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TELEVISION BROADCASTING, 2001

The statistics presented in this Bulletin are for the fiscal year ending August 31 and cover the period from 1998 to 2001.

An industry in transition

The Canadian television industry is changing. The number of specialty and pay services has steadily increased over the last decade and their contribution to the industry's revenues, profits and employment is growing every year.

The revenues of the specialty television segment increased 13.9% in 2001 to reach \$1.2 billion, surpassing the revenues of the public and non-commercial segment for the first time. The revenues of the specialty segment accounted for close to 27% of television revenues in 2001, compared to 19%

three years earlier. By contrast, the revenues of private conventional broadcasters grew a modest 1.3% and those of public and non-commercial broadcasters declined 0.6%. Their share of television revenues in 2001 were 42.2% and 24.9% respectively, down from 48.2% and 29.5% in 1998.

The relative importance of airtime, grants and subscription revenues is also changing considerably. The rapid growth of pay and specialty television service has increased the dependence of the Canadian television system on subscription revenues. This source is now the second in importance after airtime sales. Subscription revenues surpassed the \$1.0 billion mark in 2001 and represented 22.6% of all revenues for television programming undertakings. That share was 15.3% in 1998.

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Airtime sales are rising

The sale of airtime by television broadcasters grew 4.3% in 2001, the largest increase in the last three years. The size of this market exceeded \$2.5 billion. Growth in airtime sales varied considerably by type of broadcaster.

The specialty segment of the industry generates the majority of its revenues from subscriptions (61.2% in 2001), but it has become a significant player in the advertising market. In 2001, its **sale of airtime** reached \$438.0 million, more than 17% of airtime sales by all television programming undertakings. This share is significantly higher than 3 years earlier when it was 10.3%.

Conventional broadcasters had a better year in 2001 than in 2000. The airtime sales of private broadcasters grew 1.5% compared to 0.3% in 2000 and those of public and non-commercial broadcasters grew 6.7% following a 3.6% decline the previous year.

Profit margins are declining

Increased competition has resulted in lower profit margins (before interest and taxes) for both private conventional and specialty broadcasters. The latter saw their profit margin decline to 17.4% in 2001 from 18.5% in 2000, and the former to 12.6% from 13.8%. The percentage of conventional stations reporting profits declined (from 67.3% to 57.9%) while the percentage of specialty services that realised a profit remained essentially unchanged at about 75%.

The pay television segment of the industry saw its profit margin jump from 12.3% in 2000 to 21.7% in 2001. This segment's profitability does not depend on advertising revenues but rather on its ability to attract new subscribers. The increased penetration of direct-to-home satellite services and digital cable has had a positive impact on the results of these operators.

With the exception of pay television, profit margins were lower for private French broadcasters than for their English counterparts in 2001. Their profit margin also declined in 2001 while that of English broadcasters remained essentially unchanged leading to a widening of the gap in profitability.

Employment was down after a period of stability

The average weekly number of employees was down 2.9% in 2001 after two years of marginal increases. This downturn is attributable to the public and non-commercial segment that reduced its workforce by more than 11.0%. Private broadcasters increased theirs by 3.7%.

Programming and production expenses were up in 2001

Television broadcasters spent a greater proportion of their revenues on programming and production in 2001 than in the previous three years. That proportion reached 59.0% compared to 56.7% in 2000. This trend was

Note of appreciation

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observed in all segments of the industry except for pay television where this proportion declined slightly to 53.6% from 53.9%.

Industry coverage

The statistics presented in this Bulletin are for the following categories of the North American Industrial Classification System (NAICS): Television Broadcasting (51312) and Pay and Specialty Television (51321).

Surveys

The annual surveys on which this publication is based target all organizations 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.

Related publications

This Bulletin presents preliminary summary statistics for conventional, specialty and pay television broadcasters. A separate issue of this bulletin will present summary statistics for private radio broadcasters. More detailed statistics on the three industries listed above are published in catalogue 56-204-XIE – Radio and Television broadcasting. This publication is normally released in the spring.

Data quality

The data presented in this Bulletin are of very good quality and can therefore 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 consult the introduction of the 2000 edition of publication 56-204-XIE – Radio and Television Broadcasting. This statement is also available on request (see contact information below).

For more information

In addition to the information provided in this publication, special tables and analytical services are available on a cost recovery basis. Access to selected information on the broadcasting industries is also available through CANSIM, Statistics Canada's data base and retrieval system (table 3570001). For further information, contact Advisory Services Division at 1 800 263-1136; Facimile No. 1 877 287-4369; infostats@statcan.ca.

TABLE 1. Selected Financial and Employment Indicators - Television Broadcasters (cont.)

	2001	2000	1999	1998
Profit margin (PBIT) by language of broadcast (private)				
				%
Private conventional television - English and Ethnic	13.2	14.1	15.0	10.5
Private conventional television - French	10.2	12.4	14.2	13.0
Specialty television ² - English and Ethnic	14.5	15.8	10.7	12.9
Specialty television ² - French	14.3	16.2	16.6	12.3
Pay television ² - English and Ethnic	21.5	10.9	19.2	17.7
Pay television ² - French	22.7	19.3	24.2	19.2
Total - Private broadcasters	15.1	15.3	14.7	12.3
Total - French broadcasters	12.5	14.0	15.5	13.2
Total - English and Ethnic broadcasters	15.7	15.5	14.5	12.1
Salaries and benefits by type of broadcaster				
				(\$000)
Private conventional television	494,872.8	478,068.8	480,935.6	483,694.5
Public and non-commercial conventional television	564,161.2	571,565.1	573,921.5	556,949.8
Specialty television ²	211,449.8	194,031.4	168,837.2	146,355.6
Pay television ²	16,419.6	15,186.2	14,162.1	13,223.1
Total	1,286,903.4	1,258,851.4	1,237,856.4	1,200,223.0
Salaries and benefits by language of broadcast (private)				
				(\$000)
Private conventional television - English and Ethnic	375,123.7	356,567.5	365,366.9	367,260.2
Private conventional television - French	119,749.0	121,501.3	115,568.7	116,434.3
Specialty television ² - English and Ethnic	153,297.2	143,319.4	122,779.9	103,829.8
Specialty television ² - French	58,152.6	50,712.0	46,057.3	42,525.7
Pay television ² - English and Ethnic	14,591.1	13,586.5	12,073.1	11,348.0
Pay television ² - French	1,828.5	1,599.7	2,089.0	1,875.1
Total - Private broadcasters	722,742.1	687,286.4	663,934.9	643,273.1
Total - French broadcasters	179,730.1	173,813.0	163,715.0	160,835.1
Total - English and Ethnic broadcasters	543,012.0	513,473.4	500,219.9	482,438.0
Average weekly number of employees by type of broadcaster				
				#
Private conventional television	7,818	7,624	7,664	7,761
Public and non-commercial conventional television	7,854	8,856	8,918	8,831
Specialty television ²	3,551	3,373	3,164	2,738
Pay television ²	284	241	224	215
Total	19,507	20,094	19,970	19,545
Average weekly number of employees by language of broadcast				
				#
Private conventional television - English and Ethnic	5,941	5,870	5,951	6,026
Private conventional television - French	1,877	1,754	1,713	1,735
Specialty television ² - English and Ethnic	2,677	2,547	2,424	2,047
Specialty television ² - French	874	826	740	691
Pay television ² - English and Ethnic	257	218	189	182
Pay television ² - French	27	23	35	33
Total - Private broadcasters	11,653	11,238	11,052	10,714
Total - French broadcasters	2,805	2,626	2,523	2,492
Total - English and Ethnic broadcasters	9,132	8,853	8,753	8,437
Programming and production expenses				
				(\$000)
Private conventional television	1,112,200	1,060,367	1,022,363	1,053,939
Public and non-commercial conventional television	735,281	683,982	693,595	711,196
Specialty television ²	671,500	573,090	506,017	387,082
Pay television ²	153,170	115,176	83,684	67,658
Total	2,672,151	2,432,614	2,305,659	2,219,875

² Statistics collected and published by the CRTC, Industry Statistics and Analysis, Broadcast Analysis Branch

TABLE 2. Private Conventional Television Broadcasters, Revenue and Expense Statement, Canada, 1998-2001

	2001		2000		1999		1998	
	\$	%	\$	%	\$	%	\$	%
Revenue:								
Sale of air time:								
Local	369,465,473	19.3	361,523,423	19.2	383,859,073	20.5	371,974,163	20.4
National	1,124,844,037	58.9	1,130,897,521	59.9	1,101,359,240	58.8	1,099,484,809	60.3
Network	275,783,571	14.4	253,706,928	13.4	258,383,517	13.8	240,077,214	13.2
Infomercials	19,611,001	1.0	17,345,775	0.9	15,149,473	0.8	11,558,920	0.6
Sale of air time - Total	1,789,704,082	93.7	1,763,473,647	93.4	1,758,751,303	93.9	1,723,095,106	94.6
Production and other:								
Syndication	39,744,125	2.1	38,773,924	2.1	37,762,317	2.0	31,221,736	1.7
Production	20,524,278	1.1	24,616,541	1.3	35,637,403	1.9	30,317,420	1.7
Other	59,902,803	3.1	60,357,210	3.2	41,750,563	2.2	37,234,069	2.0
Production and other - Total	120,171,206	6.3	123,747,675	6.6	115,150,283	6.1	98,773,225	5.4
Revenue - Total	1,910,852,458	100.0	1,887,221,322	100.0	1,873,901,585	100.0	1,821,868,331	100.0
Expenses:								
Program	1,112,200,066	58.2	1,060,366,478	56.2	1,022,362,859	54.6	1,053,938,969	57.8
Technical Services	60,158,649	3.1	72,465,568	3.8	76,815,526	4.1	77,818,081	4.3
Sales and promotion	206,871,559	10.8	208,872,735	11.1	210,686,306	11.2	202,503,702	11.1
Administration and general	219,244,160	11.5	216,926,047	11.5	216,630,692	11.6	226,492,848	12.4
Depreciation	70,730,669	3.7	68,736,943	3.6	68,035,113	3.6	60,351,545	3.3
Interest expense ¹	40,673,808	2.1	81,239,271	4.3	84,467,866	4.5	80,230,693	4.4
Expenses - Total	1,709,878,910	89.5	1,708,607,037	90.5	1,678,998,368	89.6	1,701,335,838	93.4
Net operating income	200,973,548	10.5	178,614,285	9.5	194,903,217	10.4	120,532,493	6.6
Other adjustments-income (expense) ²	-68,869,465	-3.5	1,418,227	0.1	-12,264,411	-0.6	-8,217,660	-0.4
Net income (loss) before income taxes	132,104,080	6.9	180,032,514	9.5	182,638,807	9.7	112,314,833	6.2
Provision for income taxes	6,480,347	0.3	74,807,203	4.0	87,251,444	4.7	59,328,884	3.3
Net income (loss) after income taxes	125,623,732	6.6	105,225,311	5.6	95,387,363	5.1	52,985,949	2.9
Salaries and other staff benefits	494,872,767	25.9	478,068,800	25.3	480,935,564	25.7	483,694,499	26.5
Number of employees (weekly average)	7,818	...	7,624	...	7,664	...	7,761	...
Reporting units showing profits	62		74		67		67	
Reporting units showing losses	45		36		41		48	

¹ The 2001 interest data is not comparable to previous year data. As a result of re-organisations and changes in accounting practices, some respondents have not declared interest payments at the station level in 2001. They now treat this expense as a corporate expense.

² The increase in "Other Adjustments" in 2001 primarily reflects re-organization costs.

TABLE 3. Private Conventional Television Broadcasters, Revenue and Expense Statement, Atlantic Provinces, 1998-2001

	2001		2000		1999		1998	
	\$	%	\$	%	\$	%	\$	%
Revenue:								
Sale of air time:								
Local	22,098,081	32.6	21,399,521	32.8	21,883,714	33.5	23,114,025	32.8
National	28,559,973	42.1	28,985,808	44.5	28,298,371	43.4	32,957,603	46.7
Network	15,309,004	22.6	12,716,949	19.5	12,601,367	19.3	12,344,998	17.5
Infomercials	355,435	0.5	347,517	0.5	601,873	0.9	133,238	0.2
Sale of air time - Total	66,322,493	97.9	63,449,795	97.4	63,385,325	97.2	68,549,864	97.2
Production and other:								
Syndication	0	0.0	0	0.0	0	0.0	0	0.0
Production	312,148	0.5	359,509	0.6	554,430	0.8	764,187	1.1
Other	1,140,401	1.7	1,337,760	2.1	1,291,485	2.0	1,209,731	1.7
Production and other - Total	1,452,549	2.1	1,697,269	2.6	1,845,915	2.8	1,973,918	2.8
Revenue - Total	67,775,042	100.0	65,147,064	100.0	65,231,238	100.0	70,523,782	100.0
Expenses:								
Program	46,158,426	68.1	42,301,243	64.9	41,856,205	64.2	39,072,510	55.4
Technical Services	6,259,374	9.2	6,900,431	10.6	7,093,751	10.9	8,217,355	11.7
Sales and promotion	8,630,648	12.7	8,830,905	13.6	8,178,550	12.5	9,089,429	12.9
Administration and general	9,407,389	13.9	7,901,523	12.1	8,000,624	12.3	10,355,314	14.7
Depreciation	3,235,929	4.8	3,555,805	5.5	4,112,157	6.3	3,753,398	5.3
Interest expense	160,221	0.2	1,186,735	1.8	1,008,759	1.5	867,572	1.2
Expenses - Total	73,851,987	109.0	70,676,638	108.5	70,250,046	107.7	71,355,578	101.2
Net operating income	-6,076,945	-8.9	-5,529,574	-8.4	-5,018,808	-7.6	-831,796	-1.1
Other adjustments-income (expense)	-2,909,845	-4.2	40,807	0.1	-562,944	-0.8	-442,400	-0.5
Net income (loss) before income taxes	-8,986,789	-13.2	-5,488,768	-8.3	-5,581,750	-8.5	-1,274,196	-1.7
Provision for income taxes	-53,956	0.0	-1,950,955	-2.9	-1,338,156	-2.0	-497,481	-0.6
Net income (loss) after income taxes	-8,932,833	-13.1	-3,537,813	-5.3	-4,243,594	-6.4	-776,715	-1.0
Salaries and other staff benefits	23,852,726	35.2	22,673,274	34.8	24,223,823	37.1	28,586,816	40.5
Number of employees (weekly average)	431	...	395	...	422	...	433	...
Reporting units showing profits	4		5		5		8	
Reporting units showing losses	5		4		4		6	

TABLE 4. Private Conventional Television Broadcasters, Revenue and Expense Statement, Québec, 1998-2001

	2001		2000		1999		1998	
	\$	%	\$	%	\$	%	\$	%
Revenue:								
Sale of air time:								
Local	97,969,000	21.9	94,645,742	21.6	88,196,890	20.8	79,725,367	19.5
National	177,838,746	39.8	186,364,098	42.5	186,553,794	44.0	191,224,054	46.7
Network	90,920,865	20.3	82,346,070	18.8	89,239,247	21.0	85,525,954	20.9
Infomercials	6,633,352	1.5	5,803,469	1.3	4,787,203	1.1	3,709,768	0.9
Sale of air time - Total	373,361,963	83.6	369,159,379	84.2	368,777,134	87.0	360,185,143	88.0
Production and other:								
Syndication	34,253,235	7.7	33,792,883	7.7	30,053,651	7.1	26,178,222	6.4
Production	8,579,585	1.9	8,283,735	1.9	8,268,014	2.0	7,489,009	1.8
Other	29,630,070	6.6	27,455,191	6.3	16,879,309	4.0	15,219,954	3.7
Production and other - Total	72,462,890	16.2	69,531,809	15.8	55,200,974	13.0	48,887,185	12.0
Revenue - Total	446,802,022	100.0	438,691,188	100.0	423,978,108	100.0	409,072,328	100.0
Expenses:								
Program	241,121,621	54.0	230,573,423	52.6	217,748,908	51.4	216,769,430	53.0
Technical Services	13,346,592	3.0	14,599,000	3.3	14,480,487	3.4	14,693,866	3.6
Sales and promotion	52,014,606	11.6	51,817,459	11.8	50,075,742	11.8	47,402,176	11.6
Administration and general	81,981,513	18.3	79,794,517	18.2	80,078,620	18.9	81,854,491	20.0
Depreciation	17,995,870	4.0	15,823,889	3.6	15,049,983	3.5	13,054,158	3.2
Interest expense	9,207,135	2.1	8,494,293	1.9	7,090,891	1.7	7,422,046	1.8
Expenses - Total	415,667,337	93.0	401,102,580	91.4	384,524,632	90.7	381,196,167	93.2
Net operating income	31,134,685	7.0	37,588,608	8.6	39,453,476	9.3	27,876,161	6.8
Other adjustments-income (expense)	-9,786,391	-2.1	9,488,200	2.2	-410,552	0.0	-1,330,353	-0.2
Net income (loss) before income taxes	21,348,296	4.8	47,076,809	10.7	39,042,924	9.2	26,545,808	6.5
Provision for income taxes	7,755,256	1.7	19,631,581	4.5	23,735,368	5.6	18,859,834	4.6
Net income (loss) after income taxes	13,593,039	3.0	27,445,228	6.3	15,307,556	3.6	7,685,974	1.9
Salaries and other staff benefits	142,754,074	32.0	144,204,442	32.9	140,960,312	33.2	141,561,988	34.6
Number of employees (weekly average)	2,194	...	2,066	...	2,028	...	2,065	...
Reporting units showing profits	21		21		19		18	
Reporting units showing losses	7		7		10		9	

TABLE 5. Private Conventional Television Broadcasters, Revenue and Expense Statement, Ontario, 1998-2001

	2001		2000		1999		1998	
	\$	%	\$	%	\$	%	\$	%
Revenue:								
Sale of air time:								
Local	90,364,687	10.8	85,967,980	10.6	112,690,406	13.7	105,751,252	13.8
National	614,879,000	73.7	613,559,017	75.3	590,672,034	72.0	569,131,500	74.0
Network	98,073,213	11.8	80,032,450	9.8	77,521,285	9.5	65,165,623	8.5
Infomercials	6,442,413	0.8	6,208,881	0.8	4,974,354	0.6	4,050,420	0.5
Sale of air time - Total	809,759,313	97.1	785,768,328	96.5	785,858,079	95.8	744,098,795	96.8
Production and other:								
Syndication	4,146,702	0.5	3,978,737	0.5	6,796,410	0.8	3,576,537	0.5
Production	5,312,073	0.6	9,269,407	1.1	13,117,726	1.6	8,957,748	1.2
Other	14,607,089	1.8	15,360,603	1.9	14,507,945	1.8	12,003,540	1.6
Production and other - Total	24,065,864	2.9	28,608,747	3.5	34,422,081	4.2	24,537,825	3.2
Revenue - Total	833,825,180	100.0	814,377,074	100.0	820,280,161	100.0	768,636,620	100.0
Expenses:								
Program	482,185,587	57.8	462,777,495	56.8	440,490,185	53.7	462,283,886	60.1
Technical Services	23,790,499	2.9	26,062,598	3.2	26,955,419	3.3	26,261,903	3.4
Sales and promotion	82,466,921	9.9	81,985,147	10.1	83,532,075	10.2	79,447,864	10.3
Administration and general	75,510,519	9.1	71,618,340	8.8	68,052,569	8.3	71,244,920	9.3
Depreciation	30,735,156	3.7	28,904,998	3.5	27,448,328	3.3	24,084,731	3.1
Interest expense	24,864,123	3.0	57,490,760	7.1	52,782,120	6.4	43,557,387	5.7
Expenses - Total	719,552,804	86.3	728,839,337	89.5	699,260,697	85.2	706,880,691	92.0
Net operating income	114,272,376	13.7	85,537,737	10.5	121,019,464	14.8	61,755,929	8.0
Other adjustments-income (expense)	-43,891,666	-5.2	-5,528,039	-0.6	-1,512,598	-0.1	-1,764,189	-0.1
Net income (loss) before income taxes	70,380,705	8.4	80,009,698	9.8	119,506,865	14.6	59,991,740	7.8
Provision for income taxes	-13,218,090	-1.5	32,059,660	3.9	47,586,653	5.8	25,602,440	3.3
Net income (loss) after income taxes	83,598,795	10.0	47,950,038	5.9	71,920,212	8.8	34,389,300	4.5
Salaries and other staff benefits	181,013,250	21.7	168,309,063	20.7	160,521,962	19.6	160,273,112	20.9
Number of employees (weekly average)	2,694	...	2,663	...	2,590	...	2,524	...
Reporting units showing profits	12		19		17		17	
Reporting units showing losses	17		14		13		16	

TABLE 6. Private Conventional Television Broadcasters, Revenue and Expense Statement, Manitoba, Saskatchewan, Alberta, B.C., 1998-2001

	2001		2000		1999		1998	
	\$	%	\$	%	\$	%	\$	%
Revenue:								
Sale of air time:								
Local	159,033,705	28.3	159,510,180	28.0	161,088,063	28.5	163,383,519	28.5
National	303,566,318	54.0	301,988,598	53.1	295,835,041	52.4	306,171,652	53.4
Network	71,480,489	12.7	78,611,459	13.8	79,021,618	14.0	77,040,639	13.4
Infomercials	6,179,801	1.1	4,985,908	0.9	4,786,043	0.8	3,665,494	0.6
Sale of air time - Total	540,260,313	96.1	545,096,145	95.8	540,730,765	95.8	550,261,304	95.9
Production and other:								
Syndication	1,344,188	0.2	1,002,304	0.2	912,256	0.2	1,466,977	0.3
Production	6,320,472	1.1	6,703,890	1.2	13,697,233	2.4	13,106,476	2.3
Other	14,525,243	2.6	16,203,656	2.8	9,071,824	1.6	8,800,844	1.5
Production and other - Total	22,189,903	3.9	23,909,850	4.2	23,681,313	4.2	23,374,297	4.1
Revenue - Total	562,450,214	100.0	569,005,996	100.0	564,412,078	100.0	573,635,601	100.0
Expenses:								
Program	342,734,432	60.9	324,714,317	57.1	322,267,561	57.1	335,813,143	58.5
Technical Services	16,762,184	3.0	24,903,539	4.4	28,285,869	5.0	28,644,957	5.0
Sales and promotion	63,759,384	11.3	66,239,224	11.6	68,899,939	12.2	66,564,233	11.6
Administration and general	52,344,739	9.3	57,611,667	10.1	60,498,879	10.7	63,038,123	11.0
Depreciation	18,763,714	3.3	20,452,251	3.6	21,424,645	3.8	19,459,258	3.4
Interest expense	6,442,329	1.1	14,067,483	2.5	23,586,096	4.2	28,383,688	4.9
Expenses - Total	500,806,782	89.0	507,988,482	89.3	524,962,993	93.0	541,903,402	94.5
Net operating income	61,643,432	11.0	61,017,514	10.7	39,449,085	7.0	31,732,199	5.5
Other adjustments-income (expense)	-12,281,563	-2.1	-2,582,741	-0.4	-9,778,317	-1.6	-4,680,718	-0.7
Net income (loss) before income taxes	49,361,868	8.8	58,434,775	10.3	29,670,768	5.3	27,051,481	4.7
Provision for income taxes	11,997,137	2.1	25,066,917	4.4	17,267,579	3.1	15,364,091	2.7
Net income (loss) after income taxes	37,364,731	6.6	33,367,858	5.9	12,403,189	2.2	11,687,390	2.0
Salaries and other staff benefits	147,252,717	26.2	142,882,021	25.1	155,229,467	27.5	153,272,583	26.7
Number of employees (weekly average)	2,499	...	2,500	...	2,624	...	2,739	...
Reporting units showing profits	25		29		26		24	
Reporting units showing losses	16		11		14		17	

TABLE 7. Private Conventional English and Other Television Broadcasters, Revenue and Expense Statement, 1998-2001

	2001		2000		1999		1998	
	\$	%	\$	%	\$	%	\$	%
Revenue:								
Sale of air time:								
Local	282,209,041	18.3	277,018,396	18.1	304,637,814	19.9	301,201,708	20.2
National	994,957,946	64.4	992,988,981	65.1	964,140,619	63.1	957,680,851	64.1
Network	203,324,422	13.2	187,407,544	12.3	185,343,854	12.1	174,023,906	11.7
Infomercials	13,888,567	0.9	12,296,385	0.8	10,775,984	0.7	7,989,933	0.5
Sale of air time - Total	1,494,379,976	96.7	1,469,711,306	96.3	1,464,898,271	95.9	1,440,896,398	96.5
Production and other:								
Syndication	5,490,890	0.4	4,981,041	0.3	7,708,666	0.5	5,043,514	0.3
Production	11,944,693	0.8	16,332,806	1.1	27,369,389	1.8	22,835,263	1.5
Other	32,112,803	2.1	35,389,694	2.3	27,199,664	1.8	24,124,902	1.6
Production and other - Total	49,548,386	3.2	56,703,541	3.7	62,277,719	4.1	52,003,679	3.5
Revenue - Total	1,544,905,534	100.0	1,526,414,847	100.0	1,527,175,989	100.0	1,492,900,077	100.0
Expenses:								
Program	927,481,966	60.0	883,064,243	57.9	861,214,366	56.4	899,803,275	60.3
Technical Services	48,545,146	3.1	59,873,343	3.9	64,533,658	4.2	65,626,031	4.4
Sales and promotion	164,566,781	10.7	166,958,881	10.9	170,820,872	11.2	165,681,041	11.1
Administration and general	143,942,625	9.3	144,975,019	9.5	144,207,472	9.4	153,663,834	10.3
Depreciation	56,156,948	3.6	56,153,772	3.7	56,226,291	3.7	50,203,743	3.4
Interest expense	35,423,507	2.3	77,009,178	5.0	81,427,773	5.3	76,692,992	5.1
Expenses - Total	1,376,116,972	89.1	1,388,034,431	90.9	1,378,430,438	90.3	1,411,670,916	94.6
Net operating income	168,788,562	10.9	138,380,416	9.1	148,745,551	9.7	81,229,161	5.4
Other adjustments-income (expense)	-65,075,793	-4.1	-10,506,182	-0.6	-14,274,039	-0.8	-9,985,021	-0.6
Net income (loss) before income taxes	103,712,764	6.7	127,874,235	8.4	134,471,513	8.8	71,244,140	4.8
Provision for income taxes	-680,171	0.0	55,526,686	3.6	63,693,194	4.2	39,738,207	2.7
Net income (loss) after income taxes	104,392,935	6.8	72,347,549	4.7	70,778,319	4.6	31,505,933	2.1
Salaries and other staff benefits	375,123,729	24.3	356,567,471	23.4	365,366,866	23.9	367,260,187	24.6
Number of employees (weekly average)	5,941	...	5,870	...	5,951	...	6,026	...
Reporting units showing profits	42		55		49		49	
Reporting units showing losses	42		31		34		43	

TABLE 8. Private Conventional French Television Broadcasters, Revenue and Expense Statement, 1998-2001

	2001		2000		1999		1998	
	\$	%	\$	%	\$	%	\$	%
Revenue:								
Sale of air time:								
Local	87,256,432	23.8	84,505,027	23.4	79,221,259	22.8	70,772,455	21.5
National	129,886,091	35.5	137,908,540	38.2	137,218,621	39.6	141,803,958	43.1
Network	72,459,149	19.8	66,299,384	18.4	73,039,663	21.1	66,053,308	20.1
Infomercials	5,722,434	1.6	5,049,390	1.4	4,373,489	1.3	3,568,987	1.1
Sale of air time - Total	295,324,106	80.7	293,762,341	81.4	293,853,032	84.8	282,198,708	85.8
Production and other:								
Syndication	34,253,235	9.4	33,792,883	9.4	30,053,651	8.7	26,178,222	8.0
Production	8,579,585	2.3	8,283,735	2.3	8,268,014	2.4	7,482,157	2.3
Other	27,790,000	7.6	24,967,516	6.9	14,550,899	4.2	13,109,167	4.0
Production and other - Total	70,622,820	19.3	67,044,134	18.6	52,872,564	15.2	46,769,546	14.2
Revenue - Total	365,946,924	100.0	360,806,475	100.0	346,725,596	100.0	328,968,254	100.0
Expenses:								
Program	184,718,100	50.5	177,302,235	49.1	161,148,493	46.5	154,135,694	46.9
Technical Services	11,613,503	3.2	12,592,225	3.5	12,281,868	3.5	12,192,050	3.7
Sales and promotion	42,304,778	11.6	41,913,854	11.6	39,865,434	11.5	36,822,661	11.2
Administration and general	75,301,535	20.6	71,951,028	19.9	72,423,220	20.9	72,829,014	22.1
Depreciation	14,573,721	4.0	12,583,171	3.5	11,808,822	3.4	10,147,802	3.1
Interest expense	5,250,301	1.4	4,230,093	1.2	3,040,093	0.9	3,537,701	1.1
Expenses - Total	333,761,938	91.2	320,572,606	88.8	300,567,930	86.7	289,664,922	88.1
Net operating income	32,184,986	8.8	40,233,869	11.2	46,157,666	13.3	39,303,332	11.9
Other adjustments-income (expense)	-3,793,672	-0.9	11,924,409	3.3	2,009,628	0.6	1,767,361	0.5
Net income (loss) before income taxes	28,391,316	7.8	52,158,279	14.5	48,167,294	13.9	41,070,693	12.5
Provision for income taxes	7,160,518	2.0	19,280,517	5.3	23,558,250	6.8	19,590,677	6.0
Net income (loss) after income taxes	21,230,797	5.8	32,877,762	9.1	24,609,044	7.1	21,480,016	6.5
Salaries and other staff benefits	119,749,038	32.7	121,501,329	33.7	115,568,698	33.3	116,434,312	35.4
Number of employees (weekly average)	1,877	...	1,754	...	1,713	...	1,735	...
Reporting units showing profits	20		19		18		18	
Reporting units showing losses	3		5		7		5	