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Television Broadcasting Industries



2013



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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^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 ($p < 0.05$)

Abbreviations

n.e.c. not elsewhere classified

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Highlights

- Operating revenues in the television broadcasting sector totalled \$7.5 billion in 2013,
- Advertising revenues for the entire sector fell 2.3% to \$3.4 billion.
- Programming and production expenses declined 3.4% to \$4.6 billion.

Television broadcasting, 2013

Operating revenues in the television broadcasting sector totalled \$7.5 billion in 2013, down 1.3% from 2012. The decline affected every segment of the industry, except specialty television.

Advertising revenues for the entire sector fell 2.3% to \$3.4 billion.

Programming and production expenses declined 3.4% to \$4.6 billion.

Pay and specialty television

In the pay television segment, total revenues decreased 4.6% to \$799 million in 2013. In contrast, specialty television was the only segment whose revenues were higher in 2013, growing a further 5.2% to \$3.3 billion.

The increase in the specialty television segment was partly attributable to cable subscription revenues (+8.1%) and satellite subscription revenues (+4.8%), which together made up 58.8% of operating revenues. National and network advertising revenues also contributed to the growth of specialty television revenues, with an increase of 2.9%.

Programming and production expenses for specialty television totalled \$1.7 billion in 2013, down 1.7% from 2012. Despite this decrease, specialty television continued to account for the largest proportion of the television broadcasting sector's programming and production expenses.

These segments had a profit margin before interest and taxes of 26.5% in 2013, an increase compared with 2012. This is the largest profit margin before interest and taxes ever achieved by these segments, as profits before interest and taxes were almost \$1.1 billion.

Public and non-commercial television

In 2013, operating revenues generated by the public and non-commercial television segment totalled \$1.5 billion, down 8.0% from 2012.

At the same time, programming and production expenses in public and non-commercial television decreased more than in any other segment of the industry, falling 7.1% to nearly \$1.0 billion, or below their 2010 level.

For a second consecutive year, the segment posted a surplus, which amounted to \$7.5 million in 2013. Its profit margin before interest and taxes was 0.5%.

Private conventional television

Compared with 2012, operating revenues generated by the private conventional television segment fell 4.5% to \$2.0 billion in 2013, or below their 2009 level.

The decrease in operating revenues was partly attributable to a decline in the segment's advertising revenues, which were down 3.9% to \$1.8 billion. While private conventional television accounted for more than half (51.9%) of all advertising revenues, its share of the advertising market continued to decrease in 2013.

Programming and production expenses for private conventional television also declined, by 2.7% to \$1.4 billion.

The Local Programming Improvement Fund (LPIF) contributed \$40.5 million to private conventional television in 2013, offsetting part of the decrease in revenues. Nevertheless, the segment lost \$11.7 million and had a negative profit margin before interest and taxes (-0.6%). Since the LPIF was introduced in 2010, its contributions to conventional television helped the segment achieve surpluses in 2010 and 2012.

Private conventional television: Regional overview

The decline in the private conventional television industry's operating revenues was observed across Canada, with the largest decrease in the western provinces (-6.5%), followed by the Atlantic provinces (-5.1%) and Ontario (-4.3%).

The smallest revenue decrease was in Quebec (-1.7%), and its private conventional television stations were the only ones in the country that had surpluses in 2013. The segment's profits totalled \$24.2 million in Quebec, which translated into a profit margin before interest and taxes of 5.6%.

In the Atlantic provinces, the segment lost \$12.7 million and had a negative profit margin before interest and taxes (-18.2%). Similarly, in the western provinces, the segment posted losses of \$12.5 million and a negative profit margin before interest and taxes (-2.0%). Ontario registered a loss of \$10.7 million and had a negative profit margin before interest and taxes (-1.3%).

Related products

Selected publications from Statistics Canada

56-001-X Broadcasting and Telecommunications

Selected CANSIM tables from Statistics Canada

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

Selected surveys from Statistics Canada

2724 Radio and Television Broadcasting Survey

Selected summary tables from Statistics Canada

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

Statistical tables

Table 1
Selected financial and employment indicators, television broadcasters (NAICS 51512 and 51521) ¹

	2009	2010	2011	2012	2013	2010/2009	2011/2010	2012/2011	2013/2012
	thousands of dollars				percentage change				
Operating revenues by type of broadcaster									
Private conventional television	1,981,808	2,156,764	2,162,934	2,050,671	1,958,006	8.8	0.3	-5.2	-4.5
Public and non-commercial television	1,460,957	1,466,479	1,571,053	1,597,175	1,469,633	0.4	7.1	1.7	-8.0
Specialty television ²	2,425,686	2,676,068	2,892,419	3,130,129	3,292,024	10.3	8.1	8.2	5.2
Pay television ²	695,522	798,551	855,673	837,457	798,969	14.8	7.2	-2.1	-4.6
Total	6,563,972	7,097,863	7,482,080	7,615,433	7,518,632	8.1	5.4	1.8	-1.3
	percent				percentage change				
Market share by type of broadcaster (revenue)									
Private conventional television	30.2	30.4	28.9	26.9	26.0	0.6	-4.9	-6.9	-3.3
Public and non-commercial television	22.3	20.7	21.0	21.0	19.5	-7.2	1.6	-0.1	-6.8
Specialty television ²	37.0	37.7	38.7	41.1	43.8	2.0	2.5	6.3	6.5
Pay television ²	10.6	11.3	11.4	11.0	10.6	6.2	1.7	-3.8	-3.4
	thousands of dollars				percentage change				
Operating revenues by source									
Air time	3,129,511	3,417,036	3,577,826	3,494,081	3,414,873	9.2	4.7	-2.3	-2.3
Subscription	2,057,745	2,261,110	2,419,420	2,622,761	2,724,516	9.9	7.0	8.4	3.9
Grants	935,180	937,822	1,031,994	1,047,771	964,794	0.3	10.0	1.5	-7.9
Local programming improvement fund	..	97,754	106,100	111,549	75,326	..	8.5	5.1	-32.5
Other	441,536	384,141	346,740	339,271	339,124	-13.0	-9.7	-2.2	0.0
Total	6,563,972	7,097,863	7,482,080	7,615,433	7,518,632	8.1	5.4	1.8	-1.3
	thousands of dollars				percentage change				
Total sales of airtime by type of broadcaster									
Private conventional television	1,816,382	1,949,702	1,958,970	1,843,110	1,771,711	7.3	0.5	-5.9	-3.9
Public and non-commercial television	311,340	353,806	384,591	386,717	345,717	13.6	8.7	0.6	-10.6
Specialty television ²	1,001,351	1,112,753	1,232,659	1,263,019	1,297,305	11.1	10.8	2.5	2.7
Pay television ²	437	775	1,606	1,235	140	77.3	107.2	-23.1	-88.7
Total	3,129,511	3,417,036	3,577,826	3,494,081	3,414,873	9.2	4.7	-2.3	-2.3
	percent				percentage change				
Market share by type of broadcaster (air time)									
Private conventional television	58.0	57.1	54.8	52.7	51.9	-1.7	-4.0	-3.7	-1.6
Public and non-commercial television	9.9	10.4	10.7	11.1	10.1	4.1	3.8	3.0	-8.5
Specialty television ²	32.0	32.6	34.5	36.1	38.0	1.8	5.8	4.9	5.1
Pay television ²	0.0	0.0	0.0	0.0	0.0	62.4	97.9	-21.3	-88.4
	percent				percentage change				
Profit margin (PBIT) by type of broadcaster (private)									
Private conventional television	-5.7	0.2	7.2	0.7	-0.6	104.4	2,810.1	-90.6	-188.1
Specialty television ²	26.5	27.7	27.3	26.2	29.8	4.8	-1.5	-4.2	13.9
Pay television ²	12.4	16.7	16.4	11.2	12.6	34.5	-1.8	-32.0	13.2
Total	12.1	15.7	18.4	15.4	17.7	29.8	17.6	-16.3	15.0
	thousands of dollars				percentage change				
Salaries and benefits by type of broadcaster									
Private conventional television	532,481	518,488	535,946	541,500	535,801	-2.6	3.4	1.0	-1.1
Public and non-commercial television	687,693	616,653	661,659	686,190	683,567	-10.3	7.3	3.7	-0.4
Specialty television ²	371,395	373,790	410,506	435,625	425,572	0.6	9.8	6.1	-2.3
Pay television ²	37,816	43,505	53,902	51,391	52,065	15.0	23.9	-4.7	1.3
Total	1,629,385	1,552,436	1,662,013	1,714,706	1,697,004	-4.7	7.1	3.2	-1.0
	number				percentage change				
Average weekly number of employees by type of broadcaster									
Private conventional television	6,801	6,416	6,418	6,373	6,249	-5.7	0.0	-0.7	-1.9
Public and non-commercial television	8,802	7,223	7,232	7,358	7,138	-17.9	0.1	1.7	-3.0
Specialty television ²	4,986	4,988	5,393	5,622	5,545	0.0	8.1	4.2	-1.4
Pay television ²	540	554	558	554	574	2.6	0.7	-0.7	3.6
Total	21,129	19,181	19,601	19,907	19,506	-9.2	2.2	1.6	-2.0
	thousands of dollars				percentage change				
Programming and production expenses									
Private conventional television	1,517,317	1,542,337	1,368,014	1,452,042	1,413,000	1.6	-11.3	6.1	-2.7
Public and non-commercial television	910,263	943,030	979,487	1,011,849	939,975	3.6	3.9	3.3	-7.1
Specialty television ²	1,254,959	1,380,358	1,491,575	1,711,588	1,682,115	10.0	8.1	14.8	-1.7
Pay television ²	465,410	504,587	521,256	542,862	524,126	8.4	3.3	4.1	-3.5
Total	4,147,949	4,370,312	4,360,332	4,718,341	4,559,215	5.4	-0.2	8.2	-3.4

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Cable television subscriber revenue	1,426,599	1,585,776	1,715,315	1,889,042	1,984,341
Satellite television subscriber revenue	631,146	675,334	704,105	733,719	740,175
Sales of air time					
Local	428,513	411,490	433,462	436,386	429,346
National and network	2,681,641	2,988,861	3,126,881	3,042,616	2,968,103
Infomercials	19,357	16,685	17,484	15,079	17,424
Sales of air time, total	3,129,511	3,417,036	3,577,826	3,494,081	3,414,873
Government and corporate grants	935,180	937,822	1,031,994	1,047,771	964,794
Local programming improvement fund	..	97,754	106,100	111,549	75,326
Total production and other	441,536	384,141	346,740	339,271	339,124
Operating revenue, total	6,563,972	7,097,863	7,482,080	7,615,433	7,518,632
Expenses					
Program cost	4,147,949	4,370,312	4,360,332	4,718,341	4,559,215
Technical services	355,896	350,884	377,809	366,880	357,693
Sales and promotion	539,578	587,505	600,450	579,448	539,449
Administration and general	664,765	658,042	723,273	643,480	672,504
Depreciation	254,924	291,131	335,858	374,712	310,880
Operating expenses, total	5,963,112	6,257,874	6,397,723	6,682,861	6,439,741
Profit before interest and taxes	600,860	839,989	1,084,357	932,572	1,078,891
Interest expense	172,970	166,985	170,279	115,977	114,860
Expenses, total	6,136,082	6,424,859	6,568,001	6,798,838	6,554,601
Net operating income	427,890	673,004	914,079	816,595	964,031
Other adjustments-income (expense)	-71,252	67,393	21,626	4,959	12,529
Net profit (loss) before income taxes	356,638	740,397	935,704	821,554	976,560
Salaries and other staff benefits	1,629,385	1,552,436	1,662,013	1,714,706	1,697,004
number					
Number of employees (weekly average)	21,129	19,181	19,601	19,907	19,506
percentage of revenue					
Revenue					
Cable television subscriber revenue	21.7	22.3	22.9	24.8	26.4
Satellite television subscriber revenue	9.6	9.5	9.4	9.6	9.8
Sales of air time					
Local	6.5	5.8	5.8	5.7	5.7
National and network	40.9	42.1	41.8	40.0	39.5
Infomercials	0.3	0.2	0.2	0.2	0.2
Sales of air time, total	47.7	48.1	47.8	45.9	45.4
Government and corporate grants	14.2	13.2	13.8	13.8	12.8
Local programming improvement fund	..	1.4	1.4	1.5	1.0
Total production and other	6.7	5.4	4.6	4.5	4.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	63.2	61.6	58.3	62.0	60.6
Technical services	5.4	4.9	5.0	4.8	4.8
Sales and promotion	8.2	8.3	8.0	7.6	7.2
Administration and general	10.1	9.3	9.7	8.4	8.9
Depreciation	3.9	4.1	4.5	4.9	4.1
Operating expenses, total	90.8	88.2	85.5	87.8	85.7
Profit before interest and taxes	9.2	11.8	14.5	12.2	14.3
Interest expense	2.6	2.4	2.3	1.5	1.5
Expenses, total	93.5	90.5	87.8	89.3	87.2
Net operating income	6.5	9.5	12.2	10.7	12.8
Other adjustments-income (expense)	-1.1	0.9	0.3	0.1	0.2
Net profit (loss) before income taxes	5.4	10.4	12.5	10.8	13.0
Salaries and other staff benefits	24.8	21.9	22.2	22.5	22.6

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

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Sales of air time					
Local	350,970	353,171	358,224	357,932	355,380
National and network	1,446,056	1,579,846	1,583,262	1,470,099	1,398,907
Infomercials	19,357	16,685	17,484	15,079	17,424
Sales of air time, total	1,816,382	1,949,702	1,958,970	1,843,110	1,771,711
Local programming improvement fund	..	65,014	65,411	64,462	40,490
Total production and other	165,425	142,048	138,553	143,099	145,805
Operating revenue, total	1,981,808	2,156,764	2,162,934	2,050,671	1,958,006
Expenses					
Program cost	1,517,317	1,542,337	1,368,014	1,452,042	1,413,000
Technical services	84,616	78,443	79,503	81,866	81,526
Sales and promotion	218,574	242,351	235,826	225,815	189,219
Administration and general	199,223	198,464	228,511	181,159	191,365
Depreciation	75,476	89,799	94,360	95,856	94,621
Operating expenses, total	2,095,206	2,151,394	2,006,214	2,036,737	1,969,731
Profit before interest and taxes	-113,398	5,370	156,720	13,934	-11,725
Interest expense	34,461	28,033	12,453	11,741	12,347
Expenses, total	2,129,666	2,179,427	2,018,667	2,048,479	1,982,078
Net operating income	-147,859	-22,663	144,267	2,193	-24,072
Other adjustments-income (expense)	-129,314	-36,592	1,114	-46,629	-55,878
Net profit (loss) before income taxes	-277,172	-59,255	145,381	-44,436	-79,950
Provision for income taxes	51,001	15,709	-31,674	61,916	50,221
Net profit (loss) after income taxes	-328,173	-74,964	177,055	-106,352	-130,171
Salaries and other staff benefits	532,481	518,488	535,946	541,500	535,801
number					
Number of employees (weekly average)	6,801	6,416	6,418	6,373	6,249
percentage of revenue					
Revenue					
Sales of air time					
Local	17.7	16.4	16.6	17.5	18.2
National and network	73.0	73.3	73.2	71.7	71.4
Infomercials	1.0	0.8	0.8	0.7	0.9
Sales of air time, total	91.7	90.4	90.6	89.9	90.5
Local programming improvement fund	..	3.0	3.0	3.1	2.1
Total production and other	8.3	6.6	6.4	7.0	7.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	76.6	71.5	63.2	70.8	72.2
Technical services	4.3	3.6	3.7	4.0	4.2
Sales and promotion	11.0	11.2	10.9	11.0	9.7
Administration and general	10.1	9.2	10.6	8.8	9.8
Depreciation	3.8	4.2	4.4	4.7	4.8
Operating expenses, total	105.7	99.8	92.8	99.3	100.6
Profit before interest and taxes	-5.7	0.2	7.2	0.7	-0.6
Interest expense	1.7	1.3	0.6	0.6	0.6
Expenses, total	107.5	101.1	93.3	99.9	101.2
Net operating income	-7.5	-1.1	6.7	0.1	-1.2
Other adjustments-income (expense)	-6.5	-1.7	0.1	-2.3	-2.9
Net profit (loss) before income taxes	-14.0	-2.7	6.7	-2.2	-4.1
Provision for income taxes	2.6	0.7	-1.5	3.0	2.6
Net profit (loss) after income taxes	-16.6	-3.5	8.2	-5.2	-6.6
Salaries and other staff benefits	26.9	24.0	24.8	26.4	27.4

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

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Sales of air time					
Local	24,347	24,256	23,453	21,928	23,086
National and network	44,554	51,309	46,369	42,081	39,813
Infomercials	468	98	126	138	191
Sales of air time, total	69,369	75,662	69,947	64,147	63,089
Total production and other	3,272	9,562	10,077	9,498	6,786
Operating revenue, total	72,642	85,224	80,024	73,646	69,876
Expenses					
Program cost	63,948	70,334	58,329	57,964	58,461
Technical services	4,321	4,540	4,585	3,834	3,964
Sales and promotion	8,983	10,384	9,352	8,009	8,256
Administration and general	9,194	11,588	12,784	9,842	8,807
Depreciation	1,935	2,630	2,729	3,107	3,127
Operating expenses, total	88,382	99,476	87,779	82,757	82,616
Profit before interest and taxes	-15,740	-14,252	-7,754	-9,111	-12,740
Interest expense	1,626	1,742	74	99	133
Expenses, total	90,008	101,218	87,853	82,856	82,749
Net operating income	-17,367	-15,994	-7,828	-9,210	-12,873
Other adjustments-income (expense)	-1,341	-2,840	-184	-672	1,352
Net profit (loss) before income taxes	-18,707	-18,835	-8,012	-9,882	-11,521
Provision for income taxes	80	119	89	130	130
Net profit (loss) after income taxes	-18,787	-18,954	-8,102	-10,013	-11,650
Salaries and other staff benefits	25,375	24,311	24,857	22,404	22,828
number					
Number of employees (weekly average)	302	301	299	287	284
percentage of revenue					
Revenue					
Sales of air time					
Local	33.5	28.5	29.3	29.8	33.0
National and network	61.3	60.2	57.9	57.1	57.0
Infomercials	0.6	0.1	0.2	0.2	0.3
Sales of air time, total	95.5	88.8	87.4	87.1	90.3
Total production and other	4.5	11.2	12.6	12.9	9.7
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	88.0	82.5	72.9	78.7	83.7
Technical services	5.9	5.3	5.7	5.2	5.7
Sales and promotion	12.4	12.2	11.7	10.9	11.8
Administration and general	12.7	13.6	16.0	13.4	12.6
Depreciation	2.7	3.1	3.4	4.2	4.5
Operating expenses, total	121.7	116.7	109.7	112.4	118.2
Profit before interest and taxes	-21.7	-16.7	-9.7	-12.4	-18.2
Interest expense	2.2	2.0	0.1	0.1	0.2
Expenses, total	123.9	118.8	109.8	112.5	118.4
Net operating income	-23.9	-18.8	-9.8	-12.5	-18.4
Other adjustments-income (expense)	-1.8	-3.3	-0.2	-0.9	1.9
Net profit (loss) before income taxes	-25.8	-22.1	-10.0	-13.4	-16.5
Provision for income taxes	0.1	0.1	0.1	0.2	0.2
Net profit (loss) after income taxes	-25.9	-22.2	-10.1	-13.6	-16.7
Salaries and other staff benefits	34.9	28.5	31.1	30.4	32.7

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

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Sales of air time					
Local	78,491	81,804	81,082	84,465	89,582
National and network	270,226	270,847	273,364	268,882	261,038
Infomercials	7,442	7,333	8,141	6,756	7,733
Sales of air time, total	356,159	359,984	362,587	360,104	358,353
Total production and other	67,579	75,461	77,510	78,839	73,099
Operating revenue, total	423,737	435,445	440,097	438,943	431,452
Expenses					
Program cost	259,212	261,715	252,302	263,313	259,683
Technical services	20,139	17,215	18,241	22,791	23,353
Sales and promotion	54,089	55,258	56,426	62,803	54,324
Administration and general	51,541	37,356	51,037	39,278	47,196
Depreciation	15,393	17,334	18,272	21,658	22,662
Operating expenses, total	400,373	388,878	396,278	409,843	407,218
Profit before interest and taxes	23,364	46,567	43,819	29,100	24,234
Interest expense	7,179	7,073	5,872	6,104	6,261
Expenses, total	407,553	395,950	402,150	415,947	413,479
Net operating income	16,185	39,495	37,947	22,996	17,973
Other adjustments-income (expense)	154	1,070	2,421	-17,338	1,026
Net profit (loss) before income taxes	16,338	40,565	40,367	5,658	18,998
Provision for income taxes	11,107	16,441	5,274	5,581	6,808
Net profit (loss) after income taxes	5,232	24,124	35,094	77	12,190
Salaries and other staff benefits	136,050	132,104	133,748	139,675	141,141
number					
Number of employees (weekly average)	1,841	1,783	1,711	1,671	1,651
percentage of revenue					
Revenue					
Sales of air time					
Local	18.5	18.8	18.4	19.2	20.8
National and network	63.8	62.2	62.1	61.3	60.5
Infomercials	1.8	1.7	1.8	1.5	1.8
Sales of air time, total	84.1	82.7	82.4	82.0	83.1
Total production and other	15.9	17.3	17.6	18.0	16.9
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	61.2	60.1	57.3	60.0	60.2
Technical services	4.8	4.0	4.1	5.2	5.4
Sales and promotion	12.8	12.7	12.8	14.3	12.6
Administration and general	12.2	8.6	11.6	8.9	10.9
Depreciation	3.6	4.0	4.2	4.9	5.3
Operating expenses, total	94.5	89.3	90.0	93.4	94.4
Profit before interest and taxes	5.5	10.7	10.0	6.6	5.6
Interest expense	1.7	1.6	1.3	1.4	1.5
Expenses, total	96.2	90.9	91.4	94.8	95.8
Net operating income	3.8	9.1	8.6	5.2	4.2
Other adjustments-income (expense)	0.0	0.2	0.6	-3.9	0.2
Net profit (loss) before income taxes	3.9	9.3	9.2	1.3	4.4
Provision for income taxes	2.6	3.8	1.2	1.3	1.6
Net profit (loss) after income taxes	1.2	5.5	8.0	0.0	2.8
Salaries and other staff benefits	32.1	30.3	30.4	31.8	32.7

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

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Sales of air time					
Local	97,129	99,824	105,343	106,616	100,993
National and network	673,208	747,701	751,833	695,245	666,574
Infomercials	7,278	5,813	5,686	4,641	5,718
Sales of air time, total	777,615	853,338	862,861	806,503	773,285
Total production and other	49,394	62,900	56,220	59,414	55,005
Operating revenue, total	827,009	916,238	919,081	865,916	828,290
Expenses					
Program cost	686,913	675,594	592,763	643,797	617,925
Technical services	37,150	33,877	33,367	29,188	29,183
Sales and promotion	77,542	94,109	90,641	83,987	68,370
Administration and general	77,992	79,954	88,087	72,266	75,830
Depreciation	34,734	44,194	46,217	47,601	47,696
Operating expenses, total	914,330	927,728	851,074	876,838	839,005
Profit before interest and taxes	-87,321	-11,490	68,008	-10,921	-10,715
Interest expense	16,828	8,512	5,218	4,034	4,883
Expenses, total	931,158	936,240	856,291	880,871	843,888
Net operating income	-104,149	-20,002	62,790	-14,955	-15,598
Other adjustments-income (expense)	-82,076	-4,378	-296	-9,412	-25,687
Net profit (loss) before income taxes	-186,225	-24,380	62,494	-24,367	-41,285
Provision for income taxes	39,799	-879	-35,710	56,707	43,923
Net profit (loss) after income taxes	-226,024	-23,501	98,205	-81,074	-85,208
Salaries and other staff benefits	192,392	182,607	184,530	193,242	187,772
number					
Number of employees (weekly average)	2,259	2,056	2,164	2,152	2,091
percentage of revenue					
Revenue					
Sales of air time					
Local	11.7	10.9	11.5	12.3	12.2
National and network	81.4	81.6	81.8	80.3	80.5
Infomercials	0.9	0.6	0.6	0.5	0.7
Sales of air time, total	94.0	93.1	93.9	93.1	93.4
Total production and other	6.0	6.9	6.1	6.9	6.6
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	83.1	73.7	64.5	74.3	74.6
Technical services	4.5	3.7	3.6	3.4	3.5
Sales and promotion	9.4	10.3	9.9	9.7	8.3
Administration and general	9.4	8.7	9.6	8.3	9.2
Depreciation	4.2	4.8	5.0	5.5	5.8
Operating expenses, total	110.6	101.3	92.6	101.3	101.3
Profit before interest and taxes	-10.6	-1.3	7.4	-1.3	-1.3
Interest expense	2.0	0.9	0.6	0.5	0.6
Expenses, total	112.6	102.2	93.2	101.7	101.9
Net operating income	-12.6	-2.2	6.8	-1.7	-1.9
Other adjustments-income (expense)	-9.9	-0.5	0.0	-1.1	-3.1
Net profit (loss) before income taxes	-22.5	-2.7	6.8	-2.8	-5.0
Provision for income taxes	4.8	-0.1	-3.9	6.5	5.3
Net profit (loss) after income taxes	-27.3	-2.6	10.7	-9.4	-10.3
Salaries and other staff benefits	23.3	19.9	20.1	22.3	22.7

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Sales of air time					
Local	151,003	147,287	148,347	144,922	141,719
National and network	458,067	509,989	511,697	463,890	431,482
Infomercials	4,169	3,442	3,531	3,544	3,782
Sales of air time, total	613,239	660,718	663,575	612,357	576,983
Total production and other	45,180	59,139	60,157	59,810	51,405
Operating revenue, total	658,420	719,857	723,732	672,166	628,388
Expenses					
Program cost	507,244	534,694	464,620	486,968	476,930
Technical services	23,005	22,812	23,311	26,054	25,025
Sales and promotion	77,961	82,600	79,408	71,016	58,269
Administration and general	60,496	69,566	76,603	59,773	59,532
Depreciation	23,414	25,641	27,142	23,489	21,136
Operating expenses, total	692,120	735,313	671,084	667,300	640,892
Profit before interest and taxes	-33,700	-15,456	52,648	4,866	-12,504
Interest expense	8,827	10,706	1,289	1,504	1,070
Expenses, total	700,947	746,019	672,373	668,804	641,962
Net operating income	-42,528	-26,162	51,359	3,362	-13,574
Other adjustments-income (expense)	-46,050	-30,444	-828	-19,206	-32,568
Net profit (loss) before income taxes	-88,578	-56,606	50,531	-15,844	-46,142
Provision for income taxes	16	27	-1,327	-502	-640
Net profit (loss) after income taxes	-88,594	-56,633	51,858	-15,342	-45,503
Salaries and other staff benefits	178,664	179,466	192,811	186,180	184,060
number					
Number of employees (weekly average)	2,399	2,276	2,245	2,263	2,223
percentage of revenue					
Revenue					
Sales of air time					
Local	22.9	20.5	20.5	21.6	22.6
National and network	69.6	70.8	70.7	69.0	68.7
Infomercials	0.6	0.5	0.5	0.5	0.6
Sales of air time, total	93.1	91.8	91.7	91.1	91.8
Total production and other	6.9	8.2	8.3	8.9	8.2
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	77.0	74.3	64.2	72.4	75.9
Technical services	3.5	3.2	3.2	3.9	4.0
Sales and promotion	11.8	11.5	11.0	10.6	9.3
Administration and general	9.2	9.7	10.6	8.9	9.5
Depreciation	3.6	3.6	3.8	3.5	3.4
Operating expenses, total	105.1	102.1	92.7	99.3	102.0
Profit before interest and taxes	-5.1	-2.1	7.3	0.7	-2.0
Interest expense	1.3	1.5	0.2	0.2	0.2
Expenses, total	106.5	103.6	92.9	99.5	102.2
Net operating income	-6.5	-3.6	7.1	0.5	-2.2
Other adjustments-income (expense)	-7.0	-4.2	-0.1	-2.9	-5.2
Net profit (loss) before income taxes	-13.5	-7.9	7.0	-2.4	-7.3
Provision for income taxes	0.0	0.0	-0.2	-0.1	-0.1
Net profit (loss) after income taxes	-13.5	-7.9	7.2	-2.3	-7.2
Salaries and other staff benefits	27.1	24.9	26.6	27.7	29.3

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

Table 4
Public and non-commercial television, revenue and expense statement, Canada ¹

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Sales of air time					
Local	58,872	38,378	45,023	47,434	44,644
National and network	252,468	315,427	339,568	339,283	301,072
Sales of air time, total	311,340	353,806	384,591	386,717	345,717
Government and corporate grants	935,180	937,822	1,031,994	1,047,771	964,794
Local programming improvement fund	..	32,740	40,689	47,087	34,836
Total production and other	214,436	142,111	113,780	115,599	124,287
Operating revenue, total	1,460,957	1,466,479	1,571,053	1,597,175	1,469,633
Expenses					
Program cost	910,263	943,030	979,487	1,011,849	939,975
Technical services	129,383	130,063	145,808	133,462	130,912
Sales and promotion	117,210	131,803	141,257	137,891	129,151
Administration and general	215,668	191,292	170,250	149,707	133,151
Depreciation	102,874	111,623	137,981	158,835	128,990
Operating expenses, total	1,475,398	1,507,811	1,574,783	1,591,745	1,462,180
Profit before interest and taxes	-14,441	-41,333	-3,730	5,430	7,453
Interest expense	17,201	17,020	23,521	21,601	22,133
Expenses, total	1,492,599	1,524,831	1,598,305	1,613,346	1,484,312
Net operating income	-31,642	-58,353	-27,251	-16,171	-14,680
Other adjustments-income (expense)	9,144	18,013	17,323	9,838	27,240
Net profit (loss) before income taxes	-22,498	-40,340	-9,928	-6,333	12,560
Salaries and other staff benefits	687,693	616,653	661,659	686,190	683,567
number					
Number of employees (weekly average)	8,802	7,223	7,232	7,358	7,138
percentage of revenue					
Revenue					
Sales of air time					
Local	4.0	2.6	2.9	3.0	3.0
National and network	17.3	21.5	21.6	21.2	20.5
Sales of air time, total	21.3	24.1	24.5	24.2	23.5
Government and corporate grants	64.0	64.0	65.7	65.6	65.6
Local programming improvement fund	..	2.2	2.6	2.9	2.4
Total production and other	14.7	9.7	7.2	7.2	8.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	62.3	64.3	62.3	63.4	64.0
Technical services	8.9	8.9	9.3	8.4	8.9
Sales and promotion	8.0	9.0	9.0	8.6	8.8
Administration and general	14.8	13.0	10.8	9.4	9.1
Depreciation	7.0	7.6	8.8	9.9	8.8
Operating expenses, total	101.0	102.8	100.2	99.7	99.5
Profit before interest and taxes	-1.0	-2.8	-0.2	0.3	0.5
Interest expense	1.2	1.2	1.5	1.4	1.5
Expenses, total	102.2	104.0	101.7	101.0	101.0
Net operating income	-2.2	-4.0	-1.7	-1.0	-1.0
Other adjustments-income (expense)	0.6	1.2	1.1	0.6	1.9
Net profit (loss) before income taxes	-1.5	-2.8	-0.6	-0.4	0.9
Salaries and other staff benefits	47.1	42.0	42.1	43.0	46.5

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Cable television subscriber revenue	1,426,599	1,585,776	1,715,315	1,889,042	1,984,341
Satellite television subscriber revenue	631,146	675,334	704,105	733,719	740,175
Sales of air time					
Local	18,671	19,941	30,215	31,020	29,322
National and network	983,117	1,093,587	1,204,051	1,233,234	1,268,123
Sales of air time, total	1,001,788	1,113,528	1,234,266	1,264,254	1,297,445
Total production and other	61,675	99,981	94,407	80,572	69,033
Operating revenue, total	3,121,208	3,474,620	3,748,092	3,967,587	4,090,994
Expenses					
Program cost	1,720,369	1,884,945	2,012,831	2,254,450	2,206,240
Technical services	141,897	142,378	152,497	151,552	145,255
Sales and promotion	203,794	213,351	223,368	215,742	221,079
Administration and general	249,874	268,286	324,512	312,613	347,988
Depreciation	76,574	89,709	103,517	120,021	87,269
Operating expenses, total	2,392,508	2,598,668	2,816,725	3,054,378	3,007,830
Profit before interest and taxes	728,700	875,951	931,367	913,209	1,083,163
Interest expense	121,308	121,932	134,304	82,636	80,380
Expenses, total	2,513,817	2,720,600	2,951,029	3,137,013	3,088,211
Net operating income	607,391	754,020	797,063	830,573	1,002,783
Other adjustments-income (expense)	48,917	85,972	3,189	41,749	41,167
Net profit (loss) before income taxes	656,308	839,991	800,252	872,323	1,043,950
Salaries and other staff benefits	409,211	417,295	464,408	487,016	477,637
number					
Number of employees (weekly average)	5,526	5,542	5,951	6,176	6,120
percentage of revenue					
Revenue					
Cable television subscriber revenue	45.7	45.6	45.8	47.6	48.5
Satellite television subscriber revenue	20.2	19.4	18.8	18.5	18.1
Sales of air time					
Local	0.6	0.6	0.8	0.8	0.7
National and network	31.5	31.5	32.1	31.1	31.0
Sales of air time, total	32.1	32.0	32.9	31.9	31.7
Total production and other	2.0	2.9	2.5	2.0	1.7
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	55.1	54.2	53.7	56.8	53.9
Technical services	4.5	4.1	4.1	3.8	3.6
Sales and promotion	6.5	6.1	6.0	5.4	5.4
Administration and general	8.0	7.7	8.7	7.9	8.5
Depreciation	2.5	2.6	2.8	3.0	2.1
Operating expenses, total	76.7	74.8	75.2	77.0	73.5
Profit before interest and taxes	23.3	25.2	24.8	23.0	26.5
Interest expense	3.9	3.5	3.6	2.1	2.0
Expenses, total	80.5	78.3	78.7	79.1	75.5
Net operating income	19.5	21.7	21.3	20.9	24.5
Other adjustments-income (expense)	1.6	2.5	0.1	1.1	1.0
Net profit (loss) before income taxes	21.0	24.2	21.4	22.0	25.5
Salaries and other staff benefits	13.1	12.0	12.4	12.3	11.7

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Cable television subscriber revenue	966,840	1,050,199	1,118,245	1,293,847	1,398,379
Satellite television subscriber revenue	407,959	433,243	459,316	511,538	536,116
Sales of air time					
Local	18,323	19,315	29,084	30,129	29,189
National and network	983,028	1,093,438	1,203,575	1,232,890	1,268,116
Sales of air time, total	1,001,351	1,112,753	1,232,659	1,263,019	1,297,305
Total production and other	49,537	79,873	82,199	61,726	60,224
Operating revenue, total	2,425,686	2,676,068	2,892,419	3,130,129	3,292,024
Expenses					
Program cost	1,254,959	1,380,358	1,491,575	1,711,588	1,682,115
Technical services	110,493	107,821	112,463	115,415	113,136
Sales and promotion	165,567	177,088	185,055	178,682	186,169
Administration and general	209,704	214,917	251,922	239,007	269,297
Depreciation	42,640	53,359	60,495	65,709	59,122
Operating expenses, total	1,783,363	1,933,543	2,101,509	2,310,400	2,309,839
Profit before interest and taxes	642,323	742,526	790,910	819,729	982,185
Interest expense	110,083	113,494	122,721	71,397	70,765
Expenses, total	1,893,446	2,047,037	2,224,231	2,381,797	2,380,605
Net operating income	532,240	629,031	668,189	748,332	911,420
Other adjustments-income (expense)	34,090	66,704	-26,834	4,289	9,981
Net profit (loss) before income taxes	566,331	695,735	641,354	752,621	921,401
Salaries and other staff benefits	371,395	373,790	410,506	435,625	425,572
number					
Number of employees (weekly average)	4,986	4,988	5,393	5,622	5,545
percentage of revenue					
Revenue					
Cable television subscriber revenue	39.9	39.2	38.7	41.3	42.5
Satellite television subscriber revenue	16.8	16.2	15.9	16.3	16.3
Sales of air time					
Local	0.8	0.7	1.0	1.0	0.9
National and network	40.5	40.9	41.6	39.4	38.5
Sales of air time, total	41.3	41.6	42.6	40.4	39.4
Total production and other	2.0	3.0	2.8	2.0	1.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	51.7	51.6	51.6	54.7	51.1
Technical services	4.6	4.0	3.9	3.7	3.4
Sales and promotion	6.8	6.6	6.4	5.7	5.7
Administration and general	8.6	8.0	8.7	7.6	8.2
Depreciation	1.8	2.0	2.1	2.1	1.8
Operating expenses, total	73.5	72.3	72.7	73.8	70.2
Profit before interest and taxes	26.5	27.7	27.3	26.2	29.8
Interest expense	4.5	4.2	4.2	2.3	2.1
Expenses, total	78.1	76.5	76.9	76.1	72.3
Net operating income	21.9	23.5	23.1	23.9	27.7
Other adjustments-income (expense)	1.4	2.5	-0.9	0.1	0.3
Net profit (loss) before income taxes	23.3	26.0	22.2	24.0	28.0
Salaries and other staff benefits	15.3	14.0	14.2	13.9	12.9

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

	2009	2010	2011	2012	2013
thousands of dollars					
Revenue					
Cable television subscriber revenue	459,759	535,577	597,069	595,195	585,962
Satellite television subscriber revenue	223,188	242,091	244,789	222,181	204,058
Sales of air time					
Local	348	626	1,131	891	133
National and network	89	149	476	344	7
Sales of air time, total	437	775	1,606	1,235	140
Total production and other	12,138	20,108	12,208	18,846	8,809
Operating revenue, total	695,522	798,551	855,673	837,457	798,969
Expenses					
Program cost	465,410	504,587	521,256	542,862	524,126
Technical services	31,404	34,557	40,034	36,137	32,118
Sales and promotion	38,227	36,263	38,313	37,059	34,910
Administration and general	40,170	53,369	72,591	73,607	78,691
Depreciation	33,934	36,350	43,022	54,312	28,147
Operating expenses, total	609,145	665,125	715,216	743,978	697,991
Profit before interest and taxes	86,376	133,426	140,457	93,480	100,978
Interest expense	11,226	8,437	11,583	11,239	9,615
Expenses, total	620,371	673,563	726,799	755,216	707,606
Net operating income	75,151	124,988	128,874	82,241	91,363
Other adjustments-income (expense)	14,827	19,267	30,023	37,460	31,186
Net profit (loss) before income taxes	89,977	144,256	158,897	119,701	122,550
Salaries and other staff benefits	37,816	43,505	53,902	51,391	52,065
number					
Number of employees (weekly average)	540	554	558	554	574
percentage of revenue					
Revenue					
Cable television subscriber revenue	66.1	67.1	69.8	71.1	73.3
Satellite television subscriber revenue	32.1	30.3	28.6	26.5	25.5
Sales of air time					
Local	0.1	0.1	0.1	0.1	0.0
National and network	0.0	0.0	0.1	0.0	0.0
Sales of air time, total	0.1	0.1	0.2	0.1	0.0
Total production and other	1.7	2.5	1.4	2.3	1.1
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	66.9	63.2	60.9	64.8	65.6
Technical services	4.5	4.3	4.7	4.3	4.0
Sales and promotion	5.5	4.5	4.5	4.4	4.4
Administration and general	5.8	6.7	8.5	8.8	9.8
Depreciation	4.9	4.6	5.0	6.5	3.5
Operating expenses, total	87.6	83.3	83.6	88.8	87.4
Profit before interest and taxes	12.4	16.7	16.4	11.2	12.6
Interest expense	1.6	1.1	1.4	1.3	1.2
Expenses, total	89.2	84.3	84.9	90.2	88.6
Net operating income	10.8	15.7	15.1	9.8	11.4
Other adjustments-income (expense)	2.1	2.4	3.5	4.5	3.9
Net profit (loss) before income taxes	12.9	18.1	18.6	14.3	15.3
Salaries and other staff benefits	5.4	5.4	6.3	6.1	6.5

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

Data quality

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. Definitions, data sources and methods are available for most surveys. The survey title is **Radio and Television Broadcasting Survey** (ID 2724).