<b>Operating revenue, total</b>	<b>2,499,033</b>	<b>2,729,289</b>	<b>2,929,403</b>	<b>3,112,806</b>	<b>3,457,473</b>
<b>Expenses</b>					
Program cost	1,330,512	1,428,730	1,631,087	1,714,774	1,876,438
Technical services	109,309	117,975	123,649	141,251	139,412
Sales and promotion	197,592	217,439	207,435	203,610	212,780
Administration and general	234,634	261,882	268,191	248,545	265,504
Depreciation	54,106	55,662	50,820	75,977	86,018
<b>Operating expenses, total</b>	<b>1,926,152</b>	<b>2,081,688</b>	<b>2,281,182</b>	<b>2,384,158</b>	<b>2,580,153</b>
<b>Profit before interest and taxes</b>	<b>572,881</b>	<b>647,600</b>	<b>648,221</b>	<b>728,648</b>	<b>877,321</b>
Interest expense	74,234	58,276	110,535	121,215	121,904
<b>Expenses, total</b>	<b>2,000,387</b>	<b>2,139,965</b>	<b>2,391,717</b>	<b>2,505,373</b>	<b>2,702,057</b>
Net operating income	498,647	589,324	537,686	607,433	755,417
Other adjustments-income (expense)	62,409	82,330	72,982	47,911	83,438
Net profit (loss) before income taxes	561,056	671,654	610,668	655,344	838,855
Salaries and other staff benefits	375,392	408,424	405,014	407,228	414,386
number					
Number of employees (weekly average)	5,299	5,501	5,514	5,460	5,480
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	42.5	42.9	43.2	45.7	45.6
Satellite television subscriber revenue	21.1	21.1	20.6	20.1	19.3
Sales of air time					
Local	0.8	0.7	0.7	0.6	0.5
National and network	34.5	34.0	34.4	31.6	31.6
Sales of air time, total	35.3	34.7	35.0	32.1	32.2
Total production and other	1.1	1.2	1.2	2.0	2.9
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	53.2	52.3	55.7	55.1	54.3
Technical services	4.4	4.3	4.2	4.5	4.0
Sales and promotion	7.9	8.0	7.1	6.5	6.2
Administration and general	9.4	9.6	9.2	8.0	7.7
Depreciation	2.2	2.0	1.7	2.4	2.5
<b>Operating expenses, total</b>	<b>77.1</b>	<b>76.3</b>	<b>77.9</b>	<b>76.6</b>	<b>74.6</b>
<b>Profit before interest and taxes</b>	<b>22.9</b>	<b>23.7</b>	<b>22.1</b>	<b>23.4</b>	<b>25.4</b>
Interest expense	3.0	2.1	3.8	3.9	3.5
<b>Expenses, total</b>	<b>80.0</b>	<b>78.4</b>	<b>81.6</b>	<b>80.5</b>	<b>78.2</b>
Net operating income	20.0	21.6	18.4	19.5	21.8
Other adjustments-income (expense)	2.5	3.0	2.5	1.5	2.4
Net profit (loss) before income taxes	22.5	24.6	20.8	21.1	24.3
Salaries and other staff benefits	15.0	15.0	13.8	13.1	12.0

**Source(s):** Canadian Radio-television and Telecommunications Commission (CRTC), Industry Analysis, Policy development and research sector.

**Table 5-2**  
**Pay and specialty television, revenue and expense statement — Specialty television**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	772,480	834,580	882,099	962,486	1,037,600
Satellite television subscriber revenue	334,346	366,949	389,457	404,578	426,338
Sales of air time					
Local	19,060	19,699	20,215	18,020	18,973
National and network	863,308	928,669	1,006,253	982,612	1,093,103
Sales of air time, total	882,368	948,369	1,026,468	1,000,631	1,112,076
Total production and other	27,515	31,839	34,952	49,501	79,836
<b>Operating revenue, total</b>	<b>2,016,708</b>	<b>2,181,736</b>	<b>2,332,976</b>	<b>2,417,197</b>	<b>2,655,850</b>
<b>Expenses</b>					
Program cost	1,061,449	1,105,889	1,254,584	1,249,697	1,371,578
Technical services	96,323	101,331	105,856	109,479	105,253
Sales and promotion	169,432	181,738	168,958	165,097	176,454
Administration and general	207,005	226,670	228,211	208,358	212,758
Depreciation	34,425	34,971	28,201	41,499	49,668
<b>Operating expenses, total</b>	<b>1,568,635</b>	<b>1,650,600</b>	<b>1,785,810</b>	<b>1,774,129</b>	<b>1,915,711</b>
<b>Profit before interest and taxes</b>	<b>448,074</b>	<b>531,136</b>	<b>547,166</b>	<b>643,068</b>	<b>740,139</b>
Interest expense	69,027	45,006	98,656	109,918	113,467
<b>Expenses, total</b>	<b>1,637,662</b>	<b>1,695,606</b>	<b>1,884,466</b>	<b>1,884,048</b>	<b>2,029,177</b>
Net operating income	379,046	486,130	448,510	533,149	626,672
Other adjustments-income (expense)	44,799	60,896	31,914	33,067	64,171
Net profit (loss) before income taxes	423,845	547,026	480,424	566,217	690,843
Salaries and other staff benefits	353,926	381,415	374,024	369,236	370,818
number					
Number of employees (weekly average)	4,972	5,120	5,082	4,943	4,926
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	38.3	38.3	37.8	39.8	39.1
Satellite television subscriber revenue	16.6	16.8	16.7	16.7	16.1
Sales of air time					
Local	0.9	0.9	0.9	0.7	0.7
National and network	42.8	42.6	43.1	40.7	41.2
Sales of air time, total	43.8	43.5	44.0	41.4	41.9
Total production and other	1.4	1.5	1.5	2.0	3.0
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	52.6	50.7	53.8	51.7	51.6
Technical services	4.8	4.6	4.5	4.5	4.0
Sales and promotion	8.4	8.3	7.2	6.8	6.6
Administration and general	10.3	10.4	9.8	8.6	8.0
Depreciation	1.7	1.6	1.2	1.7	1.9
<b>Operating expenses, total</b>	<b>77.8</b>	<b>75.7</b>	<b>76.5</b>	<b>73.4</b>	<b>72.1</b>
<b>Profit before interest and taxes</b>	<b>22.2</b>	<b>24.3</b>	<b>23.5</b>	<b>26.6</b>	<b>27.9</b>
Interest expense	3.4	2.1	4.2	4.5	4.3
<b>Expenses, total</b>	<b>81.2</b>	<b>77.7</b>	<b>80.8</b>	<b>77.9</b>	<b>76.4</b>
Net operating income	18.8	22.3	19.2	22.1	23.6
Other adjustments-income (expense)	2.2	2.8	1.4	1.4	2.4
Net profit (loss) before income taxes	21.0	25.1	20.6	23.4	26.0
Salaries and other staff benefits	17.5	17.5	16.0	15.3	14.0

**Source(s):** Canadian Radio-television and Telecommunications Commission (CRTC), Industry Analysis, Policy development and research sector.

Table 5-3

## Pay and specialty television, revenue and expense statement — Pay television

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	289,451	336,771	382,297	460,697	538,649
Satellite television subscriber revenue	192,164	209,980	213,001	222,363	242,091
Sales of air time					
Local	.	.	.	.	.
National and network	.	.	.	.	.
Sales of air time, total	.	.	.	.	.
Total production and other	709	802	1,129	12,549	20,883
<b>Operating revenue, total</b>	<b>482,325</b>	<b>547,553</b>	<b>596,427</b>	<b>695,609</b>	<b>801,624</b>
<b>Expenses</b>					
Program cost	269,063	322,841	376,503	465,077	504,860
Technical services	12,985	16,643	17,793	31,773	34,159
Sales and promotion	28,160	35,701	38,477	38,514	36,326
Administration and general	27,629	35,212	39,980	40,187	52,746
Depreciation	19,680	20,690	22,619	34,478	36,350
<b>Operating expenses, total</b>	<b>357,518</b>	<b>431,088</b>	<b>495,372</b>	<b>610,029</b>	<b>664,442</b>
<b>Profit before interest and taxes</b>	<b>124,807</b>	<b>116,465</b>	<b>101,055</b>	<b>85,580</b>	<b>137,182</b>
Interest expense	5,207	13,271	11,879	11,297	8,437
<b>Expenses, total</b>	<b>362,725</b>	<b>444,359</b>	<b>507,251</b>	<b>621,326</b>	<b>672,879</b>
Net operating income	119,600	103,194	89,177	74,283	128,744
Other adjustments-income (expense)	17,610	21,434	41,068	14,844	19,267
Net profit (loss) before income taxes	137,211	124,628	130,245	89,127	148,012
Salaries and other staff benefits	21,466	27,010	30,990	37,992	43,569
number					
Number of employees (weekly average)	327	382	432	517	554
	2006	2007	2008	2009	2010
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	60.0	61.5	64.1	66.2	67.2
Satellite television subscriber revenue	39.8	38.3	35.7	32.0	30.2
Sales of air time					
Local	.	.	.	.	.
National and network	.	.	.	.	.
Sales of air time, total	.	.	.	.	.
Total production and other	0.1	0.1	0.2	1.8	2.6
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	55.8	59.0	63.1	66.9	63.0
Technical services	2.7	3.0	3.0	4.6	4.3
Sales and promotion	5.8	6.5	6.5	5.5	4.5
Administration and general	5.7	6.4	6.7	5.8	6.6
Depreciation	4.1	3.8	3.8	5.0	4.5
<b>Operating expenses, total</b>	<b>74.1</b>	<b>78.7</b>	<b>83.1</b>	<b>87.7</b>	<b>82.9</b>
<b>Profit before interest and taxes</b>	<b>25.9</b>	<b>21.3</b>	<b>16.9</b>	<b>12.3</b>	<b>17.1</b>
Interest expense	1.1	2.4	2.0	1.6	1.1
<b>Expenses, total</b>	<b>75.2</b>	<b>81.2</b>	<b>85.0</b>	<b>89.3</b>	<b>83.9</b>
Net operating income	24.8	18.8	15.0	10.7	16.1
Other adjustments-income (expense)	3.7	3.9	6.9	2.1	2.4
Net profit (loss) before income taxes	28.4	22.8	21.8	12.8	18.5
Salaries and other staff benefits	4.5	4.9	5.2	5.5	5.4

Source(s): Canadian Radio-television and Telecommunications Commission (CRTC), Industry Analysis, Policy development and research sector.

## Data quality

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The statistics presented in this publication are for the following categories of the 2007 North American Industrial Classification System (NAICS): Television Broadcasting (51512) and Pay and Specialty Television (51521).

The annual surveys on which this publication is based target all organisations licensed by the Canadian Radio-Television and Telecommunications Commission (CRTC) to operate conventional radio or television programming undertakings and specialty and pay television service operators. The survey targeting conventional broadcasters is conducted jointly by Statistics Canada and the CRTC. The Broadcast Analysis Branch of the CRTC manages the survey targeting the specialty and pay television operators. Statistics from both surveys are presented here to provide a more complete picture of the structural changes affecting this sector.

The data presented in this publication are of very good quality and can be used with confidence. This assessment is based on available data accuracy measures and the judgement of the analysts involved in this survey. These statistics are, however, subject to revision. Revisions are usually the result of late receipt of information, of re-filing by respondents of previously submitted data, or of detection of errors after publication of data. They typically do not have a material impact on the preliminary results. Past revisions accounted for less than 1% of the value for key variables such as total revenues, salaries and wages and number of employees. Users interested in learning more about the concepts, methodology and data quality of the broadcasting surveys can visit Statistics Canada's web site at [www.statcan.gc.ca](http://www.statcan.gc.ca). Definitions, data sources and methods are available for most surveys. The survey title is **Radio and Television Broadcasting Survey** (ID 2724).