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2011



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Radio Broadcasting Industry

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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
- 0^s 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 ($p < 0.05$)

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Highlights

- The operating revenues of the private radio broadcasting sector reached \$1.6 billion (current dollars) in 2011, up 3.7% from 2010. Of those revenues, 97.7% were from advertising. Radio broadcasters also made up the ground lost in the 2008-2009 economic downturn, which reduced operating revenues by 5.2%, from \$1.6 billion in 2008 to \$1.5 billion in 2009.
- The profit margin before interest and taxes was 19.4% in 2011, up from 19.1% in 2010, as profits totalled \$313 million.
- For a third consecutive year, Ontario radio broadcasters were the most profitable, with 24 cents of profit before interest and taxes per dollar of revenue. For the second consecutive year, the profit margin exceeded 10% in all regions of Canada.
- For a second consecutive year, Ethnic radio stations kept their profitability above 10%, while the English-language radio's profit margin before interest and taxes edged up from 20% to 20.8% and French-language radio's profit margin fell from 16.4% to 14.0%.

Private radio broadcasting

Operating revenues of the private radio broadcasting sector totalled \$1.6 billion in 2011, up 3.7% from 2010. The vast majority of revenue (97.7%) came from advertising.

This followed a 3.2% increase in revenues in the previous year and a 5.2% decrease in 2009 during the economic downturn. Revenues in 2011 now exceed the level attained in 2008, prior to the downturn.

The profit margin before interest and taxes was 19.4% in 2011, up from 19.1% in 2010, as profits totalled \$313 million. However, the margin was lower than the 21.1% profit margin recorded in 2008, just before the economic slowdown.

In 2011, the FM radio sector had operating revenues of more than \$1.3 billion. Following a 4.7% decline in 2009, consecutive increases of 3.8% in 2010 and 4.3% in 2011 pushed FM radio's operating revenues above the level they were at before the economic downturn in 2008.

FM radio's profit margin before interest and taxes was 21.5%, up from 21.3% the previous year, but still below the 2008 profit margin of 24.5%.

The number of AM stations continued to decline, as several stations moved to the FM band and companies closed the least profitable stations. A total of 16 AM stations went off the air in the last two years.

In 2011, the sector's operating revenues grew by 1.1% to \$311 million. AM radio increased its profitability from 10.1% to 10.6%. For the second consecutive year, the profit margin before interest and taxes surpassed the 10% mark.

Ontario private radio broadcasters were the most profitable, with 24 cents of profit before interest and taxes per dollar of revenue. Saskatchewan broadcasters continued to lag behind the other provinces, with 11.8 cents of profit before interest and taxes per dollar of revenue.

Only broadcasters in the Atlantic provinces and Quebec experienced lower profitability in 2011, with decreases of 0.7 cents and 1.9 cents respectively. For the second consecutive year, the profit margin was above 10% in every region of Canada.

In 2011, ethnic stations posted the highest growth in operating revenues, at 5.3%, compared with 3.7% for English-language stations and 3.2% for French-language stations.

English-language radio's profit margin before interest and taxes edged up from 20.0% to 20.8%, or \$271.5 million. For French-language radio, the profit margin fell from 16.4% to 14.0%, or \$37 million.

Ethnic stations kept their profitability above 10% for the second consecutive year, with a total profit before interest and taxes of \$4.7 million.

Related products

Selected publications from Statistics Canada

56-001-X	Broadcasting and Telecommunications
56-207-X	Television Broadcasting Industries
87F0007X	Radio Listening: Data Tables

Selected CANSIM tables from Statistics Canada

357-0002	Radio broadcasting industry, by North American Industry Classification System (NAICS), Canada, provinces, territories and selected census metropolitan areas, annual (dollars unless otherwise noted)
357-0003	Radio broadcasting industry, by type of broadcaster, Canada, annual (dollars unless otherwise noted)

Selected surveys from Statistics Canada

2724	Radio and Television Broadcasting Survey
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Selected summary tables from Statistics Canada

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

Statistical tables

Table 1
Total radio industry, revenue and expense statement, Canada

	2007	2008	2009 ¹	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	1,108,447	1,167,556	1,113,187	1,129,095	1,156,008
National and network	382,995	411,875	379,883	413,591	446,589
Sales of air time, total	1,491,442	1,579,431	1,493,070	1,542,687	1,602,597
Government and corporate grants	338,227	319,699	409,366	362,827	341,852
Production and other, total	68,638	70,399	96,041	86,799	78,385
Operating revenue, total	1,898,308	1,969,530	1,998,478	1,992,312	2,022,834
Expenses					
Program	715,554	731,260	700,048	715,562	737,311
Technical services	79,498	81,779	97,842	98,744	90,163
Sales and promotion	383,592	398,890	401,292	410,761	415,744
Administration and general	417,679	416,492	432,680	396,845	388,004
Depreciation	67,057	70,955	86,829	83,047	76,684
Operating expenses, total	1,663,380	1,699,376	1,718,691	1,704,960	1,707,905
Profit before interest and taxes	234,928	270,154	279,786	287,352	314,929
Interest expense	35,456	22,898	23,139	21,111	16,998
Expenses, total	1,698,836	1,722,274	1,741,830	1,726,072	1,724,903
Net operating income	199,472	247,256	256,647	266,240	297,931
Other adjustments-income (expense)	108,255	147,408	65,313	-274,325	38,068
Net profit (loss) before income taxes	307,726	394,664	321,960	-8,085	335,999
Provision for income taxes	62,429	38,772	14,304	32,450	28,759
Net profit (loss) after income taxes	245,297	355,892	307,657	-40,535	307,240
Salaries and other staff benefits	835,118	835,261	923,322	903,009	951,423
numbers					
Number of employees (weekly average)	13,855	13,656	F	13,780	14,039
Number of stations	830	853	884	908	923
	2007	2008	2009 ¹	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	58.4	59.3	55.7	56.7	57.1
National and network	20.2	20.9	19.0	20.8	22.1
Sales of air time, total	78.6	80.2	74.7	77.4	79.2
Government and corporate grants	17.8	16.2	20.5	18.2	16.9
Production and other, total	3.6	3.6	4.8	4.4	3.9
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	37.7	37.1	35.0	35.9	36.4
Technical services	4.2	4.2	4.9	5.0	4.5
Sales and promotion	20.2	20.3	20.1	20.6	20.6
Administration and general	22.0	21.1	21.7	19.9	19.2
Depreciation	3.5	3.6	4.3	4.2	3.8
Operating expenses, total	87.6	86.3	86.0	85.6	84.4
Profit before interest and taxes	12.4	13.7	14.0	14.4	15.6
Interest expense	1.9	1.2	1.2	1.1	0.8
Expenses, total	89.5	87.4	87.2	86.6	85.3
Net operating income	10.5	12.6	12.8	13.4	14.7
Other adjustments-income (expense)	5.7	7.5	3.3	-13.8	1.9
Net profit (loss) before income taxes	16.2	20.0	16.1	-0.4	16.6
Provision for income taxes	3.3	2.0	0.7	1.6	1.4
Net profit (loss) after income taxes	12.9	18.1	15.4	-2.0	15.2
Salaries and other staff benefits	44.0	42.4	46.2	45.3	47.0

1. The 2009 data is not comparable to previous years data. As a result of re-organizations 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 2-1
Private radio broadcasters, revenue and expense statement — Canada

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	1,092,728	1,151,226	1,096,889	1,112,370	1,137,306
National and network	380,457	408,808	376,517	409,829	442,984
Sales of air time, total	1,473,185	1,560,034	1,473,406	1,522,200	1,580,289
Production and other, total	38,022	34,988	37,939	37,855	36,920
Operating revenue, total	1,511,208	1,595,022	1,511,345	1,560,055	1,617,209
Expenses					
Program	412,515	439,288	445,623	463,508	480,548
Technical services	45,829	50,431	51,758	53,768	55,643
Sales and promotion	374,441	389,079	375,497	384,524	394,766
Administration and general	334,875	335,544	321,565	314,820	327,642
Depreciation	43,636	44,015	45,780	45,062	45,412
Operating expenses, total	1,211,296	1,258,357	1,240,223	1,261,683	1,304,010
Profit before interest and taxes	299,912	336,665	271,122	298,372	313,199
Interest expense	35,132	22,534	15,209	12,867	11,579
Expenses, total	1,246,428	1,280,891	1,255,432	1,274,550	1,315,589
Net operating income	264,780	314,131	255,913	285,505	301,620
Other adjustments-income (expense)	41,055	76,298	63,429	-280,118	33,738
Net profit (loss) before income taxes	305,835	390,429	319,342	5,387	335,357
Provision for income taxes	62,407	38,759	14,295	32,486	28,750
Net profit (loss) after income taxes	243,427	351,670	305,047	-27,099	306,608
Salaries and other staff benefits	612,452	638,208	633,611	644,430	687,584
numbers					
Number of employees (weekly average)	10,213	10,452	10,281	10,194	10,518
Number of stations	632	650	663	674	683
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	72.3	72.2	72.6	71.3	70.3
National and network	25.2	25.6	24.9	26.3	27.4
Sales of air time, total	97.5	97.8	97.5	97.6	97.7
Production and other, total	2.5	2.2	2.5	2.4	2.3
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	27.3	27.5	29.5	29.7	29.7
Technical services	3.0	3.2	3.4	3.4	3.4
Sales and promotion	24.8	24.4	24.8	24.6	24.4
Administration and general	22.2	21.0	21.3	20.2	20.3
Depreciation	2.9	2.8	3.0	2.9	2.8
Operating expenses, total	80.2	78.9	82.1	80.9	80.6
Profit before interest and taxes	19.8	21.1	17.9	19.1	19.4
Interest expense	2.3	1.4	1.0	0.8	0.7
Expenses, total	82.5	80.3	83.1	81.7	81.3
Net operating income	17.5	19.7	16.9	18.3	18.7
Other adjustments-income (expense)	2.7	4.8	4.2	-18.0	2.1
Net profit (loss) before income taxes	20.2	24.5	21.1	0.3	20.7
Provision for income taxes	4.1	2.4	0.9	2.1	1.8
Net profit (loss) after income taxes	16.1	22.0	20.2	-1.7	19.0
Salaries and other staff benefits	40.5	40.0	41.9	41.3	42.5

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

Table 2-2
Private radio broadcasters, revenue and expense statement — Atlantic provinces

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	73,036	76,479	76,113	80,149	80,275
National and network	21,904	21,700	20,112	22,301	22,318
Sales of air time, total	94,939	98,179	96,225	102,450	102,592
Production and other, total	446	342	417	670	552
Operating revenue, total	95,385	98,522	96,642	103,119	103,144
Expenses					
Program	24,546	25,351	25,945	27,867	28,130
Technical services	4,233	4,114	4,028	4,148	4,417
Sales and promotion	22,089	22,578	22,332	23,656	23,389
Administration and general	23,567	24,564	27,464	27,449	27,335
Depreciation	3,512	3,447	3,135	3,443	4,025
Operating expenses, total	77,948	80,055	82,903	86,563	87,296
Profit before interest and taxes	17,437	18,467	13,739	16,557	15,848
Interest expense	1,330	3,581	1,785	1,534	2,069
Expenses, total	79,278	83,636	84,689	88,096	89,365
Net operating income	16,107	14,886	11,953	15,023	13,779
Other adjustments-income (expense)	154	-149	-710	-23,208	-5,600
Net profit (loss) before income taxes	16,261	14,737	11,243	-8,185	8,178
Provision for income taxes	5,484	4,287	1,739	1,743	1,362
Net profit (loss) after income taxes	10,777	10,450	9,504	-9,928	6,816
Salaries and other staff benefits	40,629	41,823	43,342	44,190	44,376
numbers					
Number of employees (weekly average)	895	955	905	936	954
Number of stations	78	81	80	82	82
percentage of revenues					
Revenues					
Sales of air time					
Local	76.6	77.6	78.8	77.7	77.8
National and network	23.0	22.0	20.8	21.6	21.6
Sales of air time, total	99.5	99.7	99.6	99.4	99.5
Production and other, total	0.5	0.3	0.4	0.6	0.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	25.7	25.7	26.8	27.0	27.3
Technical services	4.4	4.2	4.2	4.0	4.3
Sales and promotion	23.2	22.9	23.1	22.9	22.7
Administration and general	24.7	24.9	28.4	26.6	26.5
Depreciation	3.7	3.5	3.2	3.3	3.9
Operating expenses, total	81.7	81.3	85.8	83.9	84.6
Profit before interest and taxes	18.3	18.7	14.2	16.1	15.4
Interest expense	1.4	3.6	1.8	1.5	2.0
Expenses, total	83.1	84.9	87.6	85.4	86.6
Net operating income	16.9	15.1	12.4	14.6	13.4
Other adjustments-income (expense)	0.2	-0.2	-0.7	-22.5	-5.4
Net profit (loss) before income taxes	17.0	15.0	11.6	-7.9	7.9
Provision for income taxes	5.7	4.4	1.8	1.7	1.3
Net profit (loss) after income taxes	11.3	10.6	9.8	-9.6	6.6
Salaries and other staff benefits	42.6	42.5	44.8	42.9	43.0

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

Table 2-3
Private radio broadcasters, revenue and expense statement — Quebec

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	174,066	176,138	169,791	174,941	177,694
National and network	90,038	96,504	104,187	112,648	116,724
Sales of air time, total	264,103	272,642	273,978	287,588	294,418
Production and other, total	8,396	8,704	10,497	12,803	14,807
Operating revenue, total	272,499	281,346	284,475	300,392	309,225
Expenses					
Program	84,691	90,348	92,616	98,575	106,227
Technical services	8,793	10,018	10,093	10,573	11,341
Sales and promotion	65,981	65,968	69,402	70,976	73,117
Administration and general	61,879	61,769	57,753	55,884	59,199
Depreciation	9,498	10,423	9,312	8,799	7,867
Operating expenses, total	230,843	238,526	239,176	244,806	257,752
Profit before interest and taxes	41,657	42,820	45,299	55,586	51,473
Interest expense	15,965	1,435	2,942	3,607	680
Expenses, total	246,808	239,962	242,118	248,413	258,432
Net operating income	25,691	41,385	42,357	51,978	50,793
Other adjustments-income (expense)	13,037	32,318	50,138	43,779	38,279
Net profit (loss) before income taxes	38,728	73,703	92,495	95,758	89,072
Provision for income taxes	11,739	8,402	14,249	17,586	7,865
Net profit (loss) after income taxes	26,989	65,301	78,246	78,172	81,207
Salaries and other staff benefits	118,868	117,830	117,804	132,906	151,333
numbers					
Number of employees (weekly average)	1,868	1,932	1,870	1,837	2,061
Number of stations	106	105	105	107	106
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	63.9	62.6	59.7	58.2	57.5
National and network	33.0	34.3	36.6	37.5	37.7
Sales of air time, total	96.9	96.9	96.3	95.7	95.2
Production and other, total	3.1	3.1	3.7	4.3	4.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	31.1	32.1	32.6	32.8	34.4
Technical services	3.2	3.6	3.5	3.5	3.7
Sales and promotion	24.2	23.4	24.4	23.6	23.6
Administration and general	22.7	22.0	20.3	18.6	19.1
Depreciation	3.5	3.7	3.3	2.9	2.5
Operating expenses, total	84.7	84.8	84.1	81.5	83.4
Profit before interest and taxes	15.3	15.2	15.9	18.5	16.6
Interest expense	5.9	0.5	1.0	1.2	0.2
Expenses, total	90.6	85.3	85.1	82.7	83.6
Net operating income	9.4	14.7	14.9	17.3	16.4
Other adjustments-income (expense)	4.8	11.5	17.6	14.6	12.4
Net profit (loss) before income taxes	14.2	26.2	32.5	31.9	28.8
Provision for income taxes	4.3	3.0	5.0	5.9	2.5
Net profit (loss) after income taxes	9.9	23.2	27.5	26.0	26.3
Salaries and other staff benefits	43.6	41.9	41.4	44.2	48.9

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

Table 2-4
Private radio broadcasters, revenue and expense statement — Ontario

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	411,813	421,396	397,852	407,854	421,277
National and network	134,670	150,188	119,042	131,220	149,097
Sales of air time, total	546,482	571,585	516,894	539,074	570,374
Production and other, total	14,355	13,819	14,031	11,902	10,183
Operating revenue, total	560,838	585,403	530,925	550,975	580,556
Expenses					
Program	149,059	154,940	150,469	152,569	160,961
Technical services	16,785	17,920	18,014	19,536	19,126
Sales and promotion	138,491	140,153	127,866	132,652	135,076
Administration and general	119,081	117,046	104,738	105,556	111,667
Depreciation	13,999	14,078	14,747	14,430	14,498
Operating expenses, total	437,415	444,135	415,834	424,745	441,328
Profit before interest and taxes	123,423	141,268	115,091	126,230	139,229
Interest expense	7,081	6,119	3,804	2,104	2,653
Expenses, total	444,496	450,254	419,638	426,849	443,981
Net operating income	116,342	135,149	111,287	124,126	136,575
Other adjustments-income (expense)	11,767	29,730	7,599	-138,990	-5,671
Net profit (loss) before income taxes	128,109	164,879	118,885	-14,864	130,904
Provision for income taxes	25,038	15,683	-777	5,759	10,907
Net profit (loss) after income taxes	103,071	149,196	119,662	-20,623	119,998
Salaries and other staff benefits	217,300	224,770	212,291	214,176	223,567
numbers					
Number of employees (weekly average)	3,413	3,434	3,332	3,336	3,363
Number of stations	192	196	200	204	208
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	73.4	72.0	74.9	74.0	72.6
National and network	24.0	25.7	22.4	23.8	25.7
Sales of air time, total	97.4	97.6	97.4	97.8	98.2
Production and other, total	2.6	2.4	2.6	2.2	1.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	26.6	26.5	28.3	27.7	27.7
Technical services	3.0	3.1	3.4	3.5	3.3
Sales and promotion	24.7	23.9	24.1	24.1	23.3
Administration and general	21.2	20.0	19.7	19.2	19.2
Depreciation	2.5	2.4	2.8	2.6	2.5
Operating expenses, total	78.0	75.9	78.3	77.1	76.0
Profit before interest and taxes	22.0	24.1	21.7	22.9	24.0
Interest expense	1.3	1.0	0.7	0.4	0.5
Expenses, total	79.3	76.9	79.0	77.5	76.5
Net operating income	20.7	23.1	21.0	22.5	23.5
Other adjustments-income (expense)	2.1	5.1	1.4	-25.2	-1.0
Net profit (loss) before income taxes	22.8	28.2	22.4	-2.7	22.5
Provision for income taxes	4.5	2.7	-0.1	1.0	1.9
Net profit (loss) after income taxes	18.4	25.5	22.5	-3.7	20.7
Salaries and other staff benefits	38.7	38.4	40.0	38.9	38.5

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

Table 2-5
Private radio broadcasters, revenue and expense statement — Manitoba

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	42,128	43,458	43,485	45,596	45,642
National and network	12,313	13,074	12,247	12,481	13,099
Sales of air time, total	54,441	56,531	55,732	58,077	58,741
Production and other, total	1,209	1,195	1,175	1,526	1,566
Operating revenue, total	55,650	57,726	56,907	59,603	60,307
Expenses					
Program	16,422	16,124	16,071	16,295	15,667
Technical services	1,414	1,526	1,527	1,508	1,720
Sales and promotion	15,610	15,425	14,816	14,356	13,638
Administration and general	14,831	14,011	13,462	14,727	14,988
Depreciation	2,011	1,447	1,916	1,707	1,928
Operating expenses, total	50,288	48,532	47,792	48,594	47,941
Profit before interest and taxes	5,362	9,194	9,115	11,009	12,366
Interest expense	730	937	236	215	216
Expenses, total	51,018	49,469	48,029	48,809	48,157
Net operating income	4,632	8,257	8,878	10,794	12,150
Other adjustments-income (expense)	3,310	3,514	-6,724	-21,216	4,222
Net profit (loss) before income taxes	7,942	11,771	2,155	-10,423	16,372
Provision for income taxes	1,888	938	-89	564	377
Net profit (loss) after income taxes	6,054	10,833	2,244	-10,987	15,995
Salaries and other staff benefits	26,072	25,419	24,398	24,522	27,189
numbers					
Number of employees (weekly average)	465	443	434	451	453
Number of stations	31	31	31	33	34
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	75.7	75.3	76.4	76.5	75.7
National and network	22.1	22.6	21.5	20.9	21.7
Sales of air time, total	97.8	97.9	97.9	97.4	97.4
Production and other, total	2.2	2.1	2.1	2.6	2.6
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	29.5	27.9	28.2	27.3	26.0
Technical services	2.5	2.6	2.7	2.5	2.9
Sales and promotion	28.1	26.7	26.0	24.1	22.6
Administration and general	26.7	24.3	23.7	24.7	24.9
Depreciation	3.6	2.5	3.4	2.9	3.2
Operating expenses, total	90.4	84.1	84.0	81.5	79.5
Profit before interest and taxes	9.6	15.9	16.0	18.5	20.5
Interest expense	1.3	1.6	0.4	0.4	0.4
Expenses, total	91.7	85.7	84.4	81.9	79.9
Net operating income	8.3	14.3	15.6	18.1	20.1
Other adjustments-income (expense)	5.9	6.1	-11.8	-35.6	7.0
Net profit (loss) before income taxes	14.3	20.4	3.8	-17.5	27.1
Provision for income taxes	3.4	1.6	-0.2	0.9	0.6
Net profit (loss) after income taxes	10.9	18.8	3.9	-18.4	26.5
Salaries and other staff benefits	46.8	44.0	42.9	41.1	45.1

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

Table 2-6
Private radio broadcasters, revenue and expense statement — Saskatchewan

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	54,058	58,349	63,775	68,250	71,176
National and network	12,597	14,699	14,280	15,749	15,174
Sales of air time, total	66,655	73,048	78,054	83,999	86,350
Production and other, total	1,134	1,416	1,401	1,435	1,447
Operating revenue, total	67,789	74,464	79,456	85,434	87,797
Expenses					
Program	20,176	23,402	24,924	27,705	28,244
Technical services	1,882	2,134	2,447	2,576	2,817
Sales and promotion	20,730	21,962	23,859	25,004	25,163
Administration and general	15,417	17,571	17,770	17,433	17,517
Depreciation	2,916	3,532	3,135	3,280	3,732
Operating expenses, total	61,121	68,601	72,135	75,999	77,474
Profit before interest and taxes	6,668	5,863	7,320	9,435	10,323
Interest expense	974	951	549	173	417
Expenses, total	62,095	69,553	72,684	76,173	77,891
Net operating income	5,694	4,912	6,772	9,262	9,906
Other adjustments-income (expense)	-1,086	-183	-279	-3,785	142
Net profit (loss) before income taxes	4,608	4,729	6,492	5,477	10,048
Provision for income taxes	873	201	539	23	1,182
Net profit (loss) after income taxes	3,735	4,528	5,953	5,454	8,866
Salaries and other staff benefits	31,933	35,403	36,360	35,920	40,747
numbers					
Number of employees (weekly average)	575	609	627	617	649
Number of stations	40	43	44	44	43
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	79.7	78.4	80.3	79.9	81.1
National and network	18.6	19.7	18.0	18.4	17.3
Sales of air time, total	98.3	98.1	98.2	98.3	98.4
Production and other, total	1.7	1.9	1.8	1.7	1.6
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	29.8	31.4	31.4	32.4	32.2
Technical services	2.8	2.9	3.1	3.0	3.2
Sales and promotion	30.6	29.5	30.0	29.3	28.7
Administration and general	22.7	23.6	22.4	20.4	20.0
Depreciation	4.3	4.7	3.9	3.8	4.3
Operating expenses, total	90.2	92.1	90.8	89.0	88.2
Profit before interest and taxes	9.8	7.9	9.2	11.0	11.8
Interest expense	1.4	1.3	0.7	0.2	0.5
Expenses, total	91.6	93.4	91.5	89.2	88.7
Net operating income	8.4	6.6	8.5	10.8	11.3
Other adjustments-income (expense)	-1.6	-0.2	-0.4	-4.4	0.2
Net profit (loss) before income taxes	6.8	6.4	8.2	6.4	11.4
Provision for income taxes	1.3	0.3	0.7	0.0	1.3
Net profit (loss) after income taxes	5.5	6.1	7.5	6.4	10.1
Salaries and other staff benefits	47.1	47.5	45.8	42.0	46.4

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

Table 2-7
Private radio broadcasters, revenue and expense statement — Alberta

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	183,159	208,509	192,647	184,417	189,656
National and network	55,307	58,616	57,230	63,117	71,421
Sales of air time, total	238,466	267,124	249,877	247,534	261,077
Production and other, total	4,675	4,028	4,273	4,304	3,638
Operating revenue, total	243,141	271,152	254,150	251,838	264,715
Expenses					
Program	57,835	67,262	70,825	75,351	75,404
Technical services	6,650	7,722	7,921	7,857	8,931
Sales and promotion	57,047	66,682	62,780	63,419	69,630
Administration and general	50,916	53,147	54,921	49,935	52,469
Depreciation	6,555	7,291	8,132	8,458	8,056
Operating expenses, total	179,003	202,104	204,580	205,019	214,489
Profit before interest and taxes	64,138	69,048	49,570	46,819	50,226
Interest expense	5,395	4,980	3,244	2,894	3,867
Expenses, total	184,398	207,085	207,824	207,913	218,356
Net operating income	58,743	64,068	46,326	43,925	46,359
Other adjustments-income (expense)	7,285	5,717	8,404	-75,255	1,450
Net profit (loss) before income taxes	66,028	69,785	54,730	-31,330	47,809
Provision for income taxes	10,937	7,887	303	3,773	3,851
Net profit (loss) after income taxes	55,091	61,897	54,427	-35,104	43,958
Salaries and other staff benefits	89,459	103,138	105,999	102,571	107,656
numbers					
Number of employees (weekly average)	1,442	1,592	1,562	1,534	1,576
Number of stations	85	94	97	100	103
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	75.3	76.9	75.8	73.2	71.6
National and network	22.7	21.6	22.5	25.1	27.0
Sales of air time, total	98.1	98.5	98.3	98.3	98.6
Production and other, total	1.9	1.5	1.7	1.7	1.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	23.8	24.8	27.9	29.9	28.5
Technical services	2.7	2.8	3.1	3.1	3.4
Sales and promotion	23.5	24.6	24.7	25.2	26.3
Administration and general	20.9	19.6	21.6	19.8	19.8
Depreciation	2.7	2.7	3.2	3.4	3.0
Operating expenses, total	73.6	74.5	80.5	81.4	81.0
Profit before interest and taxes	26.4	25.5	19.5	18.6	19.0
Interest expense	2.2	1.8	1.3	1.1	1.5
Expenses, total	75.8	76.4	81.8	82.6	82.5
Net operating income	24.2	23.6	18.2	17.4	17.5
Other adjustments-income (expense)	3.0	2.1	3.3	-29.9	0.5
Net profit (loss) before income taxes	27.2	25.7	21.5	-12.4	18.1
Provision for income taxes	4.5	2.9	0.1	1.5	1.5
Net profit (loss) after income taxes	22.7	22.8	21.4	-13.9	16.6
Salaries and other staff benefits	36.8	38.0	41.7	40.7	40.7

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

Table 2-8

Private radio broadcasters, revenue and expense statement — British Columbia, Yukon, Northwest Territories and Nunavut

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	154,469	166,897	153,226	151,163	151,586
National and network	53,629	54,027	49,420	52,314	55,151
Sales of air time, total	208,098	220,925	202,646	203,477	206,737
Production and other, total	7,808	5,483	6,145	5,216	4,728
Operating revenue, total	215,906	226,408	208,791	208,693	211,465
Expenses					
Program	59,786	61,861	64,772	65,145	65,915
Technical services	6,072	6,997	7,727	7,569	7,290
Sales and promotion	54,493	56,310	54,442	54,461	54,753
Administration and general	49,183	47,436	45,457	43,836	44,467
Depreciation	5,144	3,797	5,403	4,945	5,305
Operating expenses, total	174,678	176,402	177,802	175,957	177,731
Profit before interest and taxes	41,228	50,006	30,989	32,736	33,734
Interest expense	3,657	4,531	2,648	2,339	1,676
Expenses, total	178,335	180,933	180,450	178,296	179,407
Net operating income	37,570	45,475	28,340	30,397	32,058
Other adjustments-income (expense)	6,588	5,350	5,002	-61,443	916
Net profit (loss) before income taxes	44,159	50,825	33,342	-31,046	32,974
Provision for income taxes	6,447	1,361	-1,669	3,038	3,206
Net profit (loss) after income taxes	37,712	49,464	35,011	-34,084	29,768
Salaries and other staff benefits	88,191	89,825	93,417	90,146	92,716
numbers					
Number of employees (weekly average)	1,554	1,486	1,550	1,483	1,463
Number of stations	100	100	106	104	107
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	71.5	73.7	73.4	72.4	71.7
National and network	24.8	23.9	23.7	25.1	26.1
Sales of air time, total	96.4	97.6	97.1	97.5	97.8
Production and other, total	3.6	2.4	2.9	2.5	2.2
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	27.7	27.3	31.0	31.2	31.2
Technical services	2.8	3.1	3.7	3.6	3.4
Sales and promotion	25.2	24.9	26.1	26.1	25.9
Administration and general	22.8	21.0	21.8	21.0	21.0
Depreciation	2.4	1.7	2.6	2.4	2.5
Operating expenses, total	80.9	77.9	85.2	84.3	84.0
Profit before interest and taxes	19.1	22.1	14.8	15.7	16.0
Interest expense	1.7	2.0	1.3	1.1	0.8
Expenses, total	82.6	79.9	86.4	85.4	84.8
Net operating income	17.4	20.1	13.6	14.6	15.2
Other adjustments-income (expense)	3.1	2.4	2.4	-29.4	0.4
Net profit (loss) before income taxes	20.5	22.4	16.0	-14.9	15.6
Provision for income taxes	3.0	0.6	-0.8	1.5	1.5
Net profit (loss) after income taxes	17.5	21.8	16.8	-16.3	14.1
Salaries and other staff benefits	40.8	39.7	44.7	43.2	43.8

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

Table 3-1
Private radio broadcasters, by type of broadcaster, revenue and expense statement — AM

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	268,033	265,541	244,038	242,869	245,700
National and network	52,238	54,368	51,327	53,961	55,116
Sales of air time, total	320,271	319,908	295,365	296,831	300,816
Production and other, total	11,042	9,077	9,992	11,139	10,645
Operating revenue, total	331,313	328,985	305,356	307,970	311,461
Expenses					
Program	120,815	116,682	114,557	111,963	114,101
Technical services	13,575	14,148	13,331	13,452	13,034
Sales and promotion	83,716	82,220	74,231	73,775	72,860
Administration and general	87,147	80,331	73,156	69,669	70,089
Depreciation	9,773	8,989	8,898	7,953	8,345
Operating expenses, total	315,027	302,370	284,173	276,813	278,428
Profit before interest and taxes	16,287	26,616	21,184	31,158	33,033
Interest expense	6,597	5,424	3,951	2,912	2,303
Expenses, total	321,623	307,794	288,124	279,725	280,731
Net operating income	9,690	21,192	17,233	28,245	30,730
Other adjustments-income (expense)	13,352	17,754	6,752	-31,781	13,263
Net profit (loss) before income taxes	23,042	38,945	23,985	-3,536	43,993
Provision for income taxes	793	6,236	-1,218	1,799	5,084
Net profit (loss) after income taxes	22,249	32,709	25,202	-5,334	38,909
Salaries and other staff benefits	168,208	163,092	154,701	145,587	154,472
numbers					
Number of employees (weekly average)	2,986	2,774	2,700	2,575	2,585
Number of stations	174	158	151	144	135
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	80.9	80.7	79.9	78.9	78.9
National and network	15.8	16.5	16.8	17.5	17.7
Sales of air time, total	96.7	97.2	96.7	96.4	96.6
Production and other, total	3.3	2.8	3.3	3.6	3.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	36.5	35.5	37.5	36.4	36.6
Technical services	4.1	4.3	4.4	4.4	4.2
Sales and promotion	25.3	25.0	24.3	24.0	23.4
Administration and general	26.3	24.4	24.0	22.6	22.5
Depreciation	2.9	2.7	2.9	2.6	2.7
Operating expenses, total	95.1	91.9	93.1	89.9	89.4
Profit before interest and taxes	4.9	8.1	6.9	10.1	10.6
Interest expense	2.0	1.6	1.3	0.9	0.7
Expenses, total	97.1	93.6	94.4	90.8	90.1
Net operating income	2.9	6.4	5.6	9.2	9.9
Other adjustments-income (expense)	4.0	5.4	2.2	-10.3	4.3
Net profit (loss) before income taxes	7.0	11.8	7.9	-1.1	14.1
Provision for income taxes	0.2	1.9	-0.4	0.6	1.6
Net profit (loss) after income taxes	6.7	9.9	8.3	-1.7	12.5
Salaries and other staff benefits	50.8	49.6	50.7	47.3	49.6

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

Table 3-2

Private radio broadcasters, by type of broadcaster, revenue and expense statement — FM

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	824,696	885,686	852,851	869,501	891,605
National and network	328,218	354,440	325,190	355,868	387,868
Sales of air time, total	1,152,914	1,240,126	1,178,041	1,225,369	1,279,473
Production and other, total	26,980	25,911	27,947	26,716	26,275
Operating revenue, total	1,179,894	1,266,037	1,205,989	1,252,084	1,305,748
Expenses					
Program	291,700	322,606	331,066	351,545	366,447
Technical services	32,255	36,283	38,427	40,316	42,609
Sales and promotion	290,725	306,858	301,266	310,750	321,906
Administration and general	247,727	255,212	248,408	245,151	257,553
Depreciation	33,863	35,027	36,882	37,109	37,067
Operating expenses, total	896,269	955,987	956,050	984,870	1,025,583
Profit before interest and taxes	283,625	310,050	249,938	267,214	280,166
Interest expense	28,535	17,110	11,258	9,955	9,276
Expenses, total	924,805	973,097	967,308	994,825	1,034,859
Net operating income	255,090	292,939	238,680	257,259	270,890
Other adjustments-income (expense)	27,703	58,544	56,677	-248,337	20,474
Net profit (loss) before income taxes	282,793	351,484	295,357	8,922	291,364
Provision for income taxes	61,614	32,523	15,513	30,687	23,665
Net profit (loss) after income taxes	221,179	318,961	279,845	-21,765	267,699
Salaries and other staff benefits	444,244	475,116	478,910	498,843	533,112
numbers					
Number of employees (weekly average)	7,228	7,677	7,581	7,618	7,933
Number of stations	458	492	512	530	548
percentage of revenues					
Revenues					
Sales of air time					
Local	69.9	70.0	70.7	69.4	68.3
National and network	27.8	28.0	27.0	28.4	29.7
Sales of air time, total	97.7	98.0	97.7	97.9	98.0
Production and other, total	2.3	2.0	2.3	2.1	2.0
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	24.7	25.5	27.5	28.1	28.1
Technical services	2.7	2.9	3.2	3.2	3.3
Sales and promotion	24.6	24.2	25.0	24.8	24.7
Administration and general	21.0	20.2	20.6	19.6	19.7
Depreciation	2.9	2.8	3.1	3.0	2.8
Operating expenses, total	76.0	75.5	79.3	78.7	78.5
Profit before interest and taxes	24.0	24.5	20.7	21.3	21.5
Interest expense	2.4	1.4	0.9	0.8	0.7
Expenses, total	78.4	76.9	80.2	79.5	79.3
Net operating income	21.6	23.1	19.8	20.5	20.7
Other adjustments-income (expense)	2.3	4.6	4.7	-19.8	1.6
Net profit (loss) before income taxes	24.0	27.8	24.5	0.7	22.3
Provision for income taxes	5.2	2.6	1.3	2.5	1.8
Net profit (loss) after income taxes	18.7	25.2	23.2	-1.7	20.5
Salaries and other staff benefits	37.7	37.5	39.7	39.8	40.8

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

Table 3-3
Private radio broadcasters, by type of broadcaster, revenue and expense statement — English language

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	916,549	972,065	913,669	922,553	941,538
National and network	297,220	319,601	290,038	315,755	345,375
Sales of air time, total	1,213,769	1,291,666	1,203,707	1,238,308	1,286,913
Production and other, total	26,742	23,300	24,180	21,453	19,384
Operating revenue, total	1,240,511	1,314,965	1,227,887	1,259,761	1,306,297
Expenses					
Program	327,331	347,931	353,027	364,187	374,238
Technical services	35,942	39,815	40,573	42,105	43,011
Sales and promotion	309,317	323,295	307,843	314,770	321,956
Administration and general	269,205	268,732	257,312	251,638	259,052
Depreciation	33,645	33,252	35,856	35,436	36,573
Operating expenses, total	975,439	1,013,025	994,611	1,008,137	1,034,829
Profit before interest and taxes	265,072	301,940	233,276	251,624	271,467
Interest expense	19,365	20,928	12,054	9,114	10,609
Expenses, total	994,804	1,033,953	1,006,665	1,017,251	1,045,438
Net operating income	245,707	281,012	221,221	242,510	260,859
Other adjustments-income (expense)	28,224	40,338	11,549	-324,044	-5,087
Net profit (loss) before income taxes	273,931	321,350	232,770	-81,534	255,772
Provision for income taxes	52,782	29,730	-928	14,720	19,426
Net profit (loss) after income taxes	221,149	291,621	233,698	-96,254	236,346
Salaries and other staff benefits	491,627	515,838	512,242	507,978	533,052
numbers					
Number of employees (weekly average)	7,987	8,119	7,932	7,860	7,926
Number of stations	506	523	535	545	554
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	73.9	73.9	74.4	73.2	72.1
National and network	24.0	24.3	23.6	25.1	26.4
Sales of air time, total	97.8	98.2	98.0	98.3	98.5
Production and other, total	2.2	1.8	2.0	1.7	1.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	26.4	26.5	28.8	28.9	28.6
Technical services	2.9	3.0	3.3	3.3	3.3
Sales and promotion	24.9	24.6	25.1	25.0	24.6
Administration and general	21.7	20.4	21.0	20.0	19.8
Depreciation	2.7	2.5	2.9	2.8	2.8
Operating expenses, total	78.6	77.0	81.0	80.0	79.2
Profit before interest and taxes	21.4	23.0	19.0	20.0	20.8
Interest expense	1.6	1.6	1.0	0.7	0.8
Expenses, total	80.2	78.6	82.0	80.7	80.0
Net operating income	19.8	21.4	18.0	19.3	20.0
Other adjustments-income (expense)	2.3	3.1	0.9	-25.7	-0.4
Net profit (loss) before income taxes	22.1	24.4	19.0	-6.5	19.6
Provision for income taxes	4.3	2.3	-0.1	1.2	1.5
Net profit (loss) after income taxes	17.8	22.2	19.0	-7.6	18.1
Salaries and other staff benefits	39.6	39.2	41.7	40.3	40.8

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

Table 3-4

Private radio broadcasters, by type of broadcaster, revenue and expense statement — French language

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	140,916	142,453	148,396	153,226	156,341
National and network	81,911	87,452	84,009	91,458	94,836
Sales of air time, total	222,827	229,906	232,406	244,684	251,178
Production and other, total	7,322	8,169	9,514	12,149	13,961
Operating revenue, total	230,149	238,075	241,920	256,834	265,138
Expenses					
Program	71,725	76,692	79,097	85,497	92,562
Technical services	7,403	8,095	8,577	8,886	9,822
Sales and promotion	57,773	58,157	60,538	63,067	65,056
Administration and general	52,895	52,717	49,483	48,994	53,129
Depreciation	8,723	9,453	8,633	8,233	7,524
Operating expenses, total	198,520	205,114	206,327	214,676	228,094
Profit before interest and taxes	31,630	32,961	35,593	42,158	37,044
Interest expense	14,722	944	2,663	3,327	654
Expenses, total	213,242	206,058	208,990	218,003	228,748
Net operating income	16,907	32,016	32,930	38,830	36,390
Other adjustments-income (expense)	13,158	35,572	51,689	43,717	38,358
Net profit (loss) before income taxes	30,065	67,589	84,619	82,547	74,748
Provision for income taxes	8,779	7,623	14,232	16,996	8,056
Net profit (loss) after income taxes	21,285	59,966	70,387	65,552	66,691
Salaries and other staff benefits	102,078	102,949	103,055	118,617	136,205
numbers					
Number of employees (weekly average)	1,607	1,685	1,632	1,633	1,839
Number of stations	103	104	104	106	105
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	61.2	59.8	61.3	59.7	59.0
National and network	35.6	36.7	34.7	35.6	35.8
Sales of air time, total	96.8	96.6	96.1	95.3	94.7
Production and other, total	3.2	3.4	3.9	4.7	5.3
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	31.2	32.2	32.7	33.3	34.9
Technical services	3.2	3.4	3.5	3.5	3.7
Sales and promotion	25.1	24.4	25.0	24.6	24.5
Administration and general	23.0	22.1	20.5	19.1	20.0
Depreciation	3.8	4.0	3.6	3.2	2.8
Operating expenses, total	86.3	86.2	85.3	83.6	86.0
Profit before interest and taxes	13.7	13.8	14.7	16.4	14.0
Interest expense	6.4	0.4	1.1	1.3	0.2
Expenses, total	92.7	86.6	86.4	84.9	86.3
Net operating income	7.3	13.4	13.6	15.1	13.7
Other adjustments-income (expense)	5.7	14.9	21.4	17.0	14.5
Net profit (loss) before income taxes	13.1	28.4	35.0	32.1	28.2
Provision for income taxes	3.8	3.2	5.9	6.6	3.0
Net profit (loss) after income taxes	9.2	25.2	29.1	25.5	25.2
Salaries and other staff benefits	44.4	43.2	42.6	46.2	51.4

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

Table 3-5
Private radio broadcasters, by type of broadcaster, revenue and expense statement — Other language

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	35,264	36,708	34,824	36,591	39,427
National and network	1,325	1,755	2,470	2,617	2,772
Sales of air time, total	36,589	38,463	37,294	39,208	42,199
Production and other, total	3,958	3,519	4,245	4,253	3,575
Operating revenue, total	40,548	41,981	41,538	43,460	45,774
Expenses					
Program	13,459	14,665	13,499	13,824	13,748
Technical services	2,484	2,521	2,609	2,777	2,809
Sales and promotion	7,351	7,626	7,116	6,687	7,754
Administration and general	12,775	14,095	14,769	14,188	15,461
Depreciation	1,269	1,310	1,292	1,393	1,315
Operating expenses, total	37,337	40,217	39,285	38,870	41,087
Profit before interest and taxes	3,211	1,764	2,254	4,590	4,687
Interest expense	1,045	662	492	426	316
Expenses, total	38,382	40,879	39,776	39,296	41,403
Net operating income	2,166	1,102	1,762	4,164	4,371
Other adjustments-income (expense)	-327	388	191	209	467
Net profit (loss) before income taxes	1,839	1,490	1,953	4,373	4,838
Provision for income taxes	846	1,406	991	770	1,267
Net profit (loss) after income taxes	993	84	962	3,603	3,570
Salaries and other staff benefits	18,747	19,421	18,314	17,836	18,327
numbers					
Number of employees (weekly average)	620	647	718	700	752
Number of stations	23	23	24	23	24
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	87.0	87.4	83.8	84.2	86.1
National and network	3.3	4.2	5.9	6.0	6.1
Sales of air time, total	90.2	91.6	89.8	90.2	92.2
Production and other, total	9.8	8.4	10.2	9.8	7.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	33.2	34.9	32.5	31.8	30.0
Technical services	6.1	6.0	6.3	6.4	6.1
Sales and promotion	18.1	18.2	17.1	15.4	16.9
Administration and general	31.5	33.6	35.6	32.6	33.8
Depreciation	3.1	3.1	3.1	3.2	2.9
Operating expenses, total	92.1	95.8	94.6	89.4	89.8
Profit before interest and taxes	7.9	4.2	5.4	10.6	10.2
Interest expense	2.6	1.6	1.2	1.0	0.7
Expenses, total	94.7	97.4	95.8	90.4	90.5
Net operating income	5.3	2.6	4.2	9.6	9.5
Other adjustments-income (expense)	-0.8	0.9	0.5	0.5	1.0
Net profit (loss) before income taxes	4.5	3.5	4.7	10.1	10.6
Provision for income taxes	2.1	3.3	2.4	1.8	2.8
Net profit (loss) after income taxes	2.4	0.2	2.3	8.3	7.8
Salaries and other staff benefits	46.2	46.3	44.1	41.0	40.0

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

Table 4-1

Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Top 5 census metropolitan areas

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	498,824	512,532	464,817	464,645	477,000
National and network	200,573	213,400	197,978	210,931	234,938
Sales of air time, total	699,397	725,932	662,796	675,576	711,938
Production and other, total	20,224	19,953	20,547	18,775	18,078
Operating revenue, total	719,620	745,885	683,343	694,351	730,016
Expenses					
Program	200,785	214,061	210,694	213,946	225,425
Technical services	17,330	20,366	19,837	20,700	20,506
Sales and promotion	162,793	168,341	156,151	155,769	160,404
Administration and general	138,708	138,019	121,009	117,486	125,274
Depreciation	15,110	16,015	15,814	14,404	14,522
Operating expenses, total	534,726	556,802	523,504	522,306	546,131
Profit before interest and taxes	184,895	189,084	159,838	172,045	183,885
Interest expense	22,058	7,391	5,428	4,226	3,055
Expenses, total	556,784	564,193	528,933	526,532	549,187
Net operating income	162,837	181,692	154,410	167,819	180,829
Other adjustments-income (expense)	18,863	48,663	26,075	-124,651	15,343
Net profit (loss) before income taxes	181,699	230,356	180,485	43,168	196,172
Provision for income taxes	39,089	26,115	4,377	18,502	17,063
Net profit (loss) after income taxes	142,610	204,241	176,108	24,666	179,109
Salaries and other staff benefits	260,409	269,046	252,178	253,101	274,414
numbers					
Number of employees (weekly average)	3,487	3,517	3,425	3,279	3,416
Number of stations	110	109	111	112	112
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	69.3	68.7	68.0	66.9	65.3
National and network	27.9	28.6	29.0	30.4	32.2
Sales of air time, total	97.2	97.3	97.0	97.3	97.5
Production and other, total	2.8	2.7	3.0	2.7	2.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	27.9	28.7	30.8	30.8	30.9
Technical services	2.4	2.7	2.9	3.0	2.8
Sales and promotion	22.6	22.6	22.9	22.4	22.0
Administration and general	19.3	18.5	17.7	16.9	17.2
Depreciation	2.1	2.1	2.3	2.1	2.0
Operating expenses, total	74.3	74.6	76.6	75.2	74.8
Profit before interest and taxes	25.7	25.4	23.4	24.8	25.2
Interest expense	3.1	1.0	0.8	0.6	0.4
Expenses, total	77.4	75.6	77.4	75.8	75.2
Net operating income	22.6	24.4	22.6	24.2	24.8
Other adjustments-income (expense)	2.6	6.5	3.8	-18.0	2.1
Net profit (loss) before income taxes	25.2	30.9	26.4	6.2	26.9
Provision for income taxes	5.4	3.5	0.6	2.7	2.3
Net profit (loss) after income taxes	19.8	27.4	25.8	3.6	24.5
Salaries and other staff benefits	36.2	36.1	36.9	36.5	37.6

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

Table 4-2

Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Other census metropolitan areas

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	295,528	315,242	308,945	318,160	321,128
National and network	98,005	105,456	93,546	101,763	110,419
Sales of air time, total	393,534	420,698	402,491	419,923	431,547
Production and other, total	8,493	6,070	8,491	10,286	10,385
Operating revenue, total	402,026	426,769	410,982	430,210	441,932
Expenses					
Program	112,559	116,637	120,461	129,652	134,312
Technical services	13,203	13,878	14,911	15,074	16,459
Sales and promotion	113,167	114,238	112,815	119,701	125,584
Administration and general	90,250	87,473	80,369	84,335	87,701
Depreciation	13,288	12,683	13,587	14,840	14,676
Operating expenses, total	342,466	344,908	342,142	363,602	378,732
Profit before interest and taxes	59,560	81,860	68,839	66,608	63,200
Interest expense	5,924	5,887	4,307	3,604	3,378
Expenses, total	348,389	350,795	346,449	367,206	382,111
Net operating income	53,637	75,973	64,533	63,004	59,822
Other adjustments-income (expense)	20,453	24,797	23,184	-86,927	11,830
Net profit (loss) before income taxes	74,090	100,770	87,716	-23,923	71,652
Provision for income taxes	13,456	5,403	7,046	8,170	6,085
Net profit (loss) after income taxes	60,634	95,367	80,670	-32,093	65,567
Salaries and other staff benefits	172,369	176,434	181,756	189,528	200,365
numbers					
Number of employees (weekly average)	2,690	2,749	2,742	2,763	2,864
Number of stations	146	148	149	153	155
	2007	2008	2009	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	73.5	73.9	75.2	74.0	72.7
National and network	24.4	24.7	22.8	23.7	25.0
Sales of air time, total	97.9	98.6	97.9	97.6	97.7
Production and other, total	2.1	1.4	2.1	2.4	2.3
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	28.0	27.3	29.3	30.1	30.4
Technical services	3.3	3.3	3.6	3.5	3.7
Sales and promotion	28.1	26.8	27.5	27.8	28.4
Administration and general	22.4	20.5	19.6	19.6	19.8
Depreciation	3.3	3.0	3.3	3.4	3.3
Operating expenses, total	85.2	80.8	83.2	84.5	85.7
Profit before interest and taxes	14.8	19.2	16.7	15.5	14.3
Interest expense	1.5	1.4	1.0	0.8	0.8
Expenses, total	86.7	82.2	84.3	85.4	86.5
Net operating income	13.3	17.8	15.7	14.6	13.5
Other adjustments-income (expense)	5.1	5.8	5.6	-20.2	2.7
Net profit (loss) before income taxes	18.4	23.6	21.3	-5.6	16.2
Provision for income taxes	3.3	1.3	1.7	1.9	1.4
Net profit (loss) after income taxes	15.1	22.3	19.6	-7.5	14.8
Salaries and other staff benefits	42.9	41.3	44.2	44.1	45.3

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

Table 4-3

Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Non-census metropolitan areas

	2007	2008	2009	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	298,376	323,453	323,127	329,564	339,177
National and network	81,879	89,951	84,993	97,136	97,627
Sales of air time, total	380,255	413,404	408,119	426,700	436,804
Production and other, total	9,306	8,964	8,901	8,794	8,457
Operating revenue, total	389,561	422,368	417,021	435,494	445,261
Expenses					
Program	99,170	108,590	114,469	119,910	120,811
Technical services	15,296	16,188	17,010	17,993	18,678
Sales and promotion	98,482	106,500	106,531	109,055	108,778
Administration and general	105,917	110,052	120,187	112,999	114,666
Depreciation	15,239	15,317	16,379	15,818	16,214
Operating expenses, total	334,104	356,647	374,576	375,775	379,147
Profit before interest and taxes	55,457	65,721	42,444	59,719	66,114
Interest expense	7,150	9,256	5,474	5,037	5,145
Expenses, total	341,255	365,903	380,050	380,812	384,292
Net operating income	48,306	56,465	36,970	54,682	60,968
Other adjustments-income (expense)	1,739	2,838	14,171	-68,540	6,565
Net profit (loss) before income taxes	50,046	59,303	51,141	-13,858	67,533
Provision for income taxes	9,862	7,241	2,872	5,814	5,601
Net profit (loss) after income taxes	40,183	52,062	48,269	-19,672	61,932
Salaries and other staff benefits	179,673	192,727	199,676	201,801	212,805
numbers					
Number of employees (weekly average)	4,037	4,186	4,114	4,151	4,238
Number of stations	376	393	403	409	416
percentage of revenues					
Revenues					
Sales of air time					
Local	76.6	76.6	77.5	75.7	76.2
National and network	21.0	21.3	20.4	22.3	21.9
Sales of air time, total	97.6	97.9	97.9	98.0	98.1
Production and other, total	2.4	2.1	2.1	2.0	1.9
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	25.5	25.7	27.4	27.5	27.1
Technical services	3.9	3.8	4.1	4.1	4.2
Sales and promotion	25.3	25.2	25.5	25.0	24.4
Administration and general	27.2	26.1	28.8	25.9	25.8
Depreciation	3.9	3.6	3.9	3.6	3.6
Operating expenses, total	85.8	84.4	89.8	86.3	85.2
Profit before interest and taxes	14.2	15.6	10.2	13.7	14.8
Interest expense	1.8	2.2	1.3	1.2	1.2
Expenses, total	87.6	86.6	91.1	87.4	86.3
Net operating income	12.4	13.4	8.9	12.6	13.7
Other adjustments-income (expense)	0.4	0.7	3.4	-15.7	1.5
Net profit (loss) before income taxes	12.8	14.0	12.3	-3.2	15.2
Provision for income taxes	2.5	1.7	0.7	1.3	1.3
Net profit (loss) after income taxes	10.3	12.3	11.6	-4.5	13.9
Salaries and other staff benefits	46.1	45.6	47.9	46.3	47.8

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

Table 5
Public and non-commercial radio broadcasters, revenue and expense statement, Canada

	2007	2008	2009 ¹	2010	2011
thousands of dollars					
Revenues					
Sales of air time					
Local	15,719	16,330	16,298	16,725	18,703
National and network	2,538	3,067	3,366	3,762	3,605
Sales of air time, total	18,257	19,397	19,664	20,487	22,308
Government and corporate grants	338,227	319,699	409,366	362,827	341,852
Production and other, total	30,616	35,412	58,102	48,944	41,465
Operating revenue, total	387,100	374,508	487,133	432,257	405,625
Expenses					
Program	303,039	291,972	254,425	252,054	256,763
Technical services	33,669	31,347	46,084	44,976	34,520
Sales and promotion	9,151	9,811	25,795	26,237	20,978
Administration and general	82,804	80,949	111,116	82,024	60,362
Depreciation	23,421	26,940	41,049	37,985	31,272
Operating expenses, total	452,084	441,019	478,468	443,277	403,895
Profit before interest and taxes	-64,984	-66,512	8,664	-11,020	1,730
Interest expense	324	363	7,930	8,244	5,419
Expenses, total	452,408	441,383	486,398	451,522	409,314
Net operating income	-65,308	-66,875	734	-19,264	-3,689
Other adjustments-income (expense)	67,199	71,110	1,884	5,793	4,330
Net profit (loss) before income taxes	1,892	4,235	2,619	-13,471	642
Provision for income taxes	22	13	9	-36	9
Net profit (loss) after income taxes	1,870	4,222	2,610	-13,436	632
Salaries and other staff benefits	222,666	197,052	289,711	258,579	263,839
numbers					
Number of employees (weekly average)	3,642	3,205	F	3,586	3,521
Number of stations	198	203	221	234	241
	2007	2008	2009 ¹	2010	2011
percentage of revenues					
Revenues					
Sales of air time					
Local	4.1	4.4	3.3	3.9	4.6
National and network	0.7	0.8	0.7	0.9	0.9
Sales of air time, total	4.7	5.2	4.0	4.7	5.5
Government and corporate grants	87.4	85.4	84.0	83.9	84.3
Production and other, total	7.9	9.5	11.9	11.3	10.2
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	78.3	78.0	52.2	58.3	63.3
Technical services	8.7	8.4	9.5	10.4	8.5
Sales and promotion	2.4	2.6	5.3	6.1	5.2
Administration and general	21.4	21.6	22.8	19.0	14.9
Depreciation	6.1	7.2	8.4	8.8	7.7
Operating expenses, total	116.8	117.8	98.2	102.5	99.6
Profit before interest and taxes	-16.8	-17.8	1.8	-2.5	0.4
Interest expense	0.1	0.1	1.6	1.9	1.3
Expenses, total	116.9	117.9	99.8	104.5	100.9
Net operating income	-16.9	-17.9	0.2	-4.5	-0.9
Other adjustments-income (expense)	17.4	19.0	0.4	1.3	1.1
Net profit (loss) before income taxes	0.5	1.1	0.5	-3.1	0.2
Provision for income taxes	0.0	0.0	0.0	0.0	0.0
Net profit (loss) after income taxes	0.5	1.1	0.5	-3.1	0.2
Salaries and other staff benefits	57.5	52.6	59.5	59.8	65.0

1. The 2009 data is not comparable to previous years data. As a result of re-organizations 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.

Data quality

The statistics presented in this publication are for the Radio Broadcasting industry (51511) as defined in the 2007 North American Industrial Classification System (NAICS).

The annual survey on which this publication is based is sent to all organisations licensed by the Canadian Radio-television and Telecommunications Commission (CRTC) to operate conventional radio or television programming undertakings. The survey of conventional broadcasters is conducted jointly by Statistics Canada and the CRTC.

The data presented in this publication are of good quality and can therefore be used with confidence. This assessment is based on available data accuracy measures and the judgment 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 generally 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. Definitions, data sources and methods are available for most surveys. The survey title is **Radio and Television Broadcasting Survey** (ID 2724).