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# Cable and Satellite Television Industry

2009



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- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0s 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

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## Highlights

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- In 2009, the operating revenues of cable and satellite television companies rose 10.6% over 2008 to reach \$11.4 billion (current dollars). It was the fourth consecutive year that revenue growth was in excess of 10%.
- For the first time, in 2009, cable operators had more subscribers to telecommunications services like telephony and Internet than to television services.
- Cable operators' subscription revenues from non-programming services (other than television), including Internet and telephony, have been steadily rising. In 2009, they represented 45.8% of cable operators' subscription revenues, compared with 43.2% in 2008 and 39.4% in 2007.
- For the first time, in 2009, a majority of cable subscribers were using digital technology for television services. As of August 31, 2009, 58.3% of cable television subscribers had chosen this technology.
- Wireless operators have managed to maintain their share of the market, with growth in the number of their television subscribers (+2.5) slightly exceeding that of cable operators (+1.2%).
- Wireless service providers, mainly satellite providers, had a profit margin before interest and taxes of 3.2%, compared with 27.5% for cable operators.

# Analysis

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## Slight decline in revenue growth for the cable and satellite television industry

In 2009, the operating revenues of cable and satellite television companies rose 10.6% over 2008 to reach \$11.4 billion (current dollars). It was the fourth consecutive year that revenue growth was in excess of 10%, despite somewhat slower growth between 2008 and 2009.

Cable operators posted an increase of 11.3% in their operating revenues in 2009, to reach \$9.2 billion. Wireless providers, meanwhile, saw growth of 7.6% for the same year, and their operating revenues totalled \$2.2 billion in 2009.

Since 2004, revenue growth for cable operators has surpassed that of wireless providers. The steady growth in the cable operators' services such as telephony and Internet account for a large part of this growth. In 2009, the revenues of cable operators from non-programming services such as telephony and Internet increased by 17.4%.

## Telephone and Internet services of increasing importance to cable operators

The number of subscribers to the main services offered by cable operators (television, Internet access and telephony) reached 16.6 million on August 31, 2009, 1.0 million more than on the same date in 2008. Growth in subscriptions has been declining year over year since 2006, the year that saw the strongest growth in 30 years.

New subscribers to telephone services represent 61% of all new subscribers. For the first time, in 2009, cable operators' total number of subscribers to telecommunications services like telephony and Internet exceeded the number of television subscribers. Furthermore, subscription revenues from non-programming services, including Internet and telephony, have been constantly rising and represented 45.8% of cable operators' subscription revenues in 2009, compared with 43.2% in 2008 and 39.4% in 2007.

The diversification of cable operators' services has enabled them to offer multi-service bundles, among other things. This strategy serves to increase per-subscriber revenues in particular. In 2009, each basic service subscriber brought in an average of \$1,130 per year, an increase of more than \$100 for the third year in a row.

Some wireless providers also offer multi-service bundles, but in a different way. These services are often offered through a group of affiliated companies.

## A majority of subscribers using digital television

For the first time in 2009, a majority of cable subscribers adopted digital technology for television services. As of August 31, 2009, 58.3% of cable television subscribers had chosen this technology.

The subscription television services market reached a certain level of maturity some years ago in terms of number of subscribers. Between 2008 and 2009, the total number of subscribers increased by 1.2% for cable operators. Since 2006, this growth has been declining year over year.

With the total number of television services subscribers increasing gradually in recent years, revenue growth experienced by cable operators for subscription television now comes from digital television. As of August 31, 2009, there were more than 4.7 million digital cable television subscribers (+20.4%). The absolute increase of 803,099 subscribers in 2009 is the highest ever recorded.

### **Wireless providers maintain their market share**

Wireless television (mainly satellite) had 2.7 million subscribers on August 31, 2009, compared with 8.1 million for cable television. Market share remained relatively unchanged for a fourth consecutive year, with cable operators accounting for three out of four subscribers.

Wireless providers managed to maintain their market share, with an increase in the number of television subscribers (+2.5) slightly higher than that of cable operators (+1.2%).

### **Profitability increasing for cable operators**

In 2009, cable operators earned \$2.5 billion of profits before interest and taxes. This represents 27.5 cents of profit for each dollar of revenue. This is the highest profit margin posted since the beginning of the decade.

Wireless service providers posted profits before interest and taxes of \$70.2 million, or 3.2 cents of profit for each dollar of revenue. While this is far from the profit margin of cable operators, this segment of the industry did generate profits for a third consecutive year, whereas it consistently suffered losses before interest and taxes between its launch in 1997 and 2006.



## Related products

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### Selected publications from Statistics Canada

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56-001-X	Broadcasting and Telecommunications
56-207-X	Television Broadcasting Industries
56-208-X	Radio Broadcasting Industry
56-504-X	Beyond the Information Highway Networked Canada (Information and Communications Technologies (ICT) Compendium)

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### Selected CANSIM tables from Statistics Canada

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353-0003	Operating and financial summary of the cable and other program distribution industry, by North American Industrial Classification System (NAICS), annual
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### Selected surveys from Statistics Canada

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2728	Annual Cable Television Survey
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### Selected summary tables from Statistics Canada

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- *Cable and other program distribution industry, financial and operating statistics*

# Statistical tables

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**Table 1**  
**Cable and satellite television industry, selected supply and demand indicators**

	2005	2006	2007	2008	2009	2005 to 2006	2006 to 2007	2007 to 2008	2008 to 2009
	thousands					percentage change			
Market share indicators									
Subscribers by type of supplier									
Cable	7,629.7	7,799.0	7,929.6	8,048.0	8,141.4	2.2	1.7	1.5	1.2
Wireless	2,491.5	2,628.8	2,664.4	2,704.9	2,773.4	5.5	1.4	1.5	2.5
Cable and wireless	10,121.2	10,427.7	10,594.0	10,752.8	10,914.7	3.0	1.6	1.5	1.5
Subscribers to digital television									
Cable	2,283.4	2,776.8	3,336.6	3,940.7	4,743.8	21.6	20.2	18.1	20.4
Wireless	2,491.5	2,628.8	2,664.4	2,704.9	2,773.4	5.5	1.4	1.5	2.5
Cable and wireless	4,774.9	5,405.6	6,001.0	6,645.6	7,517.2	13.2	11.0	10.7	13.1
	percent								
Market share by type of supplier									
Cable	75.4	74.8	74.8	74.8	74.6	-0.8	0.1	0.0	-0.3
Wireless	24.6	25.2	25.2	25.2	25.4	2.4	-0.2	0.0	1.0
Cable and wireless	100.0	100.0	100.0	100.0	100.0	...	...	...	...
Digital television market share by type of supplier									
Cable	47.8	51.4	55.6	59.3	63.1	7.4	8.2	6.6	6.4
Wireless	52.2	48.6	44.4	40.7	36.9	-6.8	-8.7	-8.3	-9.4
Cable and wireless	100.0	100.0	100.0	100.0	100.0	...	...	...	...
	thousands								
Cable supply and demand indicators by region									
Basic programming subscribers									
Atlantic provinces	536.9	537.4	524.7	517.2	515.3	0.1	-2.4	-1.4	-0.4
Quebec	1,841.2	1,930.3	2,010.8	2,102.4	2,177.5	4.8	4.2	4.6	3.6
Ontario	2,868.7	2,924.5	2,940.6	2,964.8	2,945.9	1.9	0.6	0.8	-0.6
Western provinces	2,366.8	2,390.3	2,436.0	2,446.3	2,485.5	1.0	1.9	0.4	1.6
Yukon, Northwest Territories and Nunavut	16.1	16.4	17.5	17.2	17.2	1.9	6.7	-1.7	0.0
Canada	7,629.7	7,799.0	7,929.6	8,048.0	8,141.4	2.2	1.7	1.5	1.2
Homes with access to basic cable <sup>1</sup>									
Atlantic provinces	849.6	851.1	860.4	F	F	0.2	1.1	F	F
Quebec	3,132.5	3,189.4	3,243.8	F	F	1.8	1.7	F	F
Ontario	4,350.2	4,527.8	4,605.7	F	F	4.1	1.7	F	F
Western provinces	3,767.3	3,824.7	3,857.2	F	F	1.5	0.8	F	F
Yukon, Northwest Territories and Nunavut	27.0	26.9	27.1	F	F	-0.4	0.7	F	F
Canada	12,126.7	12,419.9	12,594.1	F	F	2.4	1.4	F	F
	percent								
Cable penetration rate <sup>2</sup>									
Atlantic provinces	63.2	63.1	61.0	F	F	-0.1	-3.4	F	F
Quebec	58.8	60.5	62.0	F	F	3.0	2.4	F	F
Ontario	65.9	64.6	63.8	F	F	-2.1	-1.2	F	F
Western provinces	62.8	62.5	63.2	F	F	-0.5	1.1	F	F
Yukon, Northwest Territories and Nunavut	59.6	61.0	64.6	F	F	2.2	5.9	F	F
Canada	62.9	62.8	63.0	F	F	-0.2	0.3	F	F

See notes at the end of the table.

Table 1 – continued

## Cable and satellite television industry, selected supply and demand indicators

	2005	2006	2007	2008	2009	2005 to 2006	2006 to 2007	2007 to 2008	2008 to 2009
	thousands					percentage change			
<b>High speed Internet subscribers</b>									
Atlantic provinces	180.4	206.2	231.2	258.7	285.0	14.3	12.1	11.9	10.2
Quebec	648.8	851.8	1,007.8	1,198.9	1,328.6	31.3	18.3	19.0	10.8
Ontario	1,330.5	1,553.2	1,784.6	1,951.2	1,975.2	16.7	14.9	9.3	1.2
Western provinces	1,216.1	1,344.0	1,500.5	1,612.0	1,729.4	10.5	11.6	7.4	7.3
Yukon, Northwest Territories and Nunavut	6.4	7.3	9.2	9.2	9.2	14.1	26.0	0.0	0.0
<b>Canada</b>	<b>3,382.1</b>	<b>3,962.5</b>	<b>4,533.4</b>	<b>5,029.9</b>	<b>5,327.3</b>	<b>17.2</b>	<b>14.4</b>	<b>11.0</b>	<b>5.9</b>
<b>Homes with access to high speed Internet <sup>1</sup></b>									
Atlantic provinces	662.6	704.3	785.7	F	F	6.3	11.6	F	F
Quebec	2,992.2	3,085.2	3,147.3	F	F	3.1	2.0	F	F
Ontario	4,244.9	4,437.7	4,544.0	F	F	4.5	2.4	F	F
Western provinces	3,602.3	3,671.4	3,705.7	F	F	1.9	0.9	F	F
Yukon, Northwest Territories and Nunavut	16.6	16.6	16.8	F	F	0.0	1.2	F	F
<b>Canada</b>	<b>11,518.7</b>	<b>11,915.2</b>	<b>12,199.4</b>	<b>F</b>	<b>F</b>	<b>3.4</b>	<b>2.4</b>	<b>F</b>	<b>F</b>
	percent								
<b>High speed Internet penetration rate <sup>3</sup></b>									
Atlantic provinces	27.2	29.3	29.4	F	F	7.5	0.5	F	F
Quebec	21.7	27.6	32.0	F	F	27.3	16.0	F	F
Ontario	31.3	35.0	39.3	F	F	11.7	12.2	F	F
Western provinces	33.8	36.6	40.5	F	F	8.4	10.6	F	F
Yukon, Northwest Territories and Nunavut	38.6	44.0	54.8	F	F	14.1	24.5	F	F
<b>Canada</b>	<b>29.4</b>	<b>33.3</b>	<b>37.2</b>	<b>F</b>	<b>F</b>	<b>13.3</b>	<b>11.7</b>	<b>F</b>	<b>F</b>
<b>High speed Internet footprint <sup>4</sup></b>									
Atlantic provinces	78.0	82.8	91.3	F	F	6.1	10.4	F	F
Quebec	95.5	96.7	97.0	F	F	1.3	0.3	F	F
Ontario	97.6	98.0	98.7	F	F	0.4	0.7	F	F
Western provinces	95.6	96.0	96.1	F	F	0.4	0.1	F	F
Yukon, Northwest Territories and Nunavut	61.5	61.7	62.0	F	F	0.4	0.5	F	F
<b>Canada</b>	<b>95.0</b>	<b>95.9</b>	<b>96.9</b>	<b>F</b>	<b>F</b>	<b>1.0</b>	<b>1.0</b>	<b>F</b>	<b>F</b>
	thousands								
<b>Cable telephony subscribers</b>	<b>211.7</b>	<b>927.5</b>	<b>1,784.7</b>	<b>2,547.7</b>	<b>3,163.2</b>	<b>338.1</b>	<b>92.4</b>	<b>42.8</b>	<b>24.2</b>
<b>Homes with access to cable telephony</b>	<b>4,346.2</b>	<b>8,371.9</b>	<b>10,095.1</b>	<b>F</b>	<b>F</b>	<b>92.6</b>	<b>20.6</b>	<b>F</b>	<b>F</b>
	percent								
<b>Cable telephony penetration rate <sup>5</sup></b>	<b>4.9</b>	<b>11.1</b>	<b>17.7</b>	<b>F</b>	<b>F</b>	<b>127.4</b>	<b>59.6</b>	<b>F</b>	<b>F</b>

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. Cable subscribers as a percentage of homes with access to cable.

3. High speed Internet subscribers as a percentage of homes with access to high speed Internet.

4. Homes with access to high speed Internet as a percentage of homes with access to cable.

5. Cable telephony subscribers as a percentage of homes with access to cable telephony.

**Note(s):** North American Industry Classification System (NAICS 2007) - 517112. Totals may not add due to rounding.

**Table 2**  
**Cable and satellite television industry, financial and operating data, Canada**

	2005	2006	2007	2008	2009
thousands of dollars					
<b>Revenue</b>					
Subscriptions	6,548,807	7,573,186	8,666,920	9,898,229	10,894,834
Connection (installation and re-connect)	24,143	41,768	37,428	37,058	32,905
Community channel sponsorship	6,056	5,144	5,291	9,953	7,232
Other revenue	253,977	241,706	320,941	375,249	476,890
<b>Operating revenues, total</b>	<b>6,832,982</b>	<b>7,861,805</b>	<b>9,030,580</b>	<b>10,320,489</b>	<b>11,411,862</b>
<b>Expenses</b>					
Programming (basic tier)	95,257	122,681	125,869	134,960	136,761
Affiliation payments	1,666,344	1,897,495	2,106,280	2,283,145	2,486,307
Technical services	1,101,341	1,219,177	1,414,888	1,515,274	1,618,738
Sales and promotion	575,268	643,321	763,752	752,000	765,560
Administration and general	918,228	1,066,211	1,382,247	1,568,276	1,683,590
Depreciation	1,161,812	1,456,886	1,625,308	1,862,319	2,122,999
<b>Operating expenses, total</b>	<b>5,518,250</b>	<b>6,405,772</b>	<b>7,418,344</b>	<b>8,115,974</b>	<b>8,813,955</b>
<b>Profit before interest and taxes</b>	<b>1,314,733</b>	<b>1,456,033</b>	<b>1,612,236</b>	<b>2,204,515</b>	<b>2,597,907</b>
Interest expenses	464,787	637,744	710,323	1,002,836	749,142
<b>Expenses, total</b>	<b>5,983,037</b>	<b>7,043,516</b>	<b>8,128,668</b>	<b>9,118,810</b>	<b>9,563,097</b>
Net operating income	849,946	818,290	901,912	1,201,679	1,848,765
Salaries and other staff benefits	869,502	1,075,425	1,276,791	1,525,878	1,809,067
number					
Employees (weekly average)	17,025	19,911	21,270	24,427	25,568
thousands					
<b>Subscribers</b>					
Basic programming subscribers	10,121.2	10,427.7	10,594.0	10,752.8	10,914.7
Digital cable subscribers	4,769.2	5,403.6	6,000.2	6,644.9	7,516.5
	2005	2006	2007	2008	2009
percent <sup>1</sup>					
<b>Revenue</b>					
Subscriptions	95.8	96.3	96.0	95.9	95.5
Connection (installation and re-connect)	0.4	0.5	0.4	0.4	0.3
Community channel sponsorship	0.1	0.1	0.1	0.1	0.1
Other revenue	3.7	3.1	3.6	3.6	4.2
<b>Operating revenues, 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>					
Programming (basic tier)	1.4	1.6	1.4	1.3	1.2
Affiliation payments	24.4	24.1	23.3	22.1	21.8
Technical services	16.1	15.5	15.7	14.7	14.2
Sales and promotion	8.4	8.2	8.5	7.3	6.7
Administration and general	13.4	13.6	15.3	15.2	14.8
Depreciation	17.0	18.5	18.0	18.0	18.6
<b>Operating expenses, total</b>	<b>80.8</b>	<b>81.5</b>	<b>82.1</b>	<b>78.6</b>	<b>77.2</b>
<b>Profit before interest and taxes</b>	<b>19.2</b>	<b>18.5</b>	<b>17.9</b>	<b>21.4</b>	<b>22.8</b>
Interest expenses	6.8	8.1	7.9	9.7	6.6
<b>Expenses, total</b>	<b>87.6</b>	<b>89.6</b>	<b>90.0</b>	<b>88.4</b>	<b>83.8</b>
Net operating income	12.4	10.4	10.0	11.6	16.2
Salaries and other staff benefits	12.7	13.7	14.1	14.8	15.9

1. As a percentage of operating revenues.

**Note(s):** North American Industry Classification System (NAICS 2007) - 517112. Totals may not add due to rounding. The financial statistics for 2006 and 2007 (Wireless broadcasting industry) have been restated to be comparable to the 2008 statistics.

**Table 3-1**  
**Cable television, financial and operating data — Canada**

	2005	2006	2007	2008	2009
	thousands of dollars				
<b>Revenue</b>					
Subscriptions	5,109,732	5,922,857	6,821,092	7,851,163	8,690,268
Programming (basic and non-basic)	3,617,521	3,891,624	4,135,027	4,459,231	4,706,879
Non-programming	1,492,212	2,031,233	2,686,065	3,391,931	3,983,389
Connection (installation and re-connect)	24,068	41,488	37,204	36,883	32,764
Community channel sponsorship	6,010	5,098	5,245	9,907	7,186
Other revenue	222,781	233,437	316,178	370,765	473,137
<b>Operating revenues, total</b>	<b>5,362,591</b>	<b>6,202,881</b>	<b>7,179,718</b>	<b>8,268,718</b>	<b>9,203,355</b>
<b>Expenses</b>					
Programming (basic tier)	95,253	122,668	125,573	134,943	136,755
Affiliation payments	1,118,227	1,277,084	1,409,418	1,543,558	1,679,255
Technical services	836,800	907,615	1,080,747	1,161,097	1,248,071
Sales and promotion	236,320	380,536	492,227	523,435	577,320
Administration and general	735,311	861,224	1,145,726	1,227,500	1,296,467
Depreciation	1,006,330	1,165,682	1,330,723	1,556,959	1,737,806
<b>Operating expenses, total</b>	<b>4,028,240</b>	<b>4,714,810</b>	<b>5,584,414</b>	<b>6,147,492</b>	<b>6,675,675</b>
<b>Profit before interest and taxes</b>	<b>1,334,351</b>	<b>1,488,071</b>	<b>1,595,305</b>	<b>2,121,225</b>	<b>2,527,680</b>
Interest expenses	417,788	593,104	667,568	964,104	646,617
<b>Expenses, total</b>	<b>4,446,028</b>	<b>5,307,914</b>	<b>6,251,982</b>	<b>7,111,596</b>	<b>7,322,292</b>
Net operating income	916,563	894,967	927,736	1,157,121	1,881,063
Salaries and other staff benefits	732,065	937,209	1,085,056	1,331,875	1,588,661
	number				
Employees (weekly average)	14,146	17,097	18,368	21,435	22,572
	thousands				
<b>Subscribers</b>					
Basic programming subscribers	7,629.7	7,799.0	7,929.6	8,048.0	8,141.4
Digital cable subscribers	2,283.4	2,776.8	3,336.6	3,940.7	4,743.8
High speed Internet subscribers	3,382.1	3,962.5	4,533.4	5,029.9	5,327.3
Cable telephony subscribers	211.7	927.5	1,784.7	2,547.7	3,163.2
<b>Access</b>					
Homes with access to basic cable <sup>1</sup>	12,126.7	12,419.9	12,594.1	F	F
Homes with access to digital cable	11,561.1	11,851.8	12,186.1	F	F
Homes with access to high speed Internet	11,518.7	11,915.2	12,199.4	F	F
Homes with access to cable telephony	4,346.2	8,371.9	10,095.1	F	F
Households in licenced area <sup>1</sup>	12,301.0	12,548.2	12,723.2	F	F
	percent <sup>2</sup>				
<b>Revenue</b>					
Subscriptions	95.3	95.5	95.0	95.0	94.4
Programming (basic and non-basic)	67.5	62.7	57.6	53.9	51.1
Non-programming	27.8	32.7	37.4	41.0	43.3
Connection (installation and re-connect)	0.4	0.7	0.5	0.4	0.4
Community channel sponsorship	0.1	0.1	0.1	0.1	0.1
Other revenue	4.2	3.8	4.4	4.5	5.1
<b>Operating revenues, 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>					
Programming (basic tier)	1.8	2.0	1.7	1.6	1.5
Affiliation payments	20.9	20.6	19.6	18.7	18.2
Technical services	15.6	14.6	15.1	14.0	13.6
Sales and promotion	4.4	6.1	6.9	6.3	6.3
Administration and general	13.7	13.9	16.0	14.8	14.1
Depreciation	18.8	18.8	18.5	18.8	18.9
<b>Operating expenses, total</b>	<b>75.1</b>	<b>76.0</b>	<b>77.8</b>	<b>74.3</b>	<b>72.5</b>
<b>Profit before interest and taxes</b>	<b>24.9</b>	<b>24.0</b>	<b>22.2</b>	<b>25.7</b>	<b>27.5</b>
Interest expenses	7.8	9.6	9.3	11.7	7.0
<b>Expenses, total</b>	<b>82.9</b>	<b>85.6</b>	<b>87.1</b>	<b>86.0</b>	<b>79.6</b>
Net operating income	17.1	14.4	12.9	14.0	20.4
Salaries and other staff benefits	13.7	15.1	15.1	16.1	17.3

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

**Note(s):** This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

**Table 3-2**  
**Cable television, financial and operating data — Atlantic provinces**

	2005	2006	2007	2008	2009
thousands of dollars					
<b>Revenue</b>					
Subscriptions	383,934	420,556	460,237	506,455	544,031
Connection (installation and re-connect)	921	1,553	1,927	1,760	5,426
Community channel sponsorship	505	473	415	379	285
Other revenue	36,223	51,375	36,155	44,554	65,844
<b>Operating revenues, total</b>	<b>421,583</b>	<b>473,957</b>	<b>498,734</b>	<b>553,148</b>	<b>615,586</b>
<b>Expenses</b>					
Programming (basic tier)	7,465	8,407	8,880	9,247	9,282
Affiliation payments	87,764	101,922	107,455	115,713	125,723
Technical services	56,681	63,159	65,969	71,490	79,810
Sales and promotion	18,785	31,043	36,431	38,052	37,243
Administration and general	57,589	75,156	64,692	63,831	78,237
Depreciation	91,230	97,155	101,893	120,250	140,620
<b>Operating expenses, total</b>	<b>319,514</b>	<b>376,841</b>	<b>385,319</b>	<b>418,583</b>	<b>470,915</b>
<b>Profit before interest and taxes</b>	<b>102,069</b>	<b>97,115</b>	<b>113,415</b>	<b>134,565</b>	<b>144,672</b>
Interest expenses	81,745	56,335	40,458	95,566	104,642
<b>Expenses, total</b>	<b>401,259</b>	<b>433,177</b>	<b>425,777</b>	<b>514,149</b>	<b>575,557</b>
Net operating income	20,324	40,780	72,957	38,999	40,030
Salaries and other staff benefits	52,367	65,122	71,563	82,150	96,335
number					
Employees (weekly average)	1,216	1,320	1,386	1,486	1,574
thousands					
<b>Subscribers</b>					
Basic programming subscribers	536.9	537.4	524.7	517.2	515.3
High speed Internet subscribers	180.4	206.2	231.2	258.7	285.0
<b>Access</b>					
Homes with access to basic cable <sup>1</sup>	849.6	851.1	860.4	F	F
Homes with access to high speed Internet	662.6	704.3	785.7	F	F
Households in licenced area <sup>1</sup>	867.5	868.0	877.3	F	F
percent <sup>2</sup>					
<b>Revenue</b>					
Subscriptions	91.1	88.7	92.3	91.6	88.4
Connection (installation and re-connect)	0.2	0.3	0.4	0.3	0.9
Community channel sponsorship	0.1	0.1	0.1	0.1	0.0
Other revenue	8.6	10.8	7.2	8.1	10.7
<b>Operating revenues, 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>					
Programming (basic tier)	1.8	1.8	1.8	1.7	1.5
Affiliation payments	20.8	21.5	21.5	20.9	20.4
Technical services	13.4	13.3	13.2	12.9	13.0
Sales and promotion	4.5	6.5	7.3	6.9	6.1
Administration and general	13.7	15.9	13.0	11.5	12.7
Depreciation	21.6	20.5	20.4	21.7	22.8
<b>Operating expenses, total</b>	<b>75.8</b>	<b>79.5</b>	<b>77.3</b>	<b>75.7</b>	<b>76.5</b>
<b>Profit before interest and taxes</b>	<b>24.2</b>	<b>20.5</b>	<b>22.7</b>	<b>24.3</b>	<b>23.5</b>
Interest expenses	19.4	11.9	8.1	17.3	17.0
<b>Expenses, total</b>	<b>95.2</b>	<b>91.4</b>	<b>85.4</b>	<b>92.9</b>	<b>93.5</b>
Net operating income	4.8	8.6	14.6	7.1	6.5
Salaries and other staff benefits	12.4	13.7	14.3	14.9	15.6

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

**Note(s):** This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

**Table 3-3**  
**Cable television, financial and operating data — Quebec**

	2005	2006	2007	2008	2009
thousands of dollars					
<b>Revenue</b>					
Subscriptions	1,012,651	1,297,927	1,529,218	1,822,969	2,072,980
Connection (installation and re-connect)	7,747	13,913	12,727	13,518	8,067
Community channel sponsorship	1,358	545	700	919	598
Other revenue	52,937	63,758	117,101	127,855	129,617
<b>Operating revenues, total</b>	<b>1,074,693</b>	<b>1,376,143</b>	<b>1,659,745</b>	<b>1,965,261</b>	<b>2,211,262</b>
<b>Expenses</b>					
Programming (basic tier)	19,396	41,347	44,727	47,480	50,068
Affiliation payments	222,315	265,332	312,157	353,474	379,874
Technical services	231,900	253,409	289,257	332,634	375,681
Sales and promotion	34,329	110,008	130,967	159,776	164,820
Administration and general	122,183	179,988	228,577	231,630	202,945
Depreciation	144,764	215,213	240,949	253,029	276,689
<b>Operating expenses, total</b>	<b>774,887</b>	<b>1,065,297</b>	<b>1,246,635</b>	<b>1,378,022</b>	<b>1,450,077</b>
<b>Profit before interest and taxes</b>	<b>299,806</b>	<b>310,846</b>	<b>413,110</b>	<b>587,239</b>	<b>761,184</b>
Interest expenses	43,595	70,374	148,964	275,394	92,697
<b>Expenses, total</b>	<b>818,482</b>	<b>1,135,671</b>	<b>1,395,599</b>	<b>1,653,415</b>	<b>1,542,775</b>
Net operating income	256,211	240,472	264,146	311,845	668,487
Salaries and other staff benefits	169,528	250,756	275,780	305,889	349,645
number					
Employees (weekly average)	3,035	4,405	4,465	4,925	5,060
thousands					
<b>Subscribers</b>					
Basic programming subscribers	1,841.2	1,930.3	2,010.8	2,102.4	2,177.5
High speed Internet subscribers	648.8	851.8	1,007.8	1,198.9	1,328.6
<b>Access</b>					
Homes with access to basic cable <sup>1</sup>	3,132.5	3,189.4	3,243.8	F	F
Homes with access to high speed Internet	2,992.2	3,085.2	3,147.3	F	F
Households in licenced area <sup>1</sup>	3,171.2	3,215.3	3,279.4	F	F
percent <sup>2</sup>					
<b>Revenue</b>					
Subscriptions	94.2	94.3	92.1	92.8	93.7
Connection (installation and re-connect)	0.7	1.0	0.8	0.7	0.4
Community channel sponsorship	0.1	0.0	0.0	0.0	0.0
Other revenue	4.9	4.6	7.1	6.5	5.9
<b>Operating revenues, 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>					
Programming (basic tier)	1.8	3.0	2.7	2.4	2.3
Affiliation payments	20.7	19.3	18.8	18.0	17.2
Technical services	21.6	18.4	17.4	16.9	17.0
Sales and promotion	3.2	8.0	7.9	8.1	7.5
Administration and general	11.4	13.1	13.8	11.8	9.2
Depreciation	13.5	15.6	14.5	12.9	12.5
<b>Operating expenses, total</b>	<b>72.1</b>	<b>77.4</b>	<b>75.1</b>	<b>70.1</b>	<b>65.6</b>
<b>Profit before interest and taxes</b>	<b>27.9</b>	<b>22.6</b>	<b>24.9</b>	<b>29.9</b>	<b>34.4</b>
Interest expenses	4.1	5.1	9.0	14.0	4.2
<b>Expenses, total</b>	<b>76.2</b>	<b>82.5</b>	<b>84.1</b>	<b>84.1</b>	<b>69.8</b>
Net operating income	23.8	17.5	15.9	15.9	30.2
Salaries and other staff benefits	15.8	18.2	16.6	15.6	15.8

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

**Note(s):** This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.



**Table 3-4**  
**Cable television, financial and operating data — Ontario**

	2005	2006	2007	2008	2009
thousands of dollars					
<b>Revenue</b>					
Subscriptions	2,062,824	2,345,454	2,747,004	3,136,721	3,456,284
Connection (installation and re-connect)	11,208	11,899	13,603	14,297	13,968
Community channel sponsorship	4,026	3,843	3,883	3,479	3,123
Other revenue	96,168	80,185	110,959	156,748	227,655
<b>Operating revenues, total</b>	<b>2,174,227</b>	<b>2,441,382</b>	<b>2,875,449</b>	<b>3,311,245</b>	<b>3,701,029</b>
<b>Expenses</b>					
Programming (basic tier)	39,051	42,483	46,254	46,320	45,446
Affiliation payments	459,511	533,891	578,689	635,385	689,544
Technical services	344,421	328,281	401,395	435,974	446,385
Sales and promotion	136,657	189,672	254,396	252,048	287,119
Administration and general	313,573	359,193	545,291	534,373	542,621
Depreciation	463,174	576,305	665,475	768,236	855,069
<b>Operating expenses, total</b>	<b>1,756,387</b>	<b>2,029,826</b>	<b>2,491,501</b>	<b>2,672,335</b>	<b>2,866,183</b>
<b>Profit before interest and taxes</b>	<b>417,840</b>	<b>411,555</b>	<b>383,948</b>	<b>638,910</b>	<b>834,846</b>
Interest expenses	214,871	289,470	159,189	154,293	233,530
<b>Expenses, total</b>	<b>1,971,258</b>	<b>2,319,296</b>	<b>2,650,690</b>	<b>2,826,628</b>	<b>3,099,713</b>
Net operating income	202,968	122,086	224,759	484,617	601,316
Salaries and other staff benefits	269,755	320,296	376,331	457,289	514,761
number					
Employees (weekly average)	4,814	5,362	5,765	6,764	7,139
thousands					
<b>Subscribers</b>					
Basic programming subscribers	2,868.7	2,924.5	2,940.6	2,964.8	2,945.9
High speed Internet subscribers	1,330.5	1,553.2	1,784.6	1,951.2	1,975.2
<b>Access</b>					
Homes with access to basic cable <sup>1</sup>	4,350.2	4,527.8	4,605.7	F	F
Homes with access to high speed Internet	4,244.9	4,437.7	4,544.0	F	F
Households in licenced area <sup>1</sup>	4,419.8	4,576.9	4,674.4	F	F
percent <sup>2</sup>					
<b>Revenue</b>					
Subscriptions	94.9	96.1	95.5	94.7	93.4
Connection (installation and re-connect)	0.5	0.5	0.5	0.4	0.4
Community channel sponsorship	0.2	0.2	0.1	0.1	0.1
Other revenue	4.4	3.3	3.9	4.7	6.2
<b>Operating revenues, 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>					
Programming (basic tier)	1.8	1.7	1.6	1.4	1.2
Affiliation payments	21.1	21.9	20.1	19.2	18.6
Technical services	15.8	13.4	14.0	13.2	12.1
Sales and promotion	6.3	7.8	8.8	7.6	7.8
Administration and general	14.4	14.7	19.0	16.1	14.7
Depreciation	21.3	23.6	23.1	23.2	23.1
<b>Operating expenses, total</b>	<b>80.8</b>	<b>83.1</b>	<b>86.6</b>	<b>80.7</b>	<b>77.4</b>
<b>Profit before interest and taxes</b>	<b>19.2</b>	<b>16.9</b>	<b>13.4</b>	<b>19.3</b>	<b>22.6</b>
Interest expenses	9.9	11.9	5.5	4.7	6.3
<b>Expenses, total</b>	<b>90.7</b>	<b>95.0</b>	<b>92.2</b>	<b>85.4</b>	<b>83.8</b>
Net operating income	9.3	5.0	7.8	14.6	16.2
Salaries and other staff benefits	12.4	13.1	13.1	13.8	13.9

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

**Note(s):** This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

**Table 3-5**  
**Cable television, financial and operating data — Western provinces**

	2005	2006	2007	2008	2009
thousands of dollars					
<b>Revenue</b>					
Subscriptions	1,635,118	1,842,796	2,067,512	2,361,969	2,593,924
Connection (installation and re-connect)	3,988	13,813	8,591	6,764	4,759
Community channel sponsorship	118	199	235	5,113	3,163
Other revenue	36,542	37,034	51,007	40,353	48,765
<b>Operating revenues, total</b>	<b>1,675,766</b>	<b>1,893,841</b>	<b>2,127,346</b>	<b>2,414,200</b>	<b>2,650,611</b>
<b>Expenses</b>					
Programming (basic tier)	29,327	30,419	25,700	31,884	31,948
Affiliation payments	344,151	371,643	406,443	432,423	477,555
Technical services	201,449	260,893	322,150	317,991	343,170
Sales and promotion	46,452	48,165	68,369	70,017	84,597
Administration and general	235,562	241,335	300,991	389,129	464,141
Depreciation	305,444	275,126	320,419	411,673	461,656
<b>Operating expenses, total</b>	<b>1,162,385</b>	<b>1,227,580</b>	<b>1,444,072</b>	<b>1,653,117</b>	<b>1,863,067</b>
<b>Profit before interest and taxes</b>	<b>513,382</b>	<b>666,261</b>	<b>683,274</b>	<b>761,083</b>	<b>787,544</b>
Interest expenses	77,203	176,233	318,752	437,353	214,250
<b>Expenses, total</b>	<b>1,239,587</b>	<b>1,403,813</b>	<b>1,762,824</b>	<b>2,090,470</b>	<b>2,077,317</b>
Net operating income	436,179	490,028	364,522	323,730	573,294
Salaries and other staff benefits	237,976	298,221	358,138	483,013	624,391
number					
Employees (weekly average)	5,043	5,962	6,700	8,201	8,740
thousands					
<b>Subscribers</b>					
Basic programming subscribers	2,366.8	2,390.3	2,436.0	2,446.3	2,485.5
High speed Internet subscribers	1,216.1	1,344.0	1,500.5	1,612.0	1,729.4
<b>Access</b>					
Homes with access to basic cable <sup>1</sup>	3,767.3	3,824.7	3,857.2	F	F
Homes with access to high speed Internet	3,602.3	3,671.4	3,705.7	F	F
Households in licenced area <sup>1</sup>	3,815.4	3,859.2	3,863.1	F	F
percent <sup>2</sup>					
<b>Revenue</b>					
Subscriptions	97.6	97.3	97.2	97.8	97.9
Connection (installation and re-connect)	0.2	0.7	0.4	0.3	0.2
Community channel sponsorship	0.0	0.0	0.0	0.2	0.1
Other revenue	2.2	2.0	2.4	1.7	1.8
<b>Operating revenues, 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>					
Programming (basic tier)	1.8	1.6	1.2	1.3	1.2
Affiliation payments	20.5	19.6	19.1	17.9	18.0
Technical services	12.0	13.8	15.1	13.2	12.9
Sales and promotion	2.8	2.5	3.2	2.9	3.2
Administration and general	14.1	12.7	14.1	16.1	17.5
Depreciation	18.2	14.5	15.1	17.1	17.4
<b>Operating expenses, total</b>	<b>69.4</b>	<b>64.8</b>	<b>67.9</b>	<b>68.5</b>	<b>70.3</b>
<b>Profit before interest and taxes</b>	<b>30.6</b>	<b>35.2</b>	<b>32.1</b>	<b>31.5</b>	<b>29.7</b>
Interest expenses	4.6	9.3	15.0	18.1	8.1
<b>Expenses, total</b>	<b>74.0</b>	<b>74.1</b>	<b>82.9</b>	<b>86.6</b>	<b>78.4</b>
Net operating income	26.0	25.9	17.1	13.4	21.6
Salaries and other staff benefits	14.2	15.7	16.8	20.0	23.6

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

**Note(s):** This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

**Table 3-6**  
**Cable television, financial and operating data — Yukon, Northwest Territories and Nunavut**

	2005	2006	2007	2008	2009
thousands of dollars					
<b>Revenue</b>					
Subscriptions	15,205	16,124	17,121	23,048	23,049
Connection (installation and re-connect)	204	309	356	544	545
Community channel sponsorship	3	39	12	17	17
Other revenue	911	1,085	956	1,255	1,255
<b>Operating revenues, total</b>	<b>16,323</b>	<b>17,558</b>	<b>18,444</b>	<b>24,864</b>	<b>24,867</b>
<b>Expenses</b>					
Programming (basic tier)	14	12	12	12	12
Affiliation payments	4,486	4,297	4,674	6,564	6,558
Technical services	2,349	1,874	1,975	3,009	3,026
Sales and promotion	97	1,648	2,063	3,541	3,541
Administration and general	6,404	5,553	6,176	8,538	8,523
Depreciation	1,719	1,882	1,986	3,772	3,772
<b>Operating expenses, total</b>	<b>15,068</b>	<b>15,265</b>	<b>16,887</b>	<b>25,436</b>	<b>25,433</b>
<b>Profit before interest and taxes</b>	<b>1,254</b>	<b>2,293</b>	<b>1,557</b>	<b>-572</b>	<b>-566</b>
Interest expenses	373	692	205	1,498	1,498
<b>Expenses, total</b>	<b>15,442</b>	<b>15,957</b>	<b>17,092</b>	<b>26,934</b>	<b>26,931</b>
Net operating income	881	1,601	1,353	-2,070	-2,064
Salaries and other staff benefits	2,438	2,814	3,244	3,534	3,529
number					
Employees (weekly average)	39	48	52	59	59
thousands					
<b>Subscribers</b>					
Basic programming subscribers	16.1	16.4	17.5	17.2	17.2
High speed Internet subscribers	6.4	7.3	9.2	9.2	9.2
<b>Access</b>					
Homes with access to basic cable <sup>1</sup>	27.0	26.9	27.1	F	F
Homes with access to high speed Internet	16.6	16.6	16.8	F	F
Households in licenced area <sup>1</sup>	27.1	28.8	28.9	F	F
percent <sup>2</sup>					
<b>Revenue</b>					
Subscriptions	93.2	91.8	92.8	92.7	92.7
Connection (installation and re-connect)	1.2	1.8	1.9	2.2	2.2
Community channel sponsorship	0.0	0.2	0.1	0.1	0.1
Other revenue	5.6	6.2	5.2	5.0	5.0
<b>Operating revenues, 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>					
Programming (basic tier)	0.1	0.1	0.1	0.0	0.0
Affiliation payments	27.5	24.5	25.3	26.4	26.4
Technical services	14.4	10.7	10.7	12.1	12.2
Sales and promotion	0.6	9.4	11.2	14.2	14.2
Administration and general	39.2	31.6	33.5	34.3	34.3
Depreciation	10.5	10.7	10.8	15.2	15.2
<b>Operating expenses, total</b>	<b>92.3</b>	<b>86.9</b>	<b>91.6</b>	<b>102.3</b>	<b>102.3</b>
<b>Profit before interest and taxes</b>	<b>7.7</b>	<b>13.1</b>	<b>8.4</b>	<b>-2.3</b>	<b>-2.3</b>
Interest expenses	2.3	3.9	1.1	6.0	6.0
<b>Expenses, total</b>	<b>94.6</b>	<b>90.9</b>	<b>92.7</b>	<b>108.3</b>	<b>108.3</b>
Net operating income	5.4	9.1	7.3	-8.3	-8.3
Salaries and other staff benefits	14.9	16.0	17.6	14.2	14.2

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

**Note(s):** This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

**Table 4**  
**Wireless broadcasting industry, financial and operating data, Canada**

	2005	2006	2007	2008	2009
thousands of dollars					
<b>Revenue</b>					
Subscriptions	1,439,074	1,650,330	1,845,828	2,047,066	2,204,566
Connection (installation and re-connect)	75	280	224	176	141
Community channel sponsorship	46	46	46	46	46
Other revenue	31,196	8,269	4,763	4,484	3,753
<b>Operating revenues, total</b>	<b>1,470,391</b>	<b>1,658,925</b>	<b>1,850,861</b>	<b>2,051,771</b>	<b>2,208,507</b>
<b>Expenses</b>					
Programming (basic tier)	4	13	296	17	5
Affiliation payments	548,118	620,411	696,862	739,587	807,052
Technical services	264,541	311,562	334,141	354,176	370,667
Sales and promotion	338,948	262,785	271,526	228,566	188,240
Administration and general	182,917	204,987	236,521	340,776	387,124
Depreciation	155,483	291,204	294,586	305,360	385,193
<b>Operating expenses, total</b>	<b>1,490,009</b>	<b>1,690,962</b>	<b>1,833,931</b>	<b>1,968,482</b>	<b>2,138,280</b>
<b>Profit before interest and taxes</b>	<b>-19,618</b>	<b>-32,038</b>	<b>16,931</b>	<b>83,290</b>	<b>70,227</b>
Interest expenses	46,999	44,640	42,755	38,732	102,525
<b>Expenses, total</b>	<b>1,537,009</b>	<b>1,735,602</b>	<b>1,876,686</b>	<b>2,007,213</b>	<b>2,240,805</b>
Net operating income	-66,617	-76,677	-25,824	44,558	-32,298
Salaries and other staff benefits	137,438	138,216	191,736	194,003	220,405
number					
Employees (weekly average)	2,879	2,814	2,902	2,992	2,996
thousands					
<b>Subscribers</b>					
Basic programming subscribers	2,491.5	2,628.8	2,664.4	2,704.9	2,773.4
percent <sup>1</sup>					
<b>Revenue</b>					
Subscriptions	97.9	99.5	99.7	99.8	99.8
Connection (installation and re-connect)	0.0	0.0	0.0	0.0	0.0
Community channel sponsorship	0.0	0.0	0.0	0.0	0.0
Other revenue	2.1	0.5	0.3	0.2	0.2
<b>Operating revenues, 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>					
Programming (basic tier)	0.0	0.0	0.0	0.0	0.0
Affiliation payments	37.3	37.4	37.7	36.0	36.5
Technical services	18.0	18.8	18.1	17.3	16.8
Sales and promotion	23.1	15.8	14.7	11.1	8.5
Administration and general	12.4	12.4	12.8	16.6	17.5
Depreciation	10.6	17.6	15.9	14.9	17.4
<b>Operating expenses, total</b>	<b>101.3</b>	<b>101.9</b>	<b>99.1</b>	<b>95.9</b>	<b>96.8</b>
<b>Profit before interest and taxes</b>	<b>-1.3</b>	<b>-1.9</b>	<b>0.9</b>	<b>4.1</b>	<b>3.2</b>
Interest expenses	3.2	2.7	2.3	1.9	4.6
<b>Expenses, total</b>	<b>104.5</b>	<b>104.6</b>	<b>101.4</b>	<b>97.8</b>	<b>101.5</b>
Net operating income	-4.5	-4.6	-1.4	2.2	-1.5
Salaries and other staff benefits	9.3	8.3	10.4	9.5	10.0

1. As percentage of operating revenues.

**Note(s):** Satellite, Multi-point distribution system and subscription television. Totals may not add due to rounding. The financial statistics for 2006 and 2007 have been restated to be comparable to the 2008 statistics.

## Data quality

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The data presented in this publication are of 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.

That said, these statistics are 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 results. Past revisions have generally accounted for less than 1% of the value for key variables such as total revenues, total expenses, salaries and wages and subscribers. Revisions can be larger for more detailed variables such as expense by type.

This publication provides statistics on the number of homes with access to the different types of services provided by the industry. These data should be used with care. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time. These statistics are therefore not always comparable from year-to-year. The imputation and revision rates for this variable are also higher than for others.

Beginning with the 2002 reference year, the CRTC exempted a number of small cable undertakings from completing the Annual Return for the purpose of licensing. In order to continue providing total industry estimates, Statistics Canada continued surveying some of these smaller operators, but with a much simplified questionnaire. Some of the variables for these smaller operators are estimated and may be of lesser quality. These estimates do not have a material impact on the overall national statistics presented here.

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 **Annual Cable Television Survey** (ID 2728).