

## Service bulletin

## Culture Services Trade: Data Tables

2008



## Statistical tables

Table 1

Canada's international trade in culture services, by type of service

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current									
<b>Imports</b>										
Information services (culture component)	9,517	9,835	8,773	7,646	3,366	7,421	6,508	12,513	8,052	2,893
Trademarks (royalties)	4,747	4,207	6,107	5,678	5,539	1,805	2,323	x	20,291	22,876
Copyrights and related services (royalties)	339,910	494,226	431,194	532,277	677,073	883,004	573,878	573,120	660,558	690,190
Advertising and related services (culture component)	42,456	111,229	176,500	164,350	136,713	128,585	193,416	162,367	159,688	126,313
Architectural and engineering services (culture component)	13,965	19,273	27,604	23,998	46,631	59,953	39,510	28,470	26,693	50,354
Other miscellaneous services to business (culture component)	3,800	8,146	12,777	20,151	19,969	25,883	34,667	42,850	66,313	52,737
Broadcasting	224,398	303,994	332,936	451,779	392,586	653,690	473,324	565,768	552,832	463,456
Film (production and distribution services)	858,036	1,176,597	919,038	959,328	938,858	947,149	729,997	689,361	561,537	720,883
Performing arts	226,334	228,912	230,711	231,288	253,036	276,959	270,604	234,292	290,086	316,653
Other audio-visual services	39,394	40,794	45,531	32,915	22,193	20,542	3,012	x	6,609	5,752
Personal, cultural and recreational services (culture component)	152,438	160,060	168,063	176,466	185,289	194,553	204,280	204,280	184,280	214,496
<b>Total</b>	<b>1,914,996</b>	<b>2,557,273</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,252</b>	<b>3,199,544</b>	<b>2,531,519</b>	<b>2,540,335</b>	<b>2,536,939</b>	<b>2,666,603</b>
<b>Exports</b>										
Information services (culture component)	x	x	x	x	x	6,128	19,525	6,732	8,096	x
Trademarks (royalties)	x	x	x	2,117	5,804	7,030	5,090	4,900	x	7,330
Copyrights and related services (royalties)	155,484	177,447	286,557	209,766	225,677	289,267	163,172	129,456	142,903	215,621
Advertising and related services (culture component)	26,942	108,289	183,165	180,659	123,810	139,444	284,947	275,171	308,428	255,376
Architectural and engineering services (culture component)	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693	99,529
Other miscellaneous services to business (culture component)	205,792	159,763	187,037	202,378	192,720	264,964	333,496	208,009	220,780	181,721
Broadcasting	18,699	23,245	28,718	33,759	x	x	x	x	x	x
Film (production and distribution services)	1,268,063	1,362,961	1,244,073	1,150,802	1,110,762	1,560,745	1,756,077	1,743,275	1,536,879	1,520,383
Performing arts	150,926	159,380	161,617	167,939	176,481	226,893	200,814	261,371	291,045	287,629
Other audio-visual services	111,052	71,586	60,443	x	35,137	x	x	x	40,271	26,534
Personal, cultural and recreational services (culture component)	169,455	177,928	186,824	196,525	206,351	216,668	227,501	227,501	277,501	238,877
<b>Total</b>	<b>2,147,660</b>	<b>2,290,240</b>	<b>2,409,258</b>	<b>2,273,950</b>	<b>2,218,108</b>	<b>2,869,919</b>	<b>3,184,366</b>	<b>3,022,050</b>	<b>2,956,467</b>	<b>2,843,813</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: December 14, 2010 annual revision for 2008 and prior. The allocation of Canada's international trade in culture services, by type of service, may differ from the totals by category of international trade in commercial service published by Balance of Payments Division.

**Table 2**  
**Canada's international trade in culture services with the United States, by type of service**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current										
<b>Imports</b>										
Information services (culture component)	9,380	9,688	8,769	7,616	3,366	6,577	3,690	9,332	5,233	x
Trademarks (royalties)	x	3,560	4,922	5,586	5,411	1,243	x	x	19,583	20,547
Copyrights and related services (royalties)	321,457	412,071	399,447	481,907	610,595	781,733	498,283	487,413	564,168	595,385
Advertising and related services (culture component)	36,923	94,408	150,751	124,644	109,047	100,401	144,279	96,055	125,167	104,451
Architectural and engineering services (culture component)	8,352	10,125	13,738	15,462	25,005	32,307	20,882	14,666	20,102	30,134
Other miscellaneous services to business (culture component)	x	6,104	11,656	19,327	18,816	24,327	35,991	40,573	53,236	41,982
Broadcasting	198,388	244,558	261,131	382,756	355,434	518,991	406,626	562,923	534,225	378,370
Film (production and distribution services)	778,434	1,066,095	810,660	808,944	805,873	885,914	688,303	661,363	535,595	685,253
Performing arts	162,372	161,298	161,352	160,547	179,051	193,772	192,390	150,420	205,875	228,945
Other audio-visual services	34,758	34,940	39,983	27,938	18,454	16,530	x	x	5,153	x
Personal, cultural and recreational services (culture component)	152,438	160,060	168,063	176,466	185,289	194,553	204,280	204,280	184,280	214,496
<b>Total</b>	<b>1,709,989</b>	<b>2,202,907</b>	<b>2,030,473</b>	<b>2,211,194</b>	<b>2,316,341</b>	<b>2,756,348</b>	<b>2,199,022</b>	<b>2,250,043</b>	<b>2,252,616</b>	<b>2,303,999</b>
<b>Exports</b>										
Information services (culture component)	x	x	x	x	x	5,943	19,121	6,192	x	x
Trademarks (royalties)	x	x	x	x	x	1,320	3,158	x	x	x
Copyrights and related services (royalties)	125,900	135,053	111,559	119,240	149,056	180,813	80,579	94,557	82,173	143,512
Advertising and related services (culture component)	26,942	91,928	155,744	155,338	113,053	122,228	237,692	225,505	83,322	213,413
Architectural and engineering services (culture component)	19,252	25,431	33,891	35,930	55,684	63,379	43,463	40,374	35,810	54,874
Other miscellaneous services to business (culture component)	187,691	150,827	182,070	187,600	172,036	232,027	311,342	176,551	189,009	139,989
Broadcasting	12,336	16,447	22,315	25,357	x	x	x	x	x	x
Film (production and distribution services)	915,900	904,497	926,135	880,455	874,734	1,193,365	1,352,176	1,413,238	1,332,113	1,340,855
Performing arts	93,775	99,028	99,102	102,427	107,620	149,870	121,384	129,529	142,489	168,410
Other audio-visual services	86,206	52,568	39,533	42,890	26,997	x	x	x	39,048	20,970
Personal, cultural and recreational services (culture component)	169,455	177,928	186,824	196,525	206,351	216,668	227,501	227,501	277,501	238,877
<b>Total</b>	<b>1,640,538</b>	<b>1,656,777</b>	<b>1,760,531</b>	<b>1,750,759</b>	<b>1,733,874</b>	<b>2,193,927</b>	<b>2,453,293</b>	<b>2,358,406</b>	<b>2,216,631</b>	<b>2,334,350</b>

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**Table 3**  
**Canada's international trade in culture services with the European Union, by type of service**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current										
<b>Imports</b>										
Information services (culture component)	x	x	x	..	..	x	x	2,229	1,860	x
Trademarks (royalties)	x	x	x	x	x	x	x	x	x	x
Copyrights and related services (royalties)	x	75,969	27,655 E	45,406	54,723	58,531	62,031	71,662	82,282	76,967
Advertising and related services (culture component)	3,794	10,935	15,221	23,750	16,481	15,165	26,703	42,547	26,571	17,488
Architectural and engineering services (culture component)	2,672	3,050	4,802	5,524	x	16,183	10,974	8,298	4,673	5,054
Other miscellaneous services to business (culture component)	293	1,265	535	444	864	x	x	x	x	x
Broadcasting	14,366	32,417	41,334	47,577	28,313	84,133	25,546	x	18,014	25,484
Film (production and distribution services)	62,088	86,540	84,733	110,140	107,122	48,013	30,454	17,982	20,289	30,031
Performing arts	39,471	41,858	42,429	43,307	45,136	52,689	47,588	50,378	50,675	52,605
Other audio-visual services	3,327	5,494	4,353	x	x	2,940	x	x	x	x
<b>Total</b>	<b>142,257</b>	<b>258,204</b>	<b>222,244</b>	<b>279,962</b>	<b>267,543</b>	<b>273,444</b>	<b>203,776</b>	<b>199,911</b>	<b>208,392</b>	<b>213,198</b>
<b>Exports</b>										
Information services (culture component)	x	x	x	x	x	..	x	x	x	x
Trademarks (royalties)	x	x	x	x	x	1,904	1,483	3,283	x	x
Copyrights and related services (royalties)	23,388	38,769	x	72,202	63,271	65,436	69,702	29,310	47,604	36,334
Advertising and related services (culture component)	..	2,562	3,885	4,026	564	3,929	1,805	4,219	43,442	12,365
Architectural and engineering services (culture component)	5,828	10,502	21,022	7,840	10,687	11,648	8,955	4,025	3,398	2,653
Other miscellaneous services to business (culture component)	15,688	6,416	3,365	6,641	12,162	13,965	4,990	4,545	4,603	4,636
Broadcasting	x	x	x	x	x	x	x	x	x	x
Film (production and distribution services)	326,464	376,637	294,886	213,980	177,527	107,293	312,001	183,896	128,614	144,002
Performing arts	42,085	43,971	46,200	47,918	50,298	54,848	59,066	61,847	75,082	75,148
Other audio-visual services	7,918	7,938	10,383	9,535	5,026	x	x	x	x	3,418
<b>Total</b>	<b>424,410</b>	<b>490,577</b>	<b>545,370</b>	<b>366,622</b>	<b>324,041</b>	<b>263,918</b>	<b>482,407</b>	<b>334,668</b>	<b>331,879</b>	<b>281,107</b>

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**Table 4**  
**Canada's international trade in culture services with the rest of the world, by type of service**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current									
<b>Imports</b>										
Information services (culture component)	..	x	..	x	..	x	x	x	x	x
Trademarks (royalties)	x	x	x	x	x	6,108	x	x	x	x
Copyrights and related services (royalties)	2,872	6,186	4,092	4,964	11,755	42,740	13,564	14,045	14,108	17,838
Advertising and related services (culture component)	1,740	5,887	10,528	15,956	11,185	13,019	22,434	23,764	7,950	4,374
Architectural and engineering services (culture component)	2,941	6,098	9,064	3,011	9,223	11,463	7,654	5,506	1,919	15,166
Other miscellaneous services to business (culture component)	x	777	586	380	289	454	x	x	10,669	9,937
Broadcasting	x	x	x	x	8,839	x	x	x	593	59,602
Film (production and distribution services)	17,514	23,962	23,645	40,244	25,863	13,222	11,240	10,016	5,653	5,599
Performing arts	24,491	25,756	26,930	27,434	28,849	30,498	30,626	33,494	33,536	35,103
Other audio-visual services	x	x	x	x	x	x	x	572	485	x
<b>Total</b>	<b>62,749</b>	<b>96,163</b>	<b>106,517</b>	<b>114,720</b>	<b>97,368</b>	<b>169,752</b>	<b>128,721</b>	<b>90,380</b>	<b>75,931</b>	<b>149,406</b>
<b>Exports</b>										
Information services (culture component)	x	x	x	x	x	x	x	x	x	x
Trademarks (royalties)	x	x	x	x	x	x	x	x	x	x
Copyrights and related services (royalties)	6,196	3,625	13,122	18,324	13,350	43,018	12,891	5,589	13,126	35,775
Advertising and related services (culture component)	..	13,799	23,536	21,295	10,193	13,287	45,450	45,447	181,664	29,598
Architectural and engineering services (culture component)	11,874	9,429	11,455	21,589	33,566	47,677	45,236	14,485	15,485	42,002
Other miscellaneous services to business (culture component)	2,413	2,520	1,602	8,137	8,522	18,972	17,164	26,913	27,168	37,096
Broadcasting	x	x	x	x	x	x	x	x	x	x
Film (production and distribution services)	25,699	81,827	23,052	56,367	58,501	260,087	91,900	146,141	76,152	35,526
Performing arts	15,066	16,381	16,315	17,594	18,563	22,175	20,364	69,995	73,474	44,071
Other audio-visual services	16,928	11,080	10,527	5,890	3,114	x	437	94	349	2,146
<b>Total</b>	<b>82,712</b>	<b>142,886</b>	<b>103,357</b>	<b>156,569</b>	<b>160,193</b>	<b>412,074</b>	<b>248,666</b>	<b>328,976</b>	<b>407,957</b>	<b>228,356</b>

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**Table 5**  
**Canada's international trade in culture services, by culture framework category**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current										
<b>Imports</b>										
A Writing and published works	17,755	21,968	27,474	40,008	45,706	59,805	70,454	72,223	58,292	91,270
B Film and video	931,814	1,318,915	1,055,435	1,140,421	1,205,129	1,399,104	778,578	851,498	772,756	1,003,260
C Broadcasting	396,168	490,550	542,083	653,913	687,156	874,297	668,606	645,010	650,902	593,848
D Sound recording and music publishing	80,862	126,747	56,762	112,671	75,279	95,488	244,645	197,365	246,226	197,238
E Performing arts	220,789	222,416	224,556	227,901	249,036	273,001	266,921	231,477	287,340	316,753
H Architecture	13,965	19,273	27,604	22,633	45,982	59,732	39,289	28,470	26,663	50,293
I Photography	x	x	x	x	x	x	x	x	x	x
J Design	x	x	x	x	x	x	x	x	3,055	5,703
K Advertising	42,366	111,119	178,287	166,137	142,424	133,206	194,993	162,736	163,874	123,533
L Festivals	6,828	8,074	9,456	16,311	11,887	2,796	4,908	4,235	632	2,862
M Heritage	..	..	..	..	..	..	..	..	x	x
U Unallocated	200,899	230,606	232,017	216,359	209,398	296,814	258,016	338,221	316,990	274,168
<b>Total</b>	<b>1,914,996</b>	<b>2,557,273</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,252</b>	<b>3,199,544</b>	<b>2,531,519</b>	<b>2,540,335</b>	<b>2,536,939</b>	<b>2,666,603</b>
<b>Exports</b>										
A Writing and published works	32,850	23,509	20,173	31,754	22,998	29,115	52,333	25,124	45,975	20,014
B Film and video	1,457,607	1,471,620	1,508,218	1,318,843	1,215,294	1,720,706	1,939,834	1,728,708	1,555,056	1,601,504
C Broadcasting	32,300	36,505	39,498	49,034	44,591	99,961	166,954	139,284	125,701	22,199
D Sound recording and music publishing	56,664	27,217	22,328	19,487	64,478	34,915	15,611	47,549	48,040	60,487
E Performing arts	143,628	151,727	158,741	166,341	175,196	184,615	200,376	184,998	220,546	291,341
H Architecture	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693	99,529
I Photography	51,879	52,850	63,750	57,364	53,996	55,876	55,876	x	55,929	69,197
J Design	30,000	70,610	x	79,006	110,877	135,713	71,766	139,603	142,150	112,882
K Advertising	26,942	108,334	183,175	180,669	123,820	139,454	284,957	274,965	312,464	255,412
L Festivals	x	x	x	x	x	x	x	x	x	x
M Heritage	x	x	x	x	x	x	x	..	x	x
U Unallocated	232,202	253,111	229,332	256,331	259,526	342,390	298,398	367,032	395,626	311,187
<b>Total</b>	<b>2,147,660</b>	<b>2,290,240</b>	<b>2,409,258</b>	<b>2,273,950</b>	<b>2,218,108</b>	<b>2,869,919</b>	<b>3,184,366</b>	<b>3,022,050</b>	<b>2,956,467</b>	<b>2,843,813</b>

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**Table 6**  
**Canada's international trade in culture services, by culture framework category, United States**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current										
<b>Imports</b>										
A Writing and published works	14,174	16,865	23,312	35,470	35,082	47,118	56,482	54,323	39,968	73,711
B Film and video	847,340	1,151,014	935,903	970,254	1,051,571	1,312,907	734,251	818,601	713,892	924,681
C Broadcasting	366,983	424,784	464,560	580,720	638,722	706,931	601,049	640,217	629,776	504,345
D Sound recording and music publishing	76,834	122,965	52,632	108,854	66,958	88,448	219,057	161,691	217,979	180,331
E Performing arts	161,788	160,275	158,497	158,936	177,097	191,835	190,207	148,233	203,944	228,846
H Architecture	8,352	10,125	13,738	14,097	24,356	32,086	20,661	14,666	20,072	30,073
I Photography	x	x	x	x	x	x	x	x	x	x
J Design	x	x	x	x	x	x	4,487	2,215	2,373	3,350
K Advertising	36,833	94,298	152,476	126,369	114,696	105,000	145,856	96,424	129,140	102,287
L Festivals	1,783	2,409	3,082	2,705	3,352	1,776	1,772	x	x	1,882
M Heritage	..	..	..	..	..	..	x	..	x	x
U Unallocated	192,354	212,567	220,712	204,268	195,253	264,948	225,185	305,678	285,234	248,605
<b>Total</b>	<b>1,709,989</b>	<b>2,202,907</b>	<b>2,030,473</b>	<b>2,211,194</b>	<b>2,316,341</b>	<b>2,756,348</b>	<b>2,199,022</b>	<b>2,250,043</b>	<b>2,252,616</b>	<b>2,303,999</b>
<b>Exports</b>										
A Writing and published works	26,769	14,714	16,334	25,593	15,566	19,930	19,653	16,326	12,083	11,605
B Film and video	1,064,993	973,739	1,020,793	979,192	938,451	1,283,492	1,547,738	1,419,831	1,346,330	1,388,759
C Broadcasting	19,838	23,783	27,660	33,386	28,149	67,376	86,073	48,353	55,472	7,150
D Sound recording and music publishing	55,629	25,955	21,834	18,414	60,939	30,640	14,554	38,447	31,853	44,531
E Performing arts	88,006	92,830	96,989	102,153	107,620	113,097	121,107	112,367	130,395	178,658
H Architecture	19,252	25,431	33,891	35,930	55,684	63,379	43,463	40,374	35,810	54,874
I Photography	51,879	52,850	63,750	57,364	53,996	55,876	55,876	55,810	55,860	65,100
J Design	30,000	70,610	70,610	69,102	94,983	113,567	45,772	111,399	113,887	72,790
K Advertising	26,942	91,928	155,744	155,338	113,053	122,228	237,692	225,505	87,548	213,433
L Festivals	x	x	x	x	x	x	x	..	x	x
M Heritage	x	x	x	x	x	x	x	..	x	x
U Unallocated	213,020	237,678	208,953	229,695	227,462	323,143	280,954	289,994	347,340	297,397
<b>Total</b>	<b>1,640,538</b>	<b>1,656,777</b>	<b>1,760,531</b>	<b>1,750,759</b>	<b>1,733,874</b>	<b>2,193,927</b>	<b>2,453,293</b>	<b>2,358,406</b>	<b>2,216,631</b>	<b>2,334,350</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: December 14, 2010 annual revision for 2008 and prior. The allocation of Canada's international trade in culture services, by type of service, may differ from the totals by category of international trade in commercial service published by Balance of Payments Division.

**Table 7**  
**Canada's international trade in culture services, by culture framework category, United Kingdom**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current										
<b>Imports</b>										
A Writing and published works	321	1,376	660	589	3,157	2,570	2,657	2,217	2,608	5,483
B Film and video	19,503	37,641	53,149	83,154	74,928	34,743	12,800	6,758	6,390	13,391
C Broadcasting	7,403	5,901	13,307	25,825	23,899	25,500	17,705	3,454	13,307	17,078
D Sound recording and music publishing	1,806	x	1,987	2,019	5,502	x	21,112	27,213	19,701	9,318
E Performing arts	31,765	33,364	35,123	36,966	38,892	40,888	40,681	44,714	44,774	46,949
H Architecture	..	..	..	..	x	x	x	..	..	x
I Photography	..	..	..	..	..	..	..	x	x	x
J Design	..	..	..	..	..	..	x	x	x	x
K Advertising	x	x	x	x	x	648	x	15,813	1,789	x
L Festivals	x	212	226	x	x	x	x	x	x	..
M Heritage	..	..	..	..	..	..	..	..	..	..
U Unallocated	x	x	x	x	x	x	x	x	x	x
<b>Total</b>	<b>64,326</b>	<b>82,865</b>	<b>108,336</b>	<b>154,313</b>	<b>152,945</b>	<b>113,778</b>	<b>99,600</b>	<b>105,470</b>	<b>92,565</b>	<b>98,695</b>
<b>Exports</b>										
A Writing and published works	387	214	183	2,621	1,361	1,281	x	x	x	x
B Film and video	62,477	47,713	65,838	118,530	32,053	71,017	150,233	32,723	50,795	47,983
C Broadcasting	1,225	1,396	2,771	3,262	570	x	16,252	19,498	15,116	x
D Sound recording and music publishing	129	240	748	363	1,351	1,456	103	1,055	2,873	x
E Performing arts	18,322	19,351	20,771	21,209	22,296	23,409	24,770	20,224	26,095	27,810
H Architecture	564	x	x	1,063	3,287	4,289	6,182	x	x	x
I Photography	..	..	..	..	..	..	..	x	x	..
J Design	..	..	..	1,406	3,968	2,936	1,059	987	987	2,916
K Advertising	..	1,431	2,110	2,256	331	1,262	x	x	x	3,306
L Festivals	x	x	..	x	x	..	..	..	..	..
M Heritage	..	..	..	..	..	..	..	..	..	..
U Unallocated	x	x	x	x	x	x	x	x	x	x
<b>Total</b>	<b>85,493</b>	<b>77,485</b>	<b>96,990</b>	<b>154,318</b>	<b>69,798</b>	<b>118,915</b>	<b>211,732</b>	<b>85,530</b>	<b>110,097</b>	<b>99,702</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: December 14, 2010 annual revision for 2008 and prior. The allocation of Canada's international trade in culture services, by type of service, may differ from the totals by category of international trade in commercial service published by Balance of Payments Division.

**Table 8**  
**Canada's international trade in culture services, by culture framework category, France**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current									
<b>Imports</b>										
A Writing and published works	740	833	677	639	766	2,160	2,799	5,314	3,795	2,293
B Film and video	38,602	44,415	29,091	34,256	29,061	20,347	12,496	11,465	38,268	44,043
C Broadcasting	4,344	8,486	4,755	4,594	5,485	5,328	3,861	453	4,581	3,202
D Sound recording and music publishing	562	393	495	406	599	1,427	892	2,644	2,464	1,234
E Performing arts	356	363	750	483	540	1,076	959	516	875	644
H Architecture	..	..	..	..	..	..	..	..	..	..
I Photography	..	..	..	..	..	..	..	..	..	..
J Design	..	..	..	..	..	..	..	x	x	..
K Advertising	x	x	x	x	x	x	x	4,465	x	..
L Festivals	553	627	1,001	877	1,028	490	535	x	x	x
M Heritage	..	..	..	..	..	..	..	..	..	..
U Unallocated	x	x	x	x	x	x	x	x	x	x
<b>Total</b>	<b>48,239</b>	<b>59,384</b>	<b>39,793</b>	<b>46,322</b>	<b>44,237</b>	<b>36,895</b>	<b>36,592</b>	<b>35,830</b>	<b>60,885</b>	<b>59,765</b>
<b>Exports</b>										
A Writing and published works	432	5,074	507	845	2,820	3,816	10,527	6,050	7,801	3,391
B Film and video	92,041	75,772	30,313	42,558	32,515	33,755	9,223	7,484	8,202	7,495
C Broadcasting	x	990	1,567	1,675	706	x	x	x	8,529	x
D Sound recording and music publishing	613	458	387	245	893	1,091	x	2,293	3,984	492
E Performing arts	6,044	6,227	6,631	6,957	7,269	7,631	8,504	7,729	10,066	10,288
H Architecture	456	699	1,137	846	1,819	1,675	497	473	473	438
I Photography	..	..	..	..	..	..	..	x	x	x
J Design	..	..	..	1,165	3,286	2,433	892	x	x	x
K Advertising	..	311	x	x	59	172	..	x	x	2,438
L Festivals	..	x	..	..	x	x	..	..	..	x
M Heritage	..	..	..	..	..	..	..	..	..	..
U Unallocated	x	x	x	x	x	x	x	8,396	x	x
<b>Total</b>	<b>106,371</b>	<b>94,296</b>	<b>47,786</b>	<b>64,745</b>	<b>60,216</b>	<b>64,220</b>	<b>42,227</b>	<b>45,575</b>	<b>42,950</b>	<b>29,282</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: December 14, 2010 annual revision for 2008 and prior. The allocation of Canada's international trade in culture services, by type of service, may differ from the totals by category of international trade in commercial service published by Balance of Payments Division.

**Table 9**  
**Canada's international trade in culture services, by culture framework category and selected types of service**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current									
<b>Imports</b>										
<b>A Writing and published works</b>										
Information services (culture component)	8,327	8,365	x	6,645	2,102	6,660	5,665	7,743	7,655	2,833
Trademarks (royalties)	x	x	x	x	x	x	x	x	x	x
Copyrights and related services (royalties)	6,567	10,535	12,427	26,026	30,725	37,328	51,715	25,414	23,090	56,576
Other miscellaneous services to business (culture component)	2,564	2,550	6,331	5,591	11,733	14,692	11,751	33,079	26,371	29,718
<b>Total</b>	<b>17,755</b>	<b>21,968</b>	<b>27,474</b>	<b>40,008</b>	<b>45,706</b>	<b>59,805</b>	<b>70,454</b>	<b>72,223</b>	<b>58,292</b>	<b>91,270</b>
<b>B Film and video</b>										
Copyrights and related services (royalties)	x	x	125,042	164,929	269,437	468,516	69,424	144,818	191,155	264,255
Other miscellaneous services to business (culture component)	1,221	5,490	6,434	12,873	x	9,506	x	x	14,561	17,326
Film (production and distribution services)	858,036	1,149,741	906,116	945,425	914,513	908,862	686,034	688,913	561,157	700,983
Other audio-visual services	12,730	10,443	14,541	13,689	11,096	9,263	940	2,160	5,315	24,95
<b>Total</b>	<b>931,814</b>	<b>1,318,915</b>	<b>1,055,435</b>	<b>1,140,421</b>	<b>1,205,129</b>	<b>1,399,104</b>	<b>778,578</b>	<b>851,498</b>	<b>772,756</b>	<b>1,003,260</b>
<b>C Broadcasting</b>										
Copyrights and related services (royalties)	158,934	161,613	186,129	181,732	270,933	235,948	155,689	156,365	154,079	120,034
Broadcasting	224,398	303,994	332,936	448,700	390,029	598,717	468,359	479,521	496,322	463,456
<b>Total</b>	<b>396,168</b>	<b>490,550</b>	<b>542,083</b>	<b>653,913</b>	<b>687,156</b>	<b>874,297</b>	<b>668,606</b>	<b>645,010</b>	<b>650,902</b>	<b>593,848</b>
<b>D Sound recording and music publishing</b>										
Copyrights and related services (royalties)	77,501	123,541	53,447	110,237	73,564	92,037	243,010	196,907	246,134	194,108
Other audio-visual services	x	x	x	x	889	x	572	x	x	x
<b>Total</b>	<b>80,862</b>	<b>126,747</b>	<b>56,762</b>	<b>112,671</b>	<b>75,279</b>	<b>95,488</b>	<b>244,645</b>	<b>197,365</b>	<b>246,226</b>	<b>197,238</b>
<b>E Performing arts</b>										
Performing arts	219,638	221,186	223,637	227,243	248,558	272,523	266,901	231,474	287,335	314,731
<b>Total</b>	<b>220,789</b>	<b>222,416</b>	<b>224,556</b>	<b>227,901</b>	<b>249,036</b>	<b>273,001</b>	<b>266,921</b>	<b>231,477</b>	<b>287,340</b>	<b>316,753</b>
<b>H Architecture</b>										
Architectural and engineering services (culture component)	13,965	19,273	27,604	22,633	45,982	59,732	39,289	28,470	26,663	50,293
<b>K Advertising</b>										
Advertising and related services (culture component)	42,366	111,119	176,500	164,350	136,713	128,585	193,416	162,367	159,688	123,478
<b>Total</b>	<b>42,366</b>	<b>111,119</b>	<b>178,287</b>	<b>166,137</b>	<b>142,424</b>	<b>133,206</b>	<b>194,993</b>	<b>162,736</b>	<b>163,874</b>	<b>123,533</b>
<b>L Festivals</b>										
Performing arts	2,088	2,677	3,333	2,796	2,753	2,722	2,529	x	567	x
<b>Total</b>	<b>6,828</b>	<b>8,074</b>	<b>9,456</b>	<b>16,311</b>	<b>11,887</b>	<b>2,796</b>	<b>4,908</b>	<b>4,235</b>	<b>632</b>	<b>2,862</b>
<b>U Unallocated</b>										
Copyrights and related services (royalties)	34,979	x	48,049	35,868	x	x	51,661	47,663	46,019	44,679
Other audio-visual services	12,945	8,235	13,832	303	x	..	x	x	103	..
Personal, cultural and recreational services (culture component)	152,438	160,060	168,063	176,466	185,289	194,553	204,280	204,280	184,280	214,496
<b>Total</b>	<b>200,899</b>	<b>230,606</b>	<b>232,017</b>	<b>216,359</b>	<b>209,398</b>	<b>296,814</b>	<b>258,016</b>	<b>338,221</b>	<b>316,990</b>	<b>274,168</b>
<b>Exports</b>										
<b>A Writing and published works</b>										
Information services (culture component)	x	x	x	x	x	6,128	6,718	x	8,096	x
Trademarks (royalties)	x	x	x	x	x	3,141	x	3,840	x	x
Copyrights and related services (royalties)	9,295	12,609	9,519	10,372	13,189	14,646	x	2,585	x	9,249
Other miscellaneous services to business (culture component)	19,732	6,991	6,568	13,564	1,522	x	5,434	3,521	6,298	5,091
<b>Total</b>	<b>32,850</b>	<b>23,509</b>	<b>20,173</b>	<b>31,754</b>	<b>22,998</b>	<b>29,115</b>	<b>52,333</b>	<b>25,124</b>	<b>45,975</b>	<b>20,014</b>
<b>B Film and video</b>										
Copyrights and related services (royalties)	x	x	x	x	x	106,872	16,175	3,715	16,817	68,406
Other miscellaneous services to business (culture component)	104,181	29,336	46,159	52,494	26,375	67,954	x	8,943	15,238	7,938
Film (production and distribution services)	1,268,063	1,351,140	1,240,023	1,144,570	1,103,668	1,532,710	1,703,381	1,704,636	1,501,217	1,512,044
Other audio-visual services	69,373	63,909	46,769	36,817	27,388	12,037	x	x	6,096	13,108
<b>Total</b>	<b>1,457,607</b>	<b>1,471,620</b>	<b>1,508,218</b>	<b>1,318,843</b>	<b>1,215,294</b>	<b>1,720,706</b>	<b>1,939,834</b>	<b>1,728,708</b>	<b>1,555,056</b>	<b>1,601,504</b>
<b>C Broadcasting</b>										
Broadcasting	18,699	23,245	28,718	33,759	x	x	x	x	x	x
Film (production and distribution services)	..	x	x	6,221	x	x	x	x	x	x
<b>Total</b>	<b>32,300</b>	<b>36,505</b>	<b>39,498</b>	<b>49,034</b>	<b>44,591</b>	<b>99,961</b>	<b>166,954</b>	<b>139,284</b>	<b>125,701</b>	<b>22,199</b>
<b>D Sound recording and music publishing</b>										
Copyrights and related services (royalties)	56,597	26,969	22,091	16,778	59,296	34,373	13,797	34,794	25,411	38,873
<b>Total</b>	<b>56,664</b>	<b>27,217</b>	<b>22,328</b>	<b>19,487</b>	<b>64,478</b>	<b>34,915</b>	<b>15,611</b>	<b>47,549</b>	<b>48,040</b>	<b>60,487</b>
<b>E Performing arts</b>										
Performing arts	143,619	151,614	158,731	166,338	175,191	184,610	200,376	184,792	220,340	280,400
<b>Total</b>	<b>143,628</b>	<b>151,727</b>	<b>158,741</b>	<b>166,341</b>	<b>175,196</b>	<b>184,615</b>	<b>200,376</b>	<b>184,998</b>	<b>220,546</b>	<b>291,341</b>
<b>H Architecture</b>										
Architectural and engineering services (culture component)	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693	99,529
<b>I Photography</b>										
Other miscellaneous services to business (culture component)	51,879	52,800	63,700	57,314	53,946	55,826	55,826	x	x	x
<b>Total</b>	<b>51,879</b>	<b>52,850</b>	<b>63,750</b>	<b>57,364</b>	<b>53,996</b>	<b>55,876</b>	<b>55,876</b>	<b>x</b>	<b>x</b>	<b>x</b>
<b>J Design</b>										
Other miscellaneous services to business (culture component)	30,000	70,610	70,610	79,006	110,877	135,713	62,966	139,603	142,150	112,882
<b>Total</b>	<b>30,000</b>	<b>70,610</b>	<b>70,610</b>	<b>79,006</b>	<b>110,877</b>	<b>135,713</b>	<b>71,766</b>	<b>139,603</b>	<b>142,150</b>	<b>112,882</b>
<b>K Advertising</b>										

Table 9 – continued

## Canada's international trade in culture services, by culture framework category and selected types of service

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current									
Advertising and related services (culture component)	26,942	108,289	183,165	180,659	123,810	139,444	284,947	274,965	308,222	255,376
<b>Total</b>	<b>26,942</b>	<b>108,334</b>	<b>183,175</b>	<b>180,669</b>	<b>123,820</b>	<b>139,454</b>	<b>284,957</b>	<b>274,965</b>	<b>312,464</b>	<b>255,412</b>
<b>U Unallocated</b>										
Copyrights and related services (royalties)	x	x	x	x	x	x	x	76,556	71,930	66,864
Other miscellaneous services to business (culture component)	..	x	x	x	x	x	x	x	1,215	..
Other audio-visual services	31,041	691	6,386	9,937	x	x	x	x	x	..
Personal, cultural and recreational services (culture component)	169,455	177,928	186,824	196,525	206,351	216,668	227,501	227,501	277,501	238,877
<b>Total</b>	<b>232,202</b>	<b>253,111</b>	<b>229,332</b>	<b>256,331</b>	<b>259,526</b>	<b>342,390</b>	<b>298,398</b>	<b>367,032</b>	<b>395,626</b>	<b>311,187</b>

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Table 10

## Canada's international trade in culture services, Exports, by culture framework category and selected industries

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current									
<b>A Writing and published works</b>										
5111 - Newspaper, Periodical, Book and Directory Publishers	21,459	17,179	14,873	25,682	21,694	24,357	47,516	25,094	45,350	18,571
<b>All industries</b>	<b>32,850</b>	<b>23,509</b>	<b>20,173</b>	<b>31,754</b>	<b>22,998</b>	<b>29,115</b>	<b>52,333</b>	<b>25,124</b>	<b>45,975</b>	<b>20,014</b>
<b>B Film and video</b>										
5121 - Motion Picture and Video Industries	1,213,687	1,467,301	x	x	1,210,921	1,644,729	1,357,816	1,392,434	1,213,496	1,372,987
<b>All industries</b>	<b>1,457,607</b>	<b>1,471,620</b>	<b>1,508,218</b>	<b>1,318,843</b>	<b>1,215,294</b>	<b>1,720,706</b>	<b>1,939,834</b>	<b>1,728,708</b>	<b>1,555,056</b>	<b>1,601,504</b>
<b>C Broadcasting</b>										
5151 - Radio and Television Broadcasting	30,059	34,280	36,825	45,622	38,799	97,411	100,537	50,353	50,793	x
<b>All industries</b>	<b>32,300</b>	<b>36,505</b>	<b>39,498</b>	<b>49,034</b>	<b>44,591</b>	<b>99,961</b>	<b>166,954</b>	<b>139,284</b>	<b>125,701</b>	<b>22,199</b>
<b>D Sound recording and music publishing</b>										
5122 - Sound Recording Industries	48,063	18,253	12,685	10,343	61,305	32,050	15,163	32,232	27,249	52,707
<b>All industries</b>	<b>56,664</b>	<b>27,217</b>	<b>22,328</b>	<b>19,487</b>	<b>64,478</b>	<b>34,915</b>	<b>15,611</b>	<b>47,549</b>	<b>48,040</b>	<b>60,487</b>
<b>E Performing arts</b>										
7111 - Performing Arts Companies	143,575	151,451	158,077	165,956	174,407	183,668	199,852	180,998	214,800	290,969
<b>All industries</b>	<b>143,628</b>	<b>151,727</b>	<b>158,741</b>	<b>166,341</b>	<b>175,196</b>	<b>184,615</b>	<b>200,376</b>	<b>184,998</b>	<b>220,546</b>	<b>291,341</b>
<b>H Architecture</b>										
5413 - Architectural, Engineering and Related Services	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693	99,529
<b>I Photography</b>										
Other	51,879	52,850	63,750	57,364	53,996	55,876	55,876	55,879	55,929	69,197
<b>J Design</b>										
5414 - Specialized Design Services	30,000	70,610	70,610	79,006	110,877	135,713	71,766	139,603	142,150	112,882
<b>All industries</b>	<b>30,000</b>	<b>70,610</b>	<b>70,610</b>	<b>79,006</b>	<b>110,877</b>	<b>135,713</b>	<b>71,766</b>	<b>139,603</b>	<b>142,150</b>	<b>112,882</b>
<b>K Advertising</b>										
5418 - Advertising and Related Services	26,942	108,278	183,165	180,659	123,810	139,444	284,947	274,965	312,379	240,049
<b>All industries</b>	<b>26,942</b>	<b>108,334</b>	<b>183,175</b>	<b>180,669</b>	<b>123,820</b>	<b>139,454</b>	<b>284,957</b>	<b>274,965</b>	<b>312,464</b>	<b>255,412</b>
<b>U Unallocated</b>										
8139 - Business, Professional, Labour and Other Membership Organizations	200,711	244,324	222,936	245,885	258,443	273,729	297,757	300,248	345,517	305,741
Other	31,491	8,787	6,396	10,446	1,083	x	641	66,784	50,109	x
<b>All industries</b>	<b>232,202</b>	<b>253,111</b>	<b>229,332</b>	<b>256,331</b>	<b>259,526</b>	<b>342,390</b>	<b>298,398</b>	<b>367,032</b>	<b>395,626</b>	<b>311,187</b>
<b>Total</b>	<b>2,147,660</b>	<b>2,290,240</b>	<b>2,409,258</b>	<b>2,273,950</b>	<b>2,218,108</b>	<b>2,869,919</b>	<b>3,184,366</b>	<b>3,022,050</b>	<b>2,956,467</b>	<b>2,843,813</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: December 14, 2010 annual revision for 2008 and prior. The allocation of Canada's international trade in culture services, by type of service, may differ from the totals by category of international trade in commercial service published by Balance of Payments Division.

**Table 11**  
**Canada's international trade in culture services, Imports, by culture framework category and selected industries**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current									
<b>A Writing and published works</b>										
5111 Newspaper, Periodical, Book and Directory Publishers	11,987	14,416	18,527	29,793	37,069	50,254	65,912	62,307	53,752	82,135
<b>All industries</b>	<b>17,755</b>	<b>21,968</b>	<b>27,474</b>	<b>40,008</b>	<b>45,706</b>	<b>59,805</b>	<b>70,454</b>	<b>72,223</b>	<b>58,292</b>	<b>91,270</b>
<b>B Film and video</b>										
5121 Motion Picture and Video Industries	921,816	1,306,552	1,039,880	1,119,229	1,184,292	1,376,949	754,909	826,880	723,547	782,839
<b>All industries</b>	<b>931,814</b>	<b>1,318,915</b>	<b>1,055,435</b>	<b>1,140,421</b>	<b>1,205,129</b>	<b>1,399,104</b>	<b>778,578</b>	<b>851,498</b>	<b>772,756</b>	<b>1,003,260</b>
<b>C Broadcasting</b>										
5151 Radio and Television Broadcasting	171,967	200,525	231,152	387,870	394,373	637,821	460,355	489,323	354,015	363,123
5171 Wired Telecommunications Carriers	224,200	286,137	305,279	262,367	288,419	231,242	207,729	155,221	193,793	132,357
<b>All industries</b>	<b>396,168</b>	<b>490,550</b>	<b>542,083</b>	<b>653,913</b>	<b>687,156</b>	<b>874,297</b>	<b>668,606</b>	<b>645,010</b>	<b>650,902</b>	<b>593,848</b>
<b>D Sound recording and music publishing</b>										
5122 Sound Recording Industries	67,708	111,847	42,440	88,161	34,086	48,712	228,770	180,553	226,283	174,198
<b>All industries</b>	<b>80,862</b>	<b>126,747</b>	<b>56,762</b>	<b>112,671</b>	<b>75,279</b>	<b>95,488</b>	<b>244,645</b>	<b>197,365</b>	<b>246,226</b>	<b>197,238</b>
<b>E Performing arts</b>										
7111 Performing Arts Companies	161,494	170,203	178,315	187,141	195,947	213,016	206,530	227,302	226,267	239,740
<b>All industries</b>	<b>220,789</b>	<b>222,416</b>	<b>224,556</b>	<b>227,901</b>	<b>249,036</b>	<b>273,001</b>	<b>266,921</b>	<b>231,477</b>	<b>287,340</b>	<b>316,753</b>
<b>H Architecture</b>										
5413 Architectural, Engineering and Related Services	x	2,387	3,130	7,843	3,516	826	1,038	x	x	2,780
Other	12,927	16,886	24,474	14,790	42,466	58,906	38,251	28,069	25,953	47,513
<b>All industries</b>	<b>13,965</b>	<b>19,273</b>	<b>27,604</b>	<b>22,633</b>	<b>45,982</b>	<b>59,732</b>	<b>39,289</b>	<b>28,470</b>	<b>26,663</b>	<b>50,293</b>
<b>K Advertising</b>										
Other	42,366	111,119	178,287	166,137	142,424	133,206	194,993	162,736	163,874	123,533
<b>L Festivals</b>										
Other	2,100	2,615	3,270	2,740	2,667	2,636	2,455	x	x	x
<b>All industries</b>	<b>6,828</b>	<b>8,074</b>	<b>9,456</b>	<b>16,311</b>	<b>11,887</b>	<b>2,796</b>	<b>4,908</b>	<b>4,235</b>	<b>x</b>	<b>2,862</b>
<b>U Unallocated</b>										
8139 Business, Professional, Labour and Other Membership Organizations US	184,579	192,158	211,306	x	x	243,024	250,520	249,493	225,863	255,289
<b>All industries</b>	<b>200,899</b>	<b>230,606</b>	<b>232,017</b>	<b>216,359</b>	<b>209,398</b>	<b>296,814</b>	<b>258,016</b>	<b>338,221</b>	<b>316,990</b>	<b>274,168</b>
<b>Total</b>	<b>1,914,996</b>	<b>2,557,273</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,252</b>	<b>3,199,544</b>	<b>2,531,519</b>	<b>2,540,335</b>	<b>2,536,939</b>	<b>2,666,603</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: December 14, 2010 annual revision for 2008 and prior. The allocation of Canada's international trade in culture services, by type of service, may differ from the totals by category of international trade in commercial service published by Balance of Payments Division.

**Table 12**  
**Canada's international trade in culture services for top twenty trading partners**

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current										
<b>Imports</b>										
United States	1,709,989	2,202,907	2,030,473	2,211,194	2,316,341	2,756,348	2,199,022	2,250,043	2,252,616	2,303,999
United Kingdom	64,326	82,865	108,336	154,313	152,945	113,778	99,600	105,470	92,565	98,695
China*	1,596	x	1,777	1,872	1,998	2,173	x	x	x	x
France	48,239	59,384	39,793	46,322	44,237	36,895	36,592	35,830	60,885	59,765
Japan	16,627	17,152	17,341	19,255	23,410	45,097	23,195	25,281	24,867	21,124
Switzerland	5,898	17,364	17,772	13,064	9,261	31,266	8,569	13,144	11,492	10,327
Australia	13,159	15,877	17,737	17,510	18,922	13,941	10,549	10,346	10,295	9,405
Ireland	1,114	3,968	1,651	892	136	398	x	x	x	x
Netherlands	1,738	x	1,693	3,337	4,343	7,041	3,912	4,257	7,424	6,358
Germany	3,024	4,572	5,563	6,714	10,218	9,268	6,854	15,574	5,057	5,434
Spain	2,094	3,042	2,378	2,595	2,680	2,845	4,020	3,672	2,631	3,101
India	3,122	2,666	2,574	2,764	3,132	3,024	2,360	2,348	3,580	3,004
Brazil	1,620	1,844	1,908	2,025	2,032	2,363	2,266	2,761	2,491	2,557
Sweden	3,477	13,036	15,271	10,565	4,392	x	2,250	2,654	2,461	2,515
Russian Federation	1,617	1,871	1,838	1,864	1,949	2,068	2,078	2,295	2,283	2,409
Jamaica	1,596	1,676	1,760	1,848	1,945	2,037	2,040	2,246	2,246	2,358
Italy	1,275	2,754	1,431	6,127	2,186	4,718	2,782	3,480	3,425	2,246
Austria	3,358	12,958	14,753	10,155	3,550	x	1,886	2,473	2,028	2,098
Mexico	3,795	4,623	4,716	4,573	3,176	5,236	204	459	243	1,685
Belgium	1,081	1,936	3,893	3,449	8,688	11,583	3,613	1,939	1,129	1,292
Rest of the world	26,250	52,933	66,576	85,438	65,712	99,082	119,619	52,612	46,123	57,173
<b>Total</b>	<b>1,914,996</b>	<b>2,557,273</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,252</b>	<b>3,199,544</b>	<b>2,531,519</b>	<b>2,540,335</b>	<b>2,536,939</b>	<b>2,666,603</b>
<b>Exports</b>										
United States	1,640,538	1,656,777	1,760,531	1,750,759	1,733,874	2,193,927	2,453,293	2,358,406	2,216,631	2,334,350
United Kingdom	85,493	77,485	96,990	154,318	69,798	118,915	211,732	85,530	110,097	99,702
France	106,371	94,296	47,786	64,745	60,216	64,220	42,227	45,575	42,950	29,282
Germany	64,551	38,128	28,771	49,808	49,441	35,148	30,561	20,649	22,483	21,427
United Arab Emirates	390	361	349	700	362	1,122	x	x	x	14,220
Mexico	4,684	23,822	15,320	11,296	12,657	9,928	6,843	7,496	6,515	11,892
Italy	7,971	7,538	10,937	9,970	20,664	10,631	8,337	6,129	8,437	11,526
Japan	18,592	35,820	23,003	38,528	29,858	18,710	9,542	9,835	10,385	9,942
China*	2,023	7,235	3,239	4,637	6,948	9,615	7,428	10,450	9,928	9,430
Australia	7,969	25,049	16,225	31,863	28,930	13,453	16,268	15,936	8,440	9,068
Netherlands	23,930	7,317	8,584	8,684	18,998	9,124	5,844	6,144	6,259	8,603
India	2,670	1,934	1,851	3,236	4,308	2,541	1,511	1,425	1,771	5,142
Switzerland	12,144	21,995	10,678	10,685	9,513	7,021	4,358	3,847	4,382	4,965
Russian Federation	501	647	1,008	1,760	1,708	2,546	1,510	1,203	1,843	4,019
Korea, South	4,559	4,794	5,321	5,982	8,048	4,560	4,257	3,121	3,088	3,443
Poland	x	125	x	x	2,663	607	554	408	318	2,880
Sweden	5,062	6,561	10,700	2,995	11,369	4,657	2,609	1,913	2,536	2,574
South Africa	1,182	219	401	506	x	x	81	42	x	x
Ukraine	x	..	x	x	x	x	x	x	x	x
Austria	1,689	1,459	1,776	2,004	7,145	2,111	1,597	1,321	1,717	1,782
Rest of the world	156,806	278,678	365,354	116,371	141,184	360,528	351,888	442,158	497,431	255,144
<b>Total</b>	<b>2,147,660</b>	<b>2,290,240</b>	<b>2,409,258</b>	<b>2,273,950</b>	<b>2,218,108</b>	<b>2,869,919</b>	<b>3,184,366</b>	<b>3,022,050</b>	<b>2,956,467</b>	<b>2,843,813</b>

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 China - unlike previous publications, includes mainland China only.

## Methodology

### Data sources and methodology

Type of Survey: The data are derived.

Conceptual Universe and Target Population: Culture Trade and Investment Universe.

Importers and exporters of culture products (goods, services and intellectual property).

Sampling: The survey unit is the product. Culture products are included based on the Canadian Framework for Culture Statistics. Essentially, products that represent "creative expression" are measured.

Disclosure Control: Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

### Data accuracy

For services, the overall quality of estimates is deemed to be reliable. Some 40% of receipts and 35% of payments are based directly or indirectly on administrative records, and administrative data are also used to assess statistics derived from surveys and to improve coverage. Improvements to the statistics continue to be incorporated into the database and other changes (such as in definition, classification, measurement, etc.) are reflected from time to time as these are further researched and agreed to at domestic and international levels. It should be noted that unique measurement problems arise because of the intangible nature of services. See the data quality statement for the survey Canada's International Transactions in Services (reference number 1536).

### Revisions

Differences may exist between the previously released data and the current data due to a number of factors. The source data that are used to create tabular data for culture services are revised by Balance of Payments Division (BOP) of Statistics Canada on an annual basis. Differences can also result from the treatment of the trade data during processing. When trade data are transformed from a BOP conceptual framework to the culture framework, a portion of the balance of payments data that cannot be allocated to individual culture categories (primarily due to insufficient detail) are assigned to an 'unallocated' category in the culture trade tabulations. Decisions to reallocate data from the unallocated portion to more meaningful categories are made on an individual basis taking into account factors such as the characteristics of the data, as well as historical trends in the data. Additional adjustments are also applied to the data that may involve re-coding of industry data at a more detailed level than is required by Balance of Payments division. These adjustments are made in consultation with Balance of Payments Division to ensure consistency in the trade data, as it pertains to culture, between Balance of Payments Division and Culture Statistics Program of the Demography Division of Statistics Canada.

## Note to users

Data are available on the international trade in culture services, by type of service and culture framework category, along with cross-tabulations for trade between Canada and selected countries. Examples of culture services include copyright royalties, trademark royalties, film production and distribution, broadcasting, sound recording, performing arts, advertising and architecture services. Culture goods trade data are available separately.

The versions of the BOP data used for the Culture services trade are: December 14th, 2010 annual revisions for 2008 and prior.

Exports and imports are valued in current Canadian dollars. Changes may be driven by changes in both prices and volume.

China includes mainland China only while the trade boundary of Mongolia and special administrative areas of Hong Kong and Macao (formerly Macau) are now treated separately.

For additional information on trade partners, please refer to : "The Culture Goods Trade User Guide" (81-595-MIE2006040, free) - available through the publications link above. For concepts and methods, please refer to : "Trade in Culture Services – A Handbook of Concepts and methods" (81-595-MIF2007056, free).

Release date: April 2011

### 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 <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

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