

Catalogue no. 56-207-X

# Television Broadcasting Industries



2012



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# Television Broadcasting Industries

2012

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## Symbols

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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<sup>s</sup> value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published
- \* significantly different from reference category ( $p < 0.05$ )

## Abbreviations

n.e.c. not elsewhere classified

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## Highlights

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- Operating revenues in the television broadcasting sector totalled \$7.6 billion in 2012, an increase of 1.8% from 2011.
- Pay and specialty television maintained their upward trend, with operating revenues increasing 5.9% from 2011 to 2012 to \$4.0 billion.
- In 2012, advertising revenues for the television broadcasting sector declined 2.3% to \$3.5 billion.
- For the first time since 1996, public and non-commercial television had a surplus of \$8.7 million in 2012 with a profit margin before interest and taxes of 0.5%.
- In 2012, the profit margin for private conventional television was 0.7%, while its profits before interest and taxes were \$13.9 million. Pay and specialty television posted a profit margin before interest and taxes of 23.1%, slightly down from 2011 (24.9%). Their profits before interest and taxes amounted to \$916.6 million.

## Television broadcasting

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Operating revenues in the television broadcasting sector totalled \$7.6 billion in 2012, an increase of 1.8% from 2011.

This moderate annual growth follows two years of expansion, especially in the pay and specialty television segment, which was not affected as much by the economic downturn of 2008.

Operating revenues for private conventional television have fallen below the level of 2008, the year of the economic downturn, after two years of growth in 2010 and 2011.

### Pay and specialty television continue to climb

Pay and specialty television maintained their upward trend, with operating revenues increasing 5.9% from 2011 to 2012 to \$4.0 billion. Operating revenues of private conventional television fell 5.2% to \$2.0 billion in 2012. Operating revenues for public and non-commercial television rose 1.7% to \$1.6 billion.

Both subscription revenues and advertising revenues contributed to the growth of pay and specialty television in 2012. Subscription revenues were up 8.4% while advertising revenues advanced 2.4%. Subscription revenues accounted for 66.1% of operating revenues.

### Advertising revenues down

In 2012, advertising revenues for the television broadcasting sector declined 2.3% to \$3.5 billion. Private conventional television saw its advertising revenues decrease 5.9% to \$1.8 billion. This segment has always captured the biggest market share of advertising revenues in the television broadcasting sector (52.7%), though the share has been continually decreasing since 2005.

By comparison, the share of total advertising revenues of pay and specialty television rose from 25.4% in 2005 to 36.1% in 2012, amounting to \$1.3 billion.

### Surplus for public and non-commercial television

For the first time since 1996, public and non-commercial television had a surplus of \$8.7 million in 2012 with a profit margin before interest and taxes of 0.5%. The Local Programming Improvement Fund (LPIF) contributed to this segment's strong performance with contributions of \$47.1 million in 2012, an increase of 15.7% over 2011. The LPIF's contribution was almost on par with local air time sales (\$47.6 million).

In 2012, the profit margin for private conventional television was 0.7%, while its profits before interest and taxes were \$13.9 million. Pay and specialty television posted a profit margin before interest and taxes of 23.1%, slightly down from 2011 (24.9%). Their profits before interest and taxes amounted to \$916.6 million.

## Programming expenses up

In 2012, programming and production expenses for the entire industry rose 8.2% to \$4.7 billion. For the second straight year, specialty television had the highest programming and production expenses at \$1.7 billion (+14.7%), followed by conventional television at \$1.5 billion (+6.1%). For the first time, the public and non-commercial television segments spent \$1.0 billion on programming and production.

Programming and production expenses had the largest impact on the profitability of the different television industry segments. The programming and production expenses for private conventional television increased by \$84 million in 2012. By comparison, in 2011, these expenses for this segment decreased \$174 million. The contributions of the Local Programming Improvement Fund, which had a hand in the strong performance of private conventional television in the past two years, fell 1.5% in 2012 to \$64.5 million. This amount was set to decrease as of September 1, 2012 from 1.5% to 1.0% to 0.5% annually and will eventually be eliminated, as the LPIF is set to be phased out in 2014 following a review by the CRTC. The regulating authority concluded that after 2014, the fund will have played its role to help local television maintain and improve its programming.

## Related products

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### Selected publications from Statistics Canada

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56-001-X Broadcasting and Telecommunications

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### Selected CANSIM tables from Statistics Canada

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

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### Selected surveys from Statistics Canada

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2724 Radio and Television Broadcasting Survey

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### Selected summary tables from Statistics Canada

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

# Statistical tables

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

	2008	2009	2010	2011	2012	2009/2008	2010/2009	2011/2010	2012/2011
	thousands of dollars					percentage change			
<b>Operating revenues by type of broadcaster</b>									
Private conventional television	2,147,417	1,981,808	2,156,849	2,163,020	2,050,757	-7.7	8.8	0.3	-5.2
Public and non-commercial television	1,433,900	1,460,957	1,466,394	1,570,968	1,598,158	1.9	0.4	7.1	1.7
Specialty television <sup>2</sup>	2,334,499	2,425,686	2,676,068	2,892,419	3,130,129	3.9	10.3	8.1	8.2
Pay television <sup>2</sup>	596,642	695,522	798,551	855,646	837,401	16.6	14.8	7.1	-2.1
<b>Total</b>	<b>6,512,459</b>	<b>6,563,972</b>	<b>7,097,863</b>	<b>7,482,053</b>	<b>7,616,446</b>	<b>0.8</b>	<b>8.1</b>	<b>5.4</b>	<b>1.8</b>
	percent					percentage change			
<b>Market share by type of broadcaster (revenue)</b>									
Private conventional television	33.0	30.2	30.4	28.9	26.9	-8.4	0.6	-4.9	-6.9
Public and non-commercial television	22.0	22.3	20.7	21.0	21.0	1.1	-7.2	1.6	-0.1
Specialty television <sup>2</sup>	35.8	37.0	37.7	38.7	41.1	3.1	2.0	2.5	6.3
Pay television <sup>2</sup>	9.2	10.6	11.3	11.4	11.0	15.7	6.2	1.6	-3.9
	thousands of dollars					percentage change			
<b>Operating revenues by source</b>									
Air time	3,413,576	3,129,511	3,417,036	3,577,826	3,494,227	-8.3	9.2	4.7	-2.3
Subscription	1,868,089	2,057,745	2,261,110	2,419,393	2,622,704	10.2	9.9	7.0	8.4
Grants	877,705	935,180	937,822	1,031,994	1,033,855	6.5	0.3	10.0	0.2
Local programming improvement fund	..	..	97,754	106,100	111,549	..	..	8.5	5.1
Other	353,089	441,536	384,141	346,740	354,110	25.0	-13.0	-9.7	2.1
<b>Total</b>	<b>6,512,459</b>	<b>6,563,972</b>	<b>7,097,863</b>	<b>7,482,053</b>	<b>7,616,446</b>	<b>0.8</b>	<b>8.1</b>	<b>5.4</b>	<b>1.8</b>
	thousands of dollars					percentage change			
<b>Total sales of airtime by type of broadcaster</b>									
Private conventional television	2,006,796	1,816,382	1,949,717	1,958,977	1,843,120	-9.5	7.3	0.5	-5.9
Public and non-commercial television	379,555	311,340	353,791	384,584	386,853	-18.0	13.6	8.7	0.6
Specialty television <sup>2</sup>	1,026,945	1,001,351	1,112,753	1,232,659	1,263,019	-2.5	11.1	10.8	2.5
Pay television <sup>2</sup>	279	437	775	1,606	1,235	56.6	77.3	107.2	-23.1
<b>Total</b>	<b>3,413,576</b>	<b>3,129,511</b>	<b>3,417,036</b>	<b>3,577,826</b>	<b>3,494,227</b>	<b>-8.3</b>	<b>9.2</b>	<b>4.7</b>	<b>-2.3</b>
	percent					percentage change			
<b>Market share by type of broadcaster (air time)</b>									
Private conventional television	58.8	58.0	57.1	54.8	52.7	-1.3	-1.7	-4.0	-3.7
Public and non-commercial television	11.1	9.9	10.4	10.7	11.1	-10.5	4.1	3.8	3.0
Specialty television <sup>2</sup>	30.1	32.0	32.6	34.5	36.1	6.4	1.8	5.8	4.9
Pay television <sup>2</sup>	0.0	0.0	0.0	0.0	0.0	70.8	62.4	97.9	-21.3
	percent					percentage change			
<b>Profit margin (PBIT) by type of broadcaster (private)</b>									
Private conventional television	0.2	-5.7	0.2	7.2	0.7	-2,636.1	104.3	2,813.3	-90.6
Specialty television <sup>2</sup>	23.4	26.5	27.8	27.4	26.3	13.2	5.0	-1.4	-4.2
Pay television <sup>2</sup>	16.9	12.4	16.7	16.4	11.2	-26.7	34.5	-1.7	-32.0
<b>Total</b>	<b>12.9</b>	<b>12.1</b>	<b>15.7</b>	<b>18.5</b>	<b>15.5</b>	<b>-6.0</b>	<b>29.9</b>	<b>17.6</b>	<b>-16.2</b>
	thousands of dollars					percentage change			
<b>Salaries and benefits by type of broadcaster</b>									
Private conventional television	581,421	532,481	518,566	536,023	541,586	-8.4	-2.6	3.4	1.0
Public and non-commercial television	691,954	687,693	616,575	661,582	686,063	-0.6	-10.3	7.3	3.7
Specialty television <sup>2</sup>	375,396	371,395	373,790	410,506	435,625	-1.1	0.6	9.8	6.1
Pay television <sup>2</sup>	31,085	37,816	43,505	53,902	51,391	21.7	15.0	23.9	-4.7
<b>Total</b>	<b>1,679,857</b>	<b>1,629,385</b>	<b>1,552,436</b>	<b>1,662,013</b>	<b>1,714,665</b>	<b>-3.0</b>	<b>-4.7</b>	<b>7.1</b>	<b>3.2</b>
	number					percentage change			
<b>Average weekly number of employees by type of broadcaster</b>									
Private conventional television	7,436	6,801	6,418	6,420	6,375	-8.5	-5.6	0.0	-0.7
Public and non-commercial television	9,163	8,802	7,221	7,230	7,355	-3.9	-18.0	0.1	1.7
Specialty television <sup>2</sup>	5,107	4,986	4,988	5,393	5,622	-2.4	0.0	8.1	4.2
Pay television <sup>2</sup>	435	540	554	558	554	24.1	2.6	0.7	-0.7
<b>Total</b>	<b>22,141</b>	<b>21,129</b>	<b>19,181</b>	<b>19,601</b>	<b>19,906</b>	<b>-4.6</b>	<b>-9.2</b>	<b>2.2</b>	<b>1.6</b>
	thousands of dollars					percentage change			
<b>Programming and production expenses</b>									
Private conventional television	1,476,458	1,517,317	1,542,417	1,368,090	1,452,128	2.8	1.7	-11.3	6.1
Public and non-commercial television	1,068,451	910,263	942,950	979,410	1,012,423	-14.8	3.6	3.9	3.4
Specialty television <sup>2</sup>	1,256,206	1,254,959	1,380,358	1,491,575	1,710,718	-0.1	10.0	8.1	14.7
Pay television <sup>2</sup>	376,890	465,410	504,587	521,242	542,834	23.5	8.4	3.3	4.1
<b>Total</b>	<b>4,178,005</b>	<b>4,147,949</b>	<b>4,370,312</b>	<b>4,360,318</b>	<b>4,718,103</b>	<b>-0.7</b>	<b>5.4</b>	<b>-0.2</b>	<b>8.2</b>

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

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

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	1,262,185	1,426,599	1,585,776	1,715,288	1,888,985
Satellite television subscriber revenue	605,904	631,146	675,334	704,105	733,719
Sales of air time					
Local	429,454	428,513	411,490	433,462	436,532
National and network	2,961,404	2,681,641	2,988,861	3,126,881	3,042,616
Infomercials	22,718	19,357	16,685	17,484	15,079
Sales of air time, total	3,413,576	3,129,511	3,417,036	3,577,826	3,494,227
Government and corporate grants	877,705	935,180	937,822	1,031,994	1,033,855
Local programming improvement fund	..	..	97,754	106,100	111,549
Total production and other	353,089	441,536	384,141	346,740	354,110
<b>Operating revenue, total</b>	<b>6,512,459</b>	<b>6,563,972</b>	<b>7,097,863</b>	<b>7,482,053</b>	<b>7,616,446</b>
<b>Expenses</b>					
Program cost	4,178,005	4,147,949	4,370,312	4,360,318	4,718,103
Technical services	277,840	355,896	350,884	377,791	366,964
Sales and promotion	522,144	539,578	587,505	600,450	579,526
Administration and general	790,985	664,765	658,042	723,272	640,466
Depreciation	228,138	253,784	288,598	333,022	372,173
<b>Operating expenses, total</b>	<b>5,997,111</b>	<b>5,961,972</b>	<b>6,255,340</b>	<b>6,394,853</b>	<b>6,677,233</b>
<b>Profit before interest and taxes</b>	<b>515,347</b>	<b>602,000</b>	<b>842,522</b>	<b>1,087,200</b>	<b>939,213</b>
Interest expense	160,034	172,970	166,985	170,279	115,977
<b>Expenses, total</b>	<b>6,157,145</b>	<b>6,134,942</b>	<b>6,422,325</b>	<b>6,565,132</b>	<b>6,793,210</b>
Net operating income	355,314	429,030	675,537	916,921	823,236
Other adjustments-income (expense)	150,632	-72,392	64,860	18,802	2,437
Net profit (loss) before income taxes	505,945	356,638	740,397	935,724	825,673
Salaries and other staff benefits	1,679,857	1,629,385	1,552,436	1,662,013	1,714,665
number					
Number of employees (weekly average)	22,141	21,129	19,181	19,601	19,906
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	19.4	21.7	22.3	22.9	24.8
Satellite television subscriber revenue	9.3	9.6	9.5	9.4	9.6
Sales of air time					
Local	6.6	6.5	5.8	5.8	5.7
National and network	45.5	40.9	42.1	41.8	39.9
Infomercials	0.3	0.3	0.2	0.2	0.2
Sales of air time, total	52.4	47.7	48.1	47.8	45.9
Government and corporate grants	13.5	14.2	13.2	13.8	13.6
Local programming improvement fund	..	..	1.4	1.4	1.5
Total production and other	5.4	6.7	5.4	4.6	4.6
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	64.2	63.2	61.6	58.3	61.9
Technical services	4.3	5.4	4.9	5.0	4.8
Sales and promotion	8.0	8.2	8.3	8.0	7.6
Administration and general	12.1	10.1	9.3	9.7	8.4
Depreciation	3.5	3.9	4.1	4.5	4.9
<b>Operating expenses, total</b>	<b>92.1</b>	<b>90.8</b>	<b>88.1</b>	<b>85.5</b>	<b>87.7</b>
<b>Profit before interest and taxes</b>	<b>7.9</b>	<b>9.2</b>	<b>11.9</b>	<b>14.5</b>	<b>12.3</b>
Interest expense	2.5	2.6	2.4	2.3	1.5
<b>Expenses, total</b>	<b>94.5</b>	<b>93.5</b>	<b>90.5</b>	<b>87.7</b>	<b>89.2</b>
Net operating income	5.5	6.5	9.5	12.3	10.8
Other adjustments-income (expense)	2.3	-1.1	0.9	0.3	0.0
Net profit (loss) before income taxes	7.8	5.4	10.4	12.5	10.8
Salaries and other staff benefits	25.8	24.8	21.9	22.2	22.5

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	391,125	350,970	353,171	358,225	357,932
National and network	1,592,953	1,446,056	1,579,861	1,583,268	1,470,109
Infomercials	22,718	19,357	16,685	17,484	15,079
Sales of air time, total	2,006,796	1,816,382	1,949,717	1,958,977	1,843,120
Local programming improvement fund	..	..	65,014	65,411	64,462
Total production and other	140,621	165,425	142,118	138,632	143,175
<b>Operating revenue, total</b>	<b>2,147,417</b>	<b>1,981,808</b>	<b>2,156,849</b>	<b>2,163,020</b>	<b>2,050,757</b>
<b>Expenses</b>					
Program cost	1,476,458	1,517,317	1,542,417	1,368,090	1,452,128
Technical services	77,966	84,616	78,444	79,504	81,866
Sales and promotion	226,615	218,574	242,355	235,826	225,815
Administration and general	292,098	199,223	198,467	228,524	181,162
Depreciation	69,434	75,476	89,801	94,361	95,857
<b>Operating expenses, total</b>	<b>2,142,572</b>	<b>2,095,206</b>	<b>2,151,485</b>	<b>2,006,306</b>	<b>2,036,828</b>
<b>Profit before interest and taxes</b>	<b>4,845</b>	<b>-113,398</b>	<b>5,364</b>	<b>156,714</b>	<b>13,929</b>
Interest expense	49,308	34,461	28,033	12,453	11,741
<b>Expenses, total</b>	<b>2,191,880</b>	<b>2,129,666</b>	<b>2,179,518</b>	<b>2,018,759</b>	<b>2,048,569</b>
Net operating income	-44,463	-147,859	-22,669	144,261	2,188
Other adjustments-income (expense)	-56,028	-129,314	-36,592	1,114	-46,629
Net profit (loss) before income taxes	-100,491	-277,172	-59,261	145,374	-44,441
Provision for income taxes	-14,352	51,001	15,709	-31,674	61,916
Net profit (loss) after income taxes	-86,139	-328,173	-74,970	177,049	-106,357
Salaries and other staff benefits	581,421	532,481	518,566	536,023	541,586
number					
Number of employees (weekly average)	7,436	6,801	6,418	6,420	6,375
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	18.2	17.7	16.4	16.6	17.5
National and network	74.2	73.0	73.2	73.2	71.7
Infomercials	1.1	1.0	0.8	0.8	0.7
Sales of air time, total	93.5	91.7	90.4	90.6	89.9
Local programming improvement fund	..	..	3.0	3.0	3.1
Total production and other	6.5	8.3	6.6	6.4	7.0
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	68.8	76.6	71.5	63.2	70.8
Technical services	3.6	4.3	3.6	3.7	4.0
Sales and promotion	10.6	11.0	11.2	10.9	11.0
Administration and general	13.6	10.1	9.2	10.6	8.8
Depreciation	3.2	3.8	4.2	4.4	4.7
<b>Operating expenses, total</b>	<b>99.8</b>	<b>105.7</b>	<b>99.8</b>	<b>92.8</b>	<b>99.3</b>
<b>Profit before interest and taxes</b>	<b>0.2</b>	<b>-5.7</b>	<b>0.2</b>	<b>7.2</b>	<b>0.7</b>
Interest expense	2.3	1.7	1.3	0.6	0.6
<b>Expenses, total</b>	<b>102.1</b>	<b>107.5</b>	<b>101.1</b>	<b>93.3</b>	<b>99.9</b>
Net operating income	-2.1	-7.5	-1.1	6.7	0.1
Other adjustments-income (expense)	-2.6	-6.5	-1.7	0.1	-2.3
Net profit (loss) before income taxes	-4.7	-14.0	-2.7	6.7	-2.2
Provision for income taxes	-0.7	2.6	0.7	-1.5	3.0
Net profit (loss) after income taxes	-4.0	-16.6	-3.5	8.2	-5.2
Salaries and other staff benefits	27.1	26.9	24.0	24.8	26.4

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	26,928	24,347	24,256	23,453	21,928
National and network	45,349	44,554	51,309	46,369	42,081
Infomercials	484	468	98	126	138
Sales of air time, total	72,761	69,369	75,662	69,947	64,147
Total production and other	2,733	3,272	9,562	10,077	9,498
<b>Operating revenue, total</b>	<b>75,494</b>	<b>72,642</b>	<b>85,224</b>	<b>80,024</b>	<b>73,646</b>
<b>Expenses</b>					
Program cost	60,548	63,948	70,334	58,329	57,964
Technical services	4,768	4,321	4,540	4,585	3,834
Sales and promotion	8,506	8,983	10,384	9,352	8,009
Administration and general	14,062	9,194	11,588	12,784	9,842
Depreciation	1,887	1,935	2,630	2,729	3,107
<b>Operating expenses, total</b>	<b>89,770</b>	<b>88,382</b>	<b>99,476</b>	<b>87,779</b>	<b>82,757</b>
<b>Profit before interest and taxes</b>	<b>-14,276</b>	<b>-15,740</b>	<b>-14,252</b>	<b>-7,754</b>	<b>-9,111</b>
Interest expense	2,348	1,626	1,742	74	99
<b>Expenses, total</b>	<b>92,119</b>	<b>90,008</b>	<b>101,218</b>	<b>87,853</b>	<b>82,856</b>
Net operating income	-16,624	-17,367	-15,994	-7,828	-9,210
Other adjustments-income (expense)	-3,303	-1,341	-2,840	-184	-672
Net profit (loss) before income taxes	-19,927	-18,707	-18,835	-8,012	-9,882
Provision for income taxes	170	80	119	89	130
Net profit (loss) after income taxes	-20,097	-18,787	-18,954	-8,102	-10,013
Salaries and other staff benefits	26,735	25,375	24,311	24,857	22,404
number					
Number of employees (weekly average)	326	302	301	299	287
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	35.7	33.5	28.5	29.3	29.8
National and network	60.1	61.3	60.2	57.9	57.1
Infomercials	0.6	0.6	0.1	0.2	0.2
Sales of air time, total	96.4	95.5	88.8	87.4	87.1
Total production and other	3.6	4.5	11.2	12.6	12.9
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	80.2	88.0	82.5	72.9	78.7
Technical services	6.3	5.9	5.3	5.7	5.2
Sales and promotion	11.3	12.4	12.2	11.7	10.9
Administration and general	18.6	12.7	13.6	16.0	13.4
Depreciation	2.5	2.7	3.1	3.4	4.2
<b>Operating expenses, total</b>	<b>118.9</b>	<b>121.7</b>	<b>116.7</b>	<b>109.7</b>	<b>112.4</b>
<b>Profit before interest and taxes</b>	<b>-18.9</b>	<b>-21.7</b>	<b>-16.7</b>	<b>-9.7</b>	<b>-12.4</b>
Interest expense	3.1	2.2	2.0	0.1	0.1
<b>Expenses, total</b>	<b>122.0</b>	<b>123.9</b>	<b>118.8</b>	<b>109.8</b>	<b>112.5</b>
Net operating income	-22.0	-23.9	-18.8	-9.8	-12.5
Other adjustments-income (expense)	-4.4	-1.8	-3.3	-0.2	-0.9
Net profit (loss) before income taxes	-26.4	-25.8	-22.1	-10.0	-13.4
Provision for income taxes	0.2	0.1	0.1	0.1	0.2
Net profit (loss) after income taxes	-26.6	-25.9	-22.2	-10.1	-13.6
Salaries and other staff benefits	35.4	34.9	28.5	31.1	30.4

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	97,082	78,491	81,804	81,083	84,466
National and network	290,858	270,226	270,862	273,370	268,891
Infomercials	7,805	7,442	7,333	8,141	6,756
Sales of air time, total	395,745	356,159	359,998	362,594	360,113
Total production and other	65,164	67,579	75,531	77,589	78,915
<b>Operating revenue, total</b>	<b>460,909</b>	<b>423,737</b>	<b>435,529</b>	<b>440,183</b>	<b>439,029</b>
<b>Expenses</b>					
Program cost	271,976	259,212	261,795	252,379	263,399
Technical services	17,525	20,139	17,216	18,241	22,791
Sales and promotion	57,844	54,089	55,262	56,426	62,803
Administration and general	69,419	51,541	37,359	51,050	39,281
Depreciation	18,795	15,393	17,337	18,274	21,660
<b>Operating expenses, total</b>	<b>435,560</b>	<b>400,373</b>	<b>388,968</b>	<b>396,370</b>	<b>409,934</b>
<b>Profit before interest and taxes</b>	<b>25,349</b>	<b>23,364</b>	<b>46,561</b>	<b>43,813</b>	<b>29,095</b>
Interest expense	12,236	7,179	7,073	5,872	6,104
<b>Expenses, total</b>	<b>447,796</b>	<b>407,553</b>	<b>396,041</b>	<b>402,242</b>	<b>416,038</b>
Net operating income	13,113	16,185	39,488	37,940	22,991
Other adjustments-income (expense)	-2,039	154	1,070	2,421	-17,338
Net profit (loss) before income taxes	11,074	16,338	40,559	40,361	5,653
Provision for income taxes	10,898	11,107	16,441	5,274	5,581
Net profit (loss) after income taxes	176	5,232	24,118	35,087	72
Salaries and other staff benefits	165,452	136,050	132,182	133,825	139,761
number					
Number of employees (weekly average)	2,255	1,841	1,785	1,713	1,673
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	21.1	18.5	18.8	18.4	19.2
National and network	63.1	63.8	62.2	62.1	61.2
Infomercials	1.7	1.8	1.7	1.8	1.5
Sales of air time, total	85.9	84.1	82.7	82.4	82.0
Total production and other	14.1	15.9	17.3	17.6	18.0
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	59.0	61.2	60.1	57.3	60.0
Technical services	3.8	4.8	4.0	4.1	5.2
Sales and promotion	12.5	12.8	12.7	12.8	14.3
Administration and general	15.1	12.2	8.6	11.6	8.9
Depreciation	4.1	3.6	4.0	4.2	4.9
<b>Operating expenses, total</b>	<b>94.5</b>	<b>94.5</b>	<b>89.3</b>	<b>90.0</b>	<b>93.4</b>
<b>Profit before interest and taxes</b>	<b>5.5</b>	<b>5.5</b>	<b>10.7</b>	<b>10.0</b>	<b>6.6</b>
Interest expense	2.7	1.7	1.6	1.3	1.4
<b>Expenses, total</b>	<b>97.2</b>	<b>96.2</b>	<b>90.9</b>	<b>91.4</b>	<b>94.8</b>
Net operating income	2.8	3.8	9.1	8.6	5.2
Other adjustments-income (expense)	-0.4	0.0	0.2	0.6	-3.9
Net profit (loss) before income taxes	2.4	3.9	9.3	9.2	1.3
Provision for income taxes	2.4	2.6	3.8	1.2	1.3
Net profit (loss) after income taxes	0.0	1.2	5.5	8.0	0.0
Salaries and other staff benefits	35.9	32.1	30.3	30.4	31.8

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	100,871	97,129	99,824	105,343	106,616
National and network	759,119	673,208	747,701	751,833	695,245
Infomercials	9,247	7,278	5,813	5,686	4,641
Sales of air time, total	869,238	777,615	853,338	862,861	806,503
Total production and other	38,627	49,394	62,900	56,220	59,414
<b>Operating revenue, total</b>	<b>907,864</b>	<b>827,009</b>	<b>916,238</b>	<b>919,081</b>	<b>865,916</b>
<b>Expenses</b>					
Program cost	668,373	686,913	675,594	592,763	643,797
Technical services	33,308	37,150	33,877	33,367	29,188
Sales and promotion	81,314	77,542	94,109	90,641	83,987
Administration and general	117,626	77,992	79,954	88,087	72,266
Depreciation	29,782	34,734	44,194	46,217	47,601
<b>Operating expenses, total</b>	<b>930,402</b>	<b>914,330</b>	<b>927,728</b>	<b>851,074</b>	<b>876,838</b>
<b>Profit before interest and taxes</b>	<b>-22,538</b>	<b>-87,321</b>	<b>-11,490</b>	<b>68,008</b>	<b>-10,921</b>
Interest expense	20,775	16,828	8,512	5,218	4,034
<b>Expenses, total</b>	<b>951,177</b>	<b>931,158</b>	<b>936,240</b>	<b>856,291</b>	<b>880,871</b>
Net operating income	-43,313	-104,149	-20,002	62,790	-14,955
Other adjustments-income (expense)	-34,370	-82,076	-4,378	-296	-9,412
Net profit (loss) before income taxes	-77,683	-186,225	-24,380	62,494	-24,367
Provision for income taxes	-26,837	39,799	-879	-35,710	56,707
Net profit (loss) after income taxes	-50,846	-226,024	-23,501	98,205	-81,074
Salaries and other staff benefits	201,192	192,392	182,607	184,530	193,242
number					
Number of employees (weekly average)	2,377	2,259	2,056	2,164	2,152
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	11.1	11.7	10.9	11.5	12.3
National and network	83.6	81.4	81.6	81.8	80.3
Infomercials	1.0	0.9	0.6	0.6	0.5
Sales of air time, total	95.7	94.0	93.1	93.9	93.1
Total production and other	4.3	6.0	6.9	6.1	6.9
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	73.6	83.1	73.7	64.5	74.3
Technical services	3.7	4.5	3.7	3.6	3.4
Sales and promotion	9.0	9.4	10.3	9.9	9.7
Administration and general	13.0	9.4	8.7	9.6	8.3
Depreciation	3.3	4.2	4.8	5.0	5.5
<b>Operating expenses, total</b>	<b>102.5</b>	<b>110.6</b>	<b>101.3</b>	<b>92.6</b>	<b>101.3</b>
<b>Profit before interest and taxes</b>	<b>-2.5</b>	<b>-10.6</b>	<b>-1.3</b>	<b>7.4</b>	<b>-1.3</b>
Interest expense	2.3	2.0	0.9	0.6	0.5
<b>Expenses, total</b>	<b>104.8</b>	<b>112.6</b>	<b>102.2</b>	<b>93.2</b>	<b>101.7</b>
Net operating income	-4.8	-12.6	-2.2	6.8	-1.7
Other adjustments-income (expense)	-3.8	-9.9	-0.5	0.0	-1.1
Net profit (loss) before income taxes	-8.6	-22.5	-2.7	6.8	-2.8
Provision for income taxes	-3.0	4.8	-0.1	-3.9	6.5
Net profit (loss) after income taxes	-5.6	-27.3	-2.6	10.7	-9.4
Salaries and other staff benefits	22.2	23.3	19.9	20.1	22.3

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

**Table 3-5**  
**Private conventional television, revenue and expense statement — Manitoba, Saskatchewan, Alberta and British Columbia**

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	166,245	151,003	147,287	148,347	144,922
National and network	497,627	458,067	509,989	511,697	463,890
Infomercials	5,181	4,169	3,442	3,531	3,544
Sales of air time, total	669,052	613,239	660,718	663,575	612,357
Total production and other	34,097	45,180	59,139	60,157	59,810
<b>Operating revenue, total</b>	<b>703,149</b>	<b>658,420</b>	<b>719,857</b>	<b>723,732</b>	<b>672,166</b>
<b>Expenses</b>					
Program cost	475,562	507,244	534,694	464,620	486,968
Technical services	22,366	23,005	22,812	23,311	26,054
Sales and promotion	78,951	77,961	82,600	79,408	71,016
Administration and general	90,990	60,496	69,566	76,603	59,773
Depreciation	18,970	23,414	25,641	27,142	23,489
<b>Operating expenses, total</b>	<b>686,839</b>	<b>692,120</b>	<b>735,313</b>	<b>671,084</b>	<b>667,300</b>
<b>Profit before interest and taxes</b>	<b>16,310</b>	<b>-33,700</b>	<b>-15,456</b>	<b>52,648</b>	<b>4,866</b>
Interest expense	13,950	8,827	10,706	1,289	1,504
<b>Expenses, total</b>	<b>700,789</b>	<b>700,947</b>	<b>746,019</b>	<b>672,373</b>	<b>668,804</b>
Net operating income	2,360	-42,528	-26,162	51,359	3,362
Other adjustments-income (expense)	-16,316	-46,050	-30,444	-828	-19,206
Net profit (loss) before income taxes	-13,955	-88,578	-56,606	50,531	-15,844
Provision for income taxes	1,417	16	27	-1,327	-502
Net profit (loss) after income taxes	-15,373	-88,594	-56,633	51,858	-15,342
Salaries and other staff benefits	188,042	178,664	179,466	192,811	186,180
number					
Number of employees (weekly average)	2,478	2,399	2,276	2,245	2,263
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	23.6	22.9	20.5	20.5	21.6
National and network	70.8	69.6	70.8	70.7	69.0
Infomercials	0.7	0.6	0.5	0.5	0.5
Sales of air time, total	95.2	93.1	91.8	91.7	91.1
Total production and other	4.8	6.9	8.2	8.3	8.9
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	67.6	77.0	74.3	64.2	72.4
Technical services	3.2	3.5	3.2	3.2	3.9
Sales and promotion	11.2	11.8	11.5	11.0	10.6
Administration and general	12.9	9.2	9.7	10.6	8.9
Depreciation	2.7	3.6	3.6	3.8	3.5
<b>Operating expenses, total</b>	<b>97.7</b>	<b>105.1</b>	<b>102.1</b>	<b>92.7</b>	<b>99.3</b>
<b>Profit before interest and taxes</b>	<b>2.3</b>	<b>-5.1</b>	<b>-2.1</b>	<b>7.3</b>	<b>0.7</b>
Interest expense	2.0	1.3	1.5	0.2	0.2
<b>Expenses, total</b>	<b>99.7</b>	<b>106.5</b>	<b>103.6</b>	<b>92.9</b>	<b>99.5</b>
Net operating income	0.3	-6.5	-3.6	7.1	0.5
Other adjustments-income (expense)	-2.3	-7.0	-4.2	-0.1	-2.9
Net profit (loss) before income taxes	-2.0	-13.5	-7.9	7.0	-2.4
Provision for income taxes	0.2	0.0	0.0	-0.2	-0.1
Net profit (loss) after income taxes	-2.2	-13.5	-7.9	7.2	-2.3
Salaries and other staff benefits	26.7	27.1	24.9	26.6	27.7

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Sales of air time					
Local	17,891	58,872	38,378	45,022	47,580
National and network	361,664	252,468	315,413	339,562	339,273
Sales of air time, total	379,555	311,340	353,791	384,584	386,853
Government and corporate grants	877,705	935,180	937,822	1,031,994	1,033,855
Local programming improvement fund	..	..	32,740	40,689	47,087
Total production and other	176,640	214,436	142,041	113,701	130,363
<b>Operating revenue, total</b>	<b>1,433,900</b>	<b>1,460,957</b>	<b>1,466,394</b>	<b>1,570,968</b>	<b>1,598,158</b>
<b>Expenses</b>					
Program cost	1,068,451	910,263	942,950	979,410	1,012,423
Technical services	76,618	129,383	130,062	145,808	133,568
Sales and promotion	87,438	117,210	131,799	141,257	137,971
Administration and general	230,311	215,668	191,289	170,237	146,691
Depreciation	108,646	102,874	111,621	137,980	158,834
<b>Operating expenses, total</b>	<b>1,571,463</b>	<b>1,475,398</b>	<b>1,507,721</b>	<b>1,574,691</b>	<b>1,589,486</b>
<b>Profit before interest and taxes</b>	<b>-137,562</b>	<b>-14,441</b>	<b>-41,326</b>	<b>-3,724</b>	<b>8,672</b>
Interest expense	298	17,201	17,020	23,521	21,601
<b>Expenses, total</b>	<b>1,571,761</b>	<b>1,492,599</b>	<b>1,524,741</b>	<b>1,598,213</b>	<b>1,611,087</b>
Net operating income	-137,861	-31,642	-58,347	-27,245	-12,929
Other adjustments-income (expense)	133,686	9,144	18,013	17,323	9,838
Net profit (loss) before income taxes	-4,174	-22,498	-40,333	-9,922	-3,091
Salaries and other staff benefits	691,954	687,693	616,575	661,582	686,063
number					
Number of employees (weekly average)	9,163	8,802	7,221	7,230	7,355
percentage of revenue					
<b>Revenue</b>					
Sales of air time					
Local	1.2	4.0	2.6	2.9	3.0
National and network	25.2	17.3	21.5	21.6	21.2
Sales of air time, total	26.5	21.3	24.1	24.5	24.2
Government and corporate grants	61.2	64.0	64.0	65.7	64.7
Local programming improvement fund	..	..	2.2	2.6	2.9
Total production and other	12.3	14.7	9.7	7.2	8.2
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	74.5	62.3	64.3	62.3	63.3
Technical services	5.3	8.9	8.9	9.3	8.4
Sales and promotion	6.1	8.0	9.0	9.0	8.6
Administration and general	16.1	14.8	13.0	10.8	9.2
Depreciation	7.6	7.0	7.6	8.8	9.9
<b>Operating expenses, total</b>	<b>109.6</b>	<b>101.0</b>	<b>102.8</b>	<b>100.2</b>	<b>99.5</b>
<b>Profit before interest and taxes</b>	<b>-9.6</b>	<b>-1.0</b>	<b>-2.8</b>	<b>-0.2</b>	<b>0.5</b>
Interest expense	0.0	1.2	1.2	1.5	1.4
<b>Expenses, total</b>	<b>109.6</b>	<b>102.2</b>	<b>104.0</b>	<b>101.7</b>	<b>100.8</b>
Net operating income	-9.6	-2.2	-4.0	-1.7	-0.8
Other adjustments-income (expense)	9.3	0.6	1.2	1.1	0.6
Net profit (loss) before income taxes	-0.3	-1.5	-2.8	-0.6	-0.2
Salaries and other staff benefits	48.3	47.1	42.0	42.1	42.9

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

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	1,262,185	1,426,599	1,585,776	1,715,288	1,888,985
Satellite television subscriber revenue	605,904	631,146	675,334	704,105	733,719
Sales of air time					
Local	20,438	18,671	19,941	30,215	31,020
National and network	1,006,787	983,117	1,093,587	1,204,051	1,233,234
Sales of air time, total	1,027,224	1,001,788	1,113,528	1,234,266	1,264,254
Total production and other	35,829	61,675	99,981	94,407	80,572
<b>Operating revenue, total</b>	<b>2,931,141</b>	<b>3,121,208</b>	<b>3,474,620</b>	<b>3,748,065</b>	<b>3,967,530</b>
<b>Expenses</b>					
Program cost	1,633,096	1,720,369	1,884,945	2,012,818	2,253,552
Technical services	123,256	141,897	142,378	152,479	151,530
Sales and promotion	208,091	203,794	213,351	223,368	215,740
Administration and general	268,576	249,874	268,286	324,511	312,613
Depreciation	50,058	75,434	87,176	100,681	117,482
<b>Operating expenses, total</b>	<b>2,283,077</b>	<b>2,391,368</b>	<b>2,596,135</b>	<b>2,813,856</b>	<b>3,050,918</b>
<b>Profit before interest and taxes</b>	<b>648,065</b>	<b>729,840</b>	<b>878,485</b>	<b>934,210</b>	<b>916,612</b>
Interest expense	110,427	121,308	121,932	134,304	82,636
<b>Expenses, total</b>	<b>2,393,504</b>	<b>2,512,677</b>	<b>2,718,067</b>	<b>2,948,160</b>	<b>3,133,554</b>
Net operating income	537,638	608,531	756,553	799,906	833,976
Other adjustments-income (expense)	72,973	47,777	83,438	366	39,228
Net profit (loss) before income taxes	610,611	656,308	839,991	800,271	873,205
Salaries and other staff benefits	406,481	409,211	417,295	464,408	487,016
number					
Number of employees (weekly average)	5,542	5,526	5,542	5,951	6,176
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	43.1	45.7	45.6	45.8	47.6
Satellite television subscriber revenue	20.7	20.2	19.4	18.8	18.5
Sales of air time					
Local	0.7	0.6	0.6	0.8	0.8
National and network	34.3	31.5	31.5	32.1	31.1
Sales of air time, total	35.0	32.1	32.0	32.9	31.9
Total production and other	1.2	2.0	2.9	2.5	2.0
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	55.7	55.1	54.2	53.7	56.8
Technical services	4.2	4.5	4.1	4.1	3.8
Sales and promotion	7.1	6.5	6.1	6.0	5.4
Administration and general	9.2	8.0	7.7	8.7	7.9
Depreciation	1.7	2.4	2.5	2.7	3.0
<b>Operating expenses, total</b>	<b>77.9</b>	<b>76.6</b>	<b>74.7</b>	<b>75.1</b>	<b>76.9</b>
<b>Profit before interest and taxes</b>	<b>22.1</b>	<b>23.4</b>	<b>25.3</b>	<b>24.9</b>	<b>23.1</b>
Interest expense	3.8	3.9	3.5	3.6	2.1
<b>Expenses, total</b>	<b>81.7</b>	<b>80.5</b>	<b>78.2</b>	<b>78.7</b>	<b>79.0</b>
Net operating income	18.3	19.5	21.8	21.3	21.0
Other adjustments-income (expense)	2.5	1.5	2.4	0.0	1.0
Net profit (loss) before income taxes	20.8	21.0	24.2	21.4	22.0
Salaries and other staff benefits	13.9	13.1	12.0	12.4	12.3

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

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

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	880,323	966,840	1,050,199	1,118,245	1,293,847
Satellite television subscriber revenue	392,269	407,959	433,243	459,316	511,538
Sales of air time					
Local	20,228	18,323	19,315	29,084	30,129
National and network	1,006,717	983,028	1,093,438	1,203,575	1,232,890
Sales of air time, total	1,026,945	1,001,351	1,112,753	1,232,659	1,263,019
Total production and other	34,962	49,537	79,873	82,199	61,726
<b>Operating revenue, total</b>	<b>2,334,499</b>	<b>2,425,686</b>	<b>2,676,068</b>	<b>2,892,419</b>	<b>3,130,129</b>
<b>Expenses</b>					
Program cost	1,256,206	1,254,959	1,380,358	1,491,575	1,710,718
Technical services	105,747	110,493	107,821	112,463	115,415
Sales and promotion	169,581	165,567	177,088	185,055	178,682
Administration and general	228,479	209,704	214,917	251,922	239,007
Depreciation	27,499	41,500	50,825	57,671	63,187
<b>Operating expenses, total</b>	<b>1,787,512</b>	<b>1,782,223</b>	<b>1,931,009</b>	<b>2,098,686</b>	<b>2,307,009</b>
<b>Profit before interest and taxes</b>	<b>546,987</b>	<b>643,463</b>	<b>745,059</b>	<b>793,733</b>	<b>823,120</b>
Interest expense	98,576	110,083	113,494	122,721	71,397
<b>Expenses, total</b>	<b>1,886,088</b>	<b>1,892,306</b>	<b>2,044,504</b>	<b>2,221,407</b>	<b>2,378,406</b>
Net operating income	448,411	533,380	631,565	671,012	751,723
Other adjustments-income (expense)	31,893	32,950	64,171	-29,657	1,768
Net profit (loss) before income taxes	480,304	566,331	695,735	641,354	753,491
Salaries and other staff benefits	375,396	371,395	373,790	410,506	435,625
number					
Number of employees (weekly average)	5,107	4,986	4,988	5,393	5,622
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	37.7	39.9	39.2	38.7	41.3
Satellite television subscriber revenue	16.8	16.8	16.2	15.9	16.3
Sales of air time					
Local	0.9	0.8	0.7	1.0	1.0
National and network	43.1	40.5	40.9	41.6	39.4
Sales of air time, total	44.0	41.3	41.6	42.6	40.4
Total production and other	1.5	2.0	3.0	2.8	2.0
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	53.8	51.7	51.6	51.6	54.7
Technical services	4.5	4.6	4.0	3.9	3.7
Sales and promotion	7.3	6.8	6.6	6.4	5.7
Administration and general	9.8	8.6	8.0	8.7	7.6
Depreciation	1.2	1.7	1.9	2.0	2.0
<b>Operating expenses, total</b>	<b>76.6</b>	<b>73.5</b>	<b>72.2</b>	<b>72.6</b>	<b>73.7</b>
<b>Profit before interest and taxes</b>	<b>23.4</b>	<b>26.5</b>	<b>27.8</b>	<b>27.4</b>	<b>26.3</b>
Interest expense	4.2	4.5	4.2	4.2	2.3
<b>Expenses, total</b>	<b>80.8</b>	<b>78.0</b>	<b>76.4</b>	<b>76.8</b>	<b>76.0</b>
Net operating income	19.2	22.0	23.6	23.2	24.0
Other adjustments-income (expense)	1.4	1.4	2.4	-1.0	0.1
Net profit (loss) before income taxes	20.6	23.3	26.0	22.2	24.1
Salaries and other staff benefits	16.1	15.3	14.0	14.2	13.9

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

**Table 5-3**  
**Pay and specialty television, revenue and expense statement — Pay television**

	2008	2009	2010	2011	2012
thousands of dollars					
<b>Revenue</b>					
Cable television subscriber revenue	381,862	459,759	535,577	597,042	595,138
Satellite television subscriber revenue	213,635	223,188	242,091	244,789	222,181
Sales of air time					
Local	210	348	626	1,131	891
National and network	69	89	149	476	344
Sales of air time, total	279	437	775	1,606	1,235
Total production and other	867	12,138	20,108	12,208	18,846
<b>Operating revenue, total</b>	<b>596,642</b>	<b>695,522</b>	<b>798,551</b>	<b>855,646</b>	<b>837,401</b>
<b>Expenses</b>					
Program cost	376,890	465,410	504,587	521,242	542,834
Technical services	17,509	31,404	34,557	40,016	36,116
Sales and promotion	38,510	38,227	36,263	38,313	37,058
Administration and general	40,097	40,170	53,369	72,589	73,607
Depreciation	22,559	33,934	36,350	43,009	54,294
<b>Operating expenses, total</b>	<b>495,564</b>	<b>609,145</b>	<b>665,125</b>	<b>715,170</b>	<b>743,909</b>
<b>Profit before interest and taxes</b>	<b>101,078</b>	<b>86,376</b>	<b>133,426</b>	<b>140,477</b>	<b>93,492</b>
Interest expense	11,851	11,226	8,437	11,583	11,239
<b>Expenses, total</b>	<b>507,416</b>	<b>620,371</b>	<b>673,563</b>	<b>726,753</b>	<b>755,147</b>
Net operating income	89,226	75,151	124,988	128,894	82,253
Other adjustments-income (expense)	41,081	14,827	19,267	30,023	37,460
Net profit (loss) before income taxes	130,307	89,977	144,256	158,917	119,714
Salaries and other staff benefits	31,085	37,816	43,505	53,902	51,391
number					
Number of employees (weekly average)	435	540	554	558	554
percentage of revenue					
<b>Revenue</b>					
Cable television subscriber revenue	64.0	66.1	67.1	69.8	71.1
Satellite television subscriber revenue	35.8	32.1	30.3	28.6	26.5
Sales of air time					
Local	0.0	0.1	0.1	0.1	0.1
National and network	0.0	0.0	0.0	0.1	0.0
Sales of air time, total	0.0	0.1	0.1	0.2	0.1
Total production and other	0.1	1.7	2.5	1.4	2.3
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Expenses</b>					
Program cost	63.2	66.9	63.2	60.9	64.8
Technical services	2.9	4.5	4.3	4.7	4.3
Sales and promotion	6.5	5.5	4.5	4.5	4.4
Administration and general	6.7	5.8	6.7	8.5	8.8
Depreciation	3.8	4.9	4.6	5.0	6.5
<b>Operating expenses, total</b>	<b>83.1</b>	<b>87.6</b>	<b>83.3</b>	<b>83.6</b>	<b>88.8</b>
<b>Profit before interest and taxes</b>	<b>16.9</b>	<b>12.4</b>	<b>16.7</b>	<b>16.4</b>	<b>11.2</b>
Interest expense	2.0	1.6	1.1	1.4	1.3
<b>Expenses, total</b>	<b>85.0</b>	<b>89.2</b>	<b>84.3</b>	<b>84.9</b>	<b>90.2</b>
Net operating income	15.0	10.8	15.7	15.1	9.8
Other adjustments-income (expense)	6.9	2.1	2.4	3.5	4.5
Net profit (loss) before income taxes	21.8	12.9	18.1	18.6	14.3
Salaries and other staff benefits	5.2	5.4	5.4	6.3	6.1

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

## Data quality

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

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

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