

Catalogue no. 56-209-X

Cable and Satellite Television Industry

2007



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2007

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December 2008

Catalogue no. 56-209-X

ISSN 1918-0500

Frequency: Annual

Ottawa

La version française de cette publication est disponible sur demande (n° 56-209-X au catalogue).

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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

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Highlights

- The number of subscribers to the main services provided by cable operators—television, Internet access and telephony—reached 14.2 million as of August 31, 2007, or 1.6 million more than on the same date in 2006. This is the largest ever year-over-year net gain of subscribers for the industry.
- This strong growth in subscriptions is in good part the result of the industry's rapid penetration of the telephony market. More than half of new clients were recruited in that market.
- The cable industry continued to broaden the footprint of its telephony services. The number of potential customers increased from 8.4 million in 2006 to 10.1 million in 2007. This represents 80.3% of homes with cable access.
- Canadian households and businesses also continued to connect to cable Internet in large numbers, although at a slower pace than in the past. The number of subscribers to such services rose from 4.0 million in 2006 to 4.5 million in 2007, a 12.5% increase.
- Growth in the traditional niche of television services has been much more modest. The cable industry nonetheless experienced a net increase of close to 127,000 subscribers, the second best result since the beginning of the decade after that posted in 2006. For the first time in ten years, cable companies maintained their share of the market.
- The advent of large numbers of customers to the Internet and telephony niches has led to considerable changes in the structure of the cable industry's operating revenues within a relatively short period of time. Subscription revenues from non-traditional services accounted for 39.4% of all subscription revenues for the industry in 2007, as compared with 24.3% in 2003 and 3.8% in 1999.

Analysis

Cable, satellite and multipoint distribution systems, 2007

The statistics presented in this bulletin are for the year ending on August 31 and for the period from 2003 to 2007. The following text contains references to previous periods when it is useful to set the industry's recent performance in a historical context.

A decade of competition and innovation in the cable and satellite television industry

In 1995, the Canadian Radio-television and Telecommunications Commission (CRTC) authorized two new Canadian satellite television services. This decision was intended to introduce "competition in delivering programming services to the home" and "broaden consumer choice by providing an alternative to cable" as well as to provide "flexibility for the competitive introduction of new digital satellite technology."¹ In 1997, two direct satellite television undertakings were launched, and other competitors using terrestrial wireless technologies followed suit.

The competition is now well entrenched, as attested by the fact that the wireless providers of programming services had 2.7 million subscribers as of August 31, 2007, representing one-quarter of all subscribers to television programming services.

As well as leading to the transformation of the programming services market as a whole, the implementation of this policy triggered a restructuring of the cable television segment of the industry. At that time the industry offered subscription television services only. This market had reached maturity, and growth in the industry's revenues depended primarily on bringing in new households and selling more expensive packages. The arrival of competitors in the market once occupied by cable operators alone made this business model obsolete.

To compensate for the customers that would inevitably be lost in their traditional niche, cable operators have since deployed over time bi-directional broadband networks that offer a full range of digital video and telecommunications services. In so doing the industry entered into competition with well-established businesses in the telecommunications sector, first in the Internet market and more recently in the telephony market.

The strategy of making technological upgrades to networks and diversifying the services offered is now well established and is the very cornerstone of the industry's growth. It serves to create customer loyalty, attract new customers and increase subscription revenues.

Many new customers for cable operators

The number of subscribers served by cable operators – all services combined²– reached 14.2 million as of August 31, 2007, or 1.6 million more than on the same date in 2006. The 12.3% growth in subscriptions was somewhat lower than that realized from 2005 to 2006, but was nonetheless the second highest of the past 30 years.

More than half of all new customers are subscribers to telephony services. The industry had 1.8 million such subscribers in August 2007, nearly double the number in 2006 and nine times more than in 2005, the year in which the largest cable companies entered the market.³ The industry continued to broaden the footprint of its telephony services, with the number of potential customers increasing from 8.4 million in 2006 to 10.1 million in 2007. This represents 80.3% of homes with cable access.

1. Extract from CRTC press release of December 20, 1995.

2. Television, Internet access and telephony.

3. Before 2005, households in specific areas in the Atlantic provinces only could subscribe to telephony services with their local cable company.

Canadian households and businesses also continued to connect to cable Internet in large numbers, although at a slower pace than in the past. The number of subscribers to such services rose from 4.0 million in 2006 to 4.5 million in 2007, a 12.5% increase. The majority of cable homes (97.0%) are now able to subscribe to such services if they so wish.

Growth in the traditional niche of television services has been much more modest. The industry nonetheless experienced a net increase of close to 127,000 subscribers (+1.6%), the second best result (after that posted in 2006) since the beginning of the decade. The relatively high and stable penetration rate for subscription television services limits opportunities for growth in this market.

The rivalry between cable companies and wireless service providers over attracting customers during the past decade has seen the latter come out ahead. However, cable companies maintained their market share in 2007 for the first time in ten years.

Continually declining dependency on television and increasingly lucrative customers

The advent of large numbers of customers to the Internet and telephony niches has led to considerable changes in the structure of the cable industry's operating revenues within a relatively short period of time. Subscription revenues from non-traditional services accounted for 39.4% of all subscription revenues for the industry in 2007, as compared with 24.3% in 2003 and 3.8% in 1999. Those revenues rose by 32.2% in 2007 to 2.7 billion, while those from subscriptions to television services came in at \$4.1 billion, a more modest 6.4% increase.

One of the objectives behind the development of the cable operators' business model was to increase revenues per subscriber to basic services. This mission was accomplished, given that in 2007 each subscriber brought in an average of \$907, double the corresponding figure at the beginning of the decade.

Digital television winning converts

While the total number of cable television subscribers is slowly increasing, the number of digital cable television subscriptions has been growing steadily. As of August 31, 2007 there were 3.3 million digital cable television subscribers (+20.2%), representing four out of ten cable television subscribers.

If we add digital cable television subscribers to those subscribing to wireless digital television (satellite and wireless cable), close to six out of ten have chosen digital. This rising popularity of digital technology augurs well for the marketing of new generation services, including high-definition television and video on demand.

Significant gap in profitability of major segments of the industry

Cable operators earned \$1.6 billion in 2007, or 22.2 cents in profit for each dollar in revenue, thereby generating profits of more than 20.0 cents per dollar of revenue for the fourth straight year.

Wireless service providers posted \$96.0 million in earnings before interest and taxes for a 5.0% profit margin. This marked a reversal for this segment, which had suffered losses before interest and taxes every year since its launch in 1997 until 2005.

New competition⁴

In recent years, thanks to digital technology, some telecommunication carriers have been offering television services via telephone lines. They had attracted just over 166,000 customers to this service as of August 31, 2007, most in western Canada. Despite the rapid growth in this segment (+ 42% in 2007), it still accounts for less than 2.0% of the market as a whole.

4. These subscribers are not counted in the totals for this industry. Telephone companies that offer such services are placed in Class 517111 - Wired Telecommunications Carriers (except Cable) of the North American Industry Classification System (NAICS). The statistics presented here relate instead to Class 517112 - Cable and Other Program Distribution.

Related products

Selected publications from Statistics Canada

| | |
|----------|--|
| 56-001-X | Broadcasting and Telecommunications |
| 56-207-X | Television Broadcasting Industries |
| 56-208-X | Radio Broadcasting Industry |
| 56-504-X | Beyond the Information Highway Networked Canada (Information and Communications Technologies (ICT) Compendium) |

Selected CANSIM tables from Statistics Canada

| | |
|----------|--|
| 353-0003 | Operating and financial summary of the cable and other program distribution industry, by North American Industrial Classification System (NAICS), annual |
|----------|--|

Selected surveys from Statistics Canada

| | |
|------|--------------------------------|
| 2728 | Annual Cable Television Survey |
|------|--------------------------------|

Selected summary tables from Statistics Canada

- *Cable and other program distribution industry, financial and operating statistics*

Statistical tables

Table 1
Cable and satellite television industry, selected supply and demand indicators

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2003 to 2004 | 2004 to 2005 | 2005 to 2006 | 2006 to 2007 |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|-----------------|-----------------|-----------------|
| | thousands | | | | | percentage change | | | |
| Market share indicators | | | | | | | | | |
| Subscribers by type of supplier | | | | | | | | | |
| Cable | 7,577.7 | 7,616.8 | 7,620.2 | 7,790.4 | 7,917.3 | 0.5 | 0.0 | 2.2 | 1.6 |
| Wireless | 2,205.2 | 2,324.9 | 2,491.5 | 2,628.6 | 2,664.4 | 5.4 | 7.2 | 5.5 | 1.4 |
| Cable and wireless | 9,782.9 | 9,941.7 | 10,111.7 | 10,419.0 | 10,581.7 | 1.6 | 1.7 | 3.0 | 1.6 |
| Subscribers to digital television | | | | | | | | | |
| Cable | 1,403.7 | 1,810.0 | 2,283.0 | 2,776.5 | 3,336.7 | 28.9 | 26.1 | 21.6 | 20.2 |
| Wireless | 2,205.2 | 2,324.9 | 2,491.5 | 2,628.6 | 2,664.4 | 5.4 | 7.2 | 5.5 | 1.4 |
| Cable and wireless | 3,608.9 | 4,134.9 | 4,774.5 | 5,405.1 | 6,001.1 | 14.6 | 15.5 | 13.2 | 11.0 |
| | percent | | | | | | | | |
| Market share by type of supplier | | | | | | | | | |
| Cable | 77.5 | 76.6 | 75.4 | 74.8 | 74.8 | -1.1 | -1.6 | -0.8 | 0.1 |
| Wireless | 22.5 | 23.4 | 24.6 | 25.2 | 25.2 | 3.7 | 5.4 | 2.4 | -0.2 |
| Cable and wireless | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | ... | ... | ... | ... |
| Digital television market share by type of supplier | | | | | | | | | |
| Cable | 38.9 | 43.8 | 47.8 | 51.4 | 55.6 | 12.5 | 9.2 | 7.4 | 8.2 |
| Wireless | 61.1 | 56.2 | 52.2 | 48.6 | 44.4 | -8.0 | -7.2 | -6.8 | -8.7 |
| Cable and wireless | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | ... | ... | ... | ... |
| | thousands | | | | | | | | |
| Cable supply and demand indicators by region | | | | | | | | | |
| Basic programming subscribers | | | | | | | | | |
| Atlantic provinces | 542.6 | 542.9 | 536.5 | 536.9 | 523.1 | 0.1 | -1.2 | 0.1 | -2.6 |
| Quebec | 1,793.5 | 1,816.8 | 1,839.4 | 1,927.3 | 2,007.6 | 1.3 | 1.2 | 4.8 | 4.2 |
| Ontario | 2,911.2 | 2,897.3 | 2,867.0 | 2,923.5 | 2,939.6 | -0.5 | -1.0 | 2.0 | 0.6 |
| Western provinces | 2,316.4 | 2,345.6 | 2,362.9 | 2,388.2 | 2,431.9 | 1.3 | 0.7 | 1.1 | 1.8 |
| Yukon, Northwest Territories and Nunavut | 14.0 | 14.2 | 14.2 | 14.4 | 15.1 | 1.4 | 0.0 | 1.4 | 4.9 |
| Canada | 7,577.7 | 7,616.8 | 7,620.2 | 7,790.4 | 7,917.3 | 0.5 | 0.0 | 2.2 | 1.6 |
| Homes with access to basic cable¹ | | | | | | | | | |
| Atlantic provinces | 843.5 | 847.6 | 849.6 | 850.7 | 859.3 | 0.5 | 0.2 | 0.1 | 1.0 |
| Quebec | 3,043.5 | 3,080.7 | 3,130.2 | 3,185.1 | 3,241.3 | 1.2 | 1.6 | 1.8 | 1.8 |
| Ontario | 4,211.8 | 4,309.8 | 4,349.5 | 4,527.0 | 4,604.9 | 2.3 | 0.9 | 4.1 | 1.7 |
| Western provinces | 3,571.0 | 3,645.2 | 3,765.0 | 3,822.9 | 3,841.7 | 2.1 | 3.3 | 1.5 | 0.5 |
| Yukon, Northwest Territories and Nunavut | 26.0 | 25.7 | 25.5 | 25.4 | 25.6 | -1.2 | -0.8 | -0.4 | 0.8 |
| Canada | 11,695.8 | 11,908.9 | 12,119.7 | 12,411.1 | 12,572.9 | 1.8 | 1.8 | 2.4 | 1.3 |
| | percent | | | | | | | | |
| Cable penetration rate² | | | | | | | | | |
| Atlantic provinces | 64.3 | 64.1 | 63.1 | 63.1 | 60.9 | -0.4 | -1.4 | -0.1 | -3.5 |
| Quebec | 58.9 | 59.0 | 58.8 | 60.5 | 61.9 | 0.1 | -0.4 | 3.0 | 2.4 |
| Ontario | 69.1 | 67.2 | 65.9 | 64.6 | 63.8 | -2.7 | -1.9 | -2.0 | -1.2 |
| Western provinces | 64.9 | 64.3 | 62.8 | 62.5 | 63.3 | -0.8 | -2.5 | -0.5 | 1.3 |
| Yukon, Northwest Territories and Nunavut | 53.8 | 55.3 | 55.7 | 56.7 | 59.0 | 2.6 | 0.8 | 1.8 | 4.0 |
| Canada | 64.8 | 64.0 | 62.9 | 62.8 | 63.0 | -1.3 | -1.7 | -0.2 | 0.3 |

See footnotes at the end of the table.

Table 1 – continued

Cable and satellite television industry, selected supply and demand indicators

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2003 to 2004 | 2004 to 2005 | 2005 to 2006 | 2006 to 2007 |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|-----------------|-----------------|-----------------|
| | thousands | | | | | percentage change | | | |
| High speed Internet subscribers | | | | | | | | | |
| Atlantic provinces | 112.5 | 142.5 | 180.4 | 206.2 | 232.6 | 26.7 | 26.6 | 14.3 | 12.8 |
| Quebec | 414.9 | 525.0 | 648.8 | 851.4 | 1,007.5 | 26.5 | 23.6 | 31.2 | 18.3 |
| Ontario | 915.8 | 1,098.9 | 1,330.4 | 1,553.3 | 1,784.7 | 20.0 | 21.1 | 16.8 | 14.9 |
| Western provinces | 915.7 | 1,066.2 | 1,215.6 | 1,344.0 | 1,502.1 | 16.4 | 14.0 | 10.6 | 11.8 |
| Yukon, Northwest Territories and Nunavut | 4.9 | 5.7 | 5.9 | 6.8 | 7.7 | 16.3 | 3.5 | 15.3 | 13.2 |
| Canada | 2,363.8 | 2,838.3 | 3,381.1 | 3,961.7 | 4,534.6 | 20.1 | 19.1 | 17.2 | 14.5 |
| Homes with access to high speed Internet¹ | | | | | | | | | |
| Atlantic provinces | 615.6 | 650.5 | 662.6 | 704.3 | 785.5 | 5.7 | 1.9 | 6.3 | 11.5 |
| Quebec | 2,679.4 | 2,784.6 | 2,992.2 | 3,085.0 | 3,147.3 | 3.9 | 7.5 | 3.1 | 2.0 |
| Ontario | 4,022.5 | 4,191.1 | 4,244.9 | 4,438.0 | 4,544.3 | 4.2 | 1.3 | 4.5 | 2.4 |
| Western provinces | 3,362.5 | 3,477.4 | 3,601.5 | 3,672.8 | 3,701.2 | 3.4 | 3.6 | 2.0 | 0.8 |
| Yukon, Northwest Territories and Nunavut | 12.4 | 15.5 | 16.6 | 16.6 | 16.8 | 25.0 | 7.1 | 0.0 | 1.2 |
| Canada | 10,692.4 | 11,119.2 | 11,517.9 | 11,916.6 | 12,195.1 | 4.0 | 3.6 | 3.5 | 2.3 |
| | percent | | | | | | | | |
| High speed Internet penetration rate³ | | | | | | | | | |
| Atlantic provinces | 18.3 | 21.9 | 27.2 | 29.3 | 29.6 | 19.9 | 24.3 | 7.5 | 1.1 |
| Quebec | 15.5 | 18.9 | 21.7 | 27.6 | 32.0 | 21.8 | 15.0 | 27.3 | 16.0 |
| Ontario | 22.8 | 26.2 | 31.3 | 35.0 | 39.3 | 15.2 | 19.5 | 11.7 | 12.2 |
| Western provinces | 27.2 | 30.7 | 33.8 | 36.6 | 40.6 | 12.6 | 10.1 | 8.4 | 10.9 |
| Yukon, Northwest Territories and Nunavut | 39.5 | 36.8 | 35.5 | 41.0 | 45.8 | -6.9 | -3.4 | 15.3 | 11.9 |
| Canada | 22.1 | 25.5 | 29.4 | 33.2 | 37.2 | 15.5 | 15.0 | 13.3 | 11.8 |
| High speed Internet footprint⁴ | | | | | | | | | |
| Atlantic provinces | 73.0 | 76.7 | 78.0 | 82.8 | 91.4 | 5.2 | 1.6 | 6.2 | 10.4 |
| Quebec | 88.0 | 90.4 | 95.6 | 96.9 | 97.1 | 2.7 | 5.8 | 1.3 | 0.3 |
| Ontario | 95.5 | 97.2 | 97.6 | 98.0 | 98.7 | 1.8 | 0.4 | 0.4 | 0.7 |
| Western provinces | 94.2 | 95.4 | 95.7 | 96.1 | 96.3 | 1.3 | 0.3 | 0.4 | 0.3 |
| Yukon, Northwest Territories and Nunavut | 47.7 | 60.3 | 65.1 | 65.4 | 65.6 | 26.5 | 7.9 | 0.4 | 0.4 |
| Canada | 91.4 | 93.4 | 95.0 | 96.0 | 97.0 | 2.1 | 1.8 | 1.0 | 1.0 |
| | thousands | | | | | | | | |
| Cable telephony subscribers | .. | .. | 211.7 | 927.5 | 1,784.9 | .. | .. | 338.1 | 92.4 |
| Homes with access to cable telephony | .. | .. | 4,346.2 | 8,371.9 | 10,095.1 | .. | .. | 92.6 | 20.6 |
| | percent | | | | | | | | |
| Cable telephony penetration rate⁵ | .. | .. | 4.9 | 11.1 | 17.7 | .. | .. | 127.4 | 59.6 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. Cable subscribers as a percentage of homes with access to cable.

3. High speed Internet subscribers as a percentage of homes with access to high speed Internet.

4. Homes with access to high speed Internet as a percentage of homes with access to cable.

5. Cable telephony subscribers as a percentage of homes with access to cable telephony.

Note(s): North American Industry Classification System (NAICS 2007) - 517112. Totals may not add due to rounding.

Table 2
Cable and satellite television industry, financial and operating data, Canada

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|--|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 5,548,715 | 6,065,246 | 6,543,536 | 7,568,342 | 8,666,695 |
| Connection (installation and re-connect) | 48,872 | 33,664 | 24,257 | 42,122 | 37,748 |
| Community channel sponsorship | 5,044 | 5,670 | 6,131 | 5,226 | 5,423 |
| Other revenue | 217,490 | 247,216 | 254,569 | 311,126 | 400,070 |
| Operating revenues, total | 5,820,120 | 6,351,795 | 6,828,493 | 7,926,816 | 9,109,936 |
| Expenses | | | | | |
| Programming (basic tier) | 80,833 | 85,305 | 95,075 | 122,266 | 125,517 |
| Affiliation payments | 1,518,756 | 1,600,096 | 1,663,674 | 1,894,031 | 2,103,681 |
| Technical services | 901,438 | 1,038,375 | 1,100,192 | 1,218,496 | 1,414,590 |
| Sales and promotion | 460,677 | 558,109 | 575,029 | 643,031 | 764,575 |
| Administration and general | 902,455 | 810,793 | 916,781 | 1,064,535 | 1,382,797 |
| Depreciation | 1,204,073 | 1,153,842 | 1,161,596 | 1,456,673 | 1,625,711 |
| Operating expenses, total | 5,068,231 | 5,246,520 | 5,512,347 | 6,399,031 | 7,416,872 |
| Profit before interest and taxes | 751,889 | 1,105,275 | 1,316,146 | 1,527,784 | 1,693,064 |
| Interest expenses | 508,181 | 529,516 | 465,110 | 638,195 | 710,801 |
| Expenses, total | 5,576,412 | 5,776,037 | 5,977,457 | 7,037,227 | 8,127,673 |
| Net operating income | 243,708 | 575,758 | 851,036 | 889,589 | 982,263 |
| Salaries and other staff benefits | 718,297 | 768,994 | 868,362 | 1,074,288 | 1,277,249 |
| number | | | | | |
| Employees (weekly average) | 13,524 | 15,294 | 17,018 | 19,924 | 21,312 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 9,782.9 | 9,941.7 | 10,111.7 | 10,419.0 | 10,581.7 |
| Digital cable subscribers | 2,792.3 | 3,298.4 | 4,768.7 | 5,403.7 | 5,969.2 |
| | 2003 | 2004 | 2005 | 2006 | 2007 |
| percent ¹ | | | | | |
| Revenue | | | | | |
| Subscriptions | 95.3 | 95.5 | 95.8 | 95.5 | 95.1 |
| Connection (installation and re-connect) | 0.8 | 0.5 | 0.4 | 0.5 | 0.4 |
| Community channel sponsorship | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Other revenue | 3.7 | 3.9 | 3.7 | 3.9 | 4.4 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.4 | 1.3 | 1.4 | 1.5 | 1.4 |
| Affiliation payments | 26.1 | 25.2 | 24.4 | 23.9 | 23.1 |
| Technical services | 15.5 | 16.3 | 16.1 | 15.4 | 15.5 |
| Sales and promotion | 7.9 | 8.8 | 8.4 | 8.1 | 8.4 |
| Administration and general | 15.5 | 12.8 | 13.4 | 13.4 | 15.2 |
| Depreciation | 20.7 | 18.2 | 17.0 | 18.4 | 17.8 |
| Operating expenses, total | 87.1 | 82.6 | 80.7 | 80.7 | 81.4 |
| Profit before interest and taxes | 12.9 | 17.4 | 19.3 | 19.3 | 18.6 |
| Interest expenses | 8.7 | 8.3 | 6.8 | 8.1 | 7.8 |
| Expenses, total | 95.8 | 90.9 | 87.5 | 88.8 | 89.2 |
| Net operating income | 4.2 | 9.1 | 12.5 | 11.2 | 10.8 |
| Salaries and other staff benefits | 12.3 | 12.1 | 12.7 | 13.6 | 14.0 |

1. As a percentage of operating revenues.

Note(s): North American Industry Classification System (NAICS 2007) - 517112. Totals may not add due to rounding.

Table 3-1
Cable television, financial and operating data — Canada

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 4,387,823 | 4,737,736 | 5,104,467 | 5,918,001 | 6,820,868 |
| Programming (basic and non-basic) | 3,321,226 | 3,474,739 | 3,612,768 | 3,887,169 | 4,134,872 |
| Non-programming | 1,066,597 | 1,262,997 | 1,491,699 | 2,030,832 | 2,685,996 |
| Connection (installation and re-connect) | 48,824 | 33,629 | 24,180 | 41,842 | 37,523 |
| Community channel sponsorship | 5,044 | 5,669 | 6,084 | 5,179 | 5,377 |
| Other revenue | 174,794 | 220,104 | 223,346 | 233,817 | 316,266 |
| Operating revenues, total | 4,616,485 | 4,997,138 | 5,358,078 | 6,198,839 | 7,180,033 |
| Expenses | | | | | |
| Programming (basic tier) | 80,759 | 85,229 | 95,071 | 122,253 | 125,222 |
| Affiliation payments | 1,001,241 | 1,076,172 | 1,115,558 | 1,273,668 | 1,406,819 |
| Technical services | 694,528 | 786,076 | 835,651 | 906,915 | 1,080,449 |
| Sales and promotion | 180,856 | 232,469 | 236,081 | 380,217 | 493,050 |
| Administration and general | 720,785 | 609,437 | 733,865 | 859,549 | 1,146,276 |
| Depreciation | 1,076,311 | 1,009,617 | 1,006,109 | 1,165,469 | 1,331,125 |
| Operating expenses, total | 3,754,480 | 3,799,000 | 4,022,335 | 4,708,071 | 5,582,941 |
| Profit before interest and taxes | 862,006 | 1,198,138 | 1,335,743 | 1,490,768 | 1,597,092 |
| Interest expenses | 465,956 | 487,475 | 418,108 | 593,554 | 668,046 |
| Expenses, total | 4,220,435 | 4,286,475 | 4,440,443 | 5,301,625 | 6,250,987 |
| Net operating income | 396,050 | 710,664 | 917,635 | 897,214 | 929,046 |
| Salaries and other staff benefits | 613,578 | 657,873 | 730,958 | 936,072 | 1,085,513 |
| number | | | | | |
| Employees (weekly average) | 11,311 | 12,452 | 14,140 | 17,108 | 18,409 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 7,577.7 | 7,616.8 | 7,620.2 | 7,790.4 | 7,917.3 |
| Digital cable subscribers | 1,403.7 | 1,810.0 | 2,283.0 | 2,776.5 | 3,336.7 |
| High speed Internet subscribers | 2,363.8 | 2,838.3 | 3,381.1 | 3,961.7 | 4,534.6 |
| Cable telephony subscribers | .. | .. | 211.7 | 927.5 | 1,784.9 |
| Access | | | | | |
| Homes with access to basic cable ² | 11,695.8 | 11,908.9 | 12,119.7 | 12,411.1 | 12,572.9 |
| Homes with access to digital cable | 10,820.5 | 11,177.1 | 11,561.1 | 11,851.7 | 12,186.2 |
| Homes with access to high speed Internet | 10,692.4 | 11,119.2 | 11,517.9 | 11,916.6 | 12,195.1 |
| Homes with access to cable telephony | .. | .. | 4,346.2 | 8,371.9 | 10,095.1 |
| Households in licenced area ² | 11,882.9 | 12,079.8 | 12,295.1 | 12,541.6 | 12,704.1 |
| percent | | | | | |
| Revenue | | | | | |
| Subscriptions | 95.0 | 94.8 | 95.3 | 95.5 | 95.0 |
| Programming (basic and non-basic) | 71.9 | 69.5 | 67.4 | 62.7 | 57.6 |
| Non-programming | 23.1 | 25.3 | 27.8 | 32.8 | 37.4 |
| Connection (installation and re-connect) | 1.1 | 0.7 | 0.5 | 0.7 | 0.5 |
| Community channel sponsorship | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Other revenue | 3.8 | 4.4 | 4.2 | 3.8 | 4.4 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.7 | 1.7 | 1.8 | 2.0 | 1.7 |
| Affiliation payments | 21.7 | 21.5 | 20.8 | 20.5 | 19.6 |
| Technical services | 15.0 | 15.7 | 15.6 | 14.6 | 15.0 |
| Sales and promotion | 3.9 | 4.7 | 4.4 | 6.1 | 6.9 |
| Administration and general | 15.6 | 12.2 | 13.7 | 13.9 | 16.0 |
| Depreciation | 23.3 | 20.2 | 18.8 | 18.8 | 18.5 |
| Operating expenses, total | 81.3 | 76.0 | 75.1 | 76.0 | 77.8 |
| Profit before interest and taxes | 18.7 | 24.0 | 24.9 | 24.0 | 22.2 |
| Interest expenses | 10.1 | 9.8 | 7.8 | 9.6 | 9.3 |
| Expenses, total | 91.4 | 85.8 | 82.9 | 85.5 | 87.1 |
| Net operating income | 8.6 | 14.2 | 17.1 | 14.5 | 12.9 |
| Salaries and other staff benefits | 13.3 | 13.2 | 13.6 | 15.1 | 15.1 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 3-2
Cable television, financial and operating data — Atlantic provinces

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|----------------|----------------|----------------|----------------|----------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 309,222 | 343,538 | 383,654 | 419,997 | 459,875 |
| Connection (installation and re-connect) | 3,233 | 2,651 | 943 | 1,570 | 1,964 |
| Community channel sponsorship | 639 | 486 | 509 | 476 | 463 |
| Other revenue | 28,459 | 35,502 | 36,296 | 51,395 | 36,098 |
| Operating revenues, total | 341,553 | 382,177 | 421,401 | 473,438 | 498,400 |
| Expenses | | | | | |
| Programming (basic tier) | 6,201 | 7,653 | 7,460 | 8,206 | 8,639 |
| Affiliation payments | 77,600 | 83,447 | 87,593 | 101,485 | 106,791 |
| Technical services | 42,600 | 45,247 | 56,585 | 63,148 | 65,921 |
| Sales and promotion | 12,080 | 15,252 | 18,766 | 31,001 | 36,378 |
| Administration and general | 47,208 | 47,586 | 57,433 | 75,044 | 65,232 |
| Depreciation | 81,697 | 90,481 | 91,108 | 97,040 | 101,882 |
| Operating expenses, total | 267,385 | 289,667 | 318,945 | 375,924 | 384,844 |
| Profit before interest and taxes | 74,168 | 92,510 | 102,457 | 97,514 | 113,556 |
| Interest expenses | 57,135 | 62,322 | 81,786 | 56,382 | 40,525 |
| Expenses, total | 324,520 | 351,990 | 400,731 | 432,306 | 425,368 |
| Net operating income | 17,033 | 30,187 | 20,670 | 41,133 | 73,032 |
| Salaries and other staff benefits | 43,711 | 45,918 | 52,136 | 64,767 | 71,327 |
| number | | | | | |
| Employees (weekly average) | 1,291 | 1,135 | 1,212 | 1,330 | 1,397 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 542.6 | 542.9 | 536.5 | 536.9 | 523.1 |
| High speed Internet subscribers | 112.5 | 142.5 | 180.4 | 206.2 | 232.6 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 843.5 | 847.6 | 849.6 | 850.7 | 859.3 |
| Homes with access to high speed Internet | 615.6 | 650.5 | 662.6 | 704.3 | 785.5 |
| Households in licenced area ¹ | 861.0 | 865.2 | 867.5 | 867.9 | 877.2 |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 90.5 | 89.9 | 91.0 | 88.7 | 92.3 |
| Connection (installation and re-connect) | 0.9 | 0.7 | 0.2 | 0.3 | 0.4 |
| Community channel sponsorship | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| Other revenue | 8.3 | 9.3 | 8.6 | 10.9 | 7.2 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.8 | 2.0 | 1.8 | 1.7 | 1.7 |
| Affiliation payments | 22.7 | 21.8 | 20.8 | 21.4 | 21.4 |
| Technical services | 12.5 | 11.8 | 13.4 | 13.3 | 13.2 |
| Sales and promotion | 3.5 | 4.0 | 4.5 | 6.5 | 7.3 |
| Administration and general | 13.8 | 12.5 | 13.6 | 15.9 | 13.1 |
| Depreciation | 23.9 | 23.7 | 21.6 | 20.5 | 20.4 |
| Operating expenses, total | 78.3 | 75.8 | 75.7 | 79.4 | 77.2 |
| Profit before interest and taxes | 21.7 | 24.2 | 24.3 | 20.6 | 22.8 |
| Interest expenses | 16.7 | 16.3 | 19.4 | 11.9 | 8.1 |
| Expenses, total | 95.0 | 92.1 | 95.1 | 91.3 | 85.3 |
| Net operating income | 5.0 | 7.9 | 4.9 | 8.7 | 14.7 |
| Salaries and other staff benefits | 12.8 | 12.0 | 12.4 | 13.7 | 14.3 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 3-3
Cable television, financial and operating data — Quebec

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|----------------|----------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 833,950 | 904,409 | 1,011,972 | 1,296,577 | 1,527,701 |
| Connection (installation and re-connect) | 11,448 | 4,540 | 7,760 | 13,947 | 12,756 |
| Community channel sponsorship | 845 | 1,142 | 1,359 | 543 | 697 |
| Other revenue | 36,725 | 56,409 | 52,936 | 63,681 | 117,079 |
| Operating revenues, total | 882,968 | 966,501 | 1,074,027 | 1,374,748 | 1,658,232 |
| Expenses | | | | | |
| Programming (basic tier) | 17,240 | 17,490 | 19,294 | 41,188 | 44,509 |
| Affiliation payments | 213,206 | 220,636 | 221,858 | 264,283 | 311,226 |
| Technical services | 152,768 | 206,923 | 231,746 | 253,253 | 288,847 |
| Sales and promotion | 31,415 | 44,455 | 34,330 | 110,022 | 130,867 |
| Administration and general | 154,721 | 90,169 | 122,203 | 179,625 | 228,120 |
| Depreciation | 161,324 | 155,752 | 144,936 | 215,432 | 241,078 |
| Operating expenses, total | 730,673 | 735,425 | 774,367 | 1,063,803 | 1,244,646 |
| Profit before interest and taxes | 152,295 | 231,076 | 299,660 | 310,945 | 413,586 |
| Interest expenses | 87,395 | 67,351 | 43,653 | 70,529 | 149,120 |
| Expenses, total | 818,069 | 802,777 | 818,020 | 1,134,332 | 1,393,767 |
| Net operating income | 64,899 | 163,724 | 256,007 | 240,416 | 264,466 |
| Salaries and other staff benefits | 137,793 | 162,910 | 169,321 | 250,464 | 275,320 |
| number | | | | | |
| Employees (weekly average) | 2,503 | 2,905 | 3,047 | 4,418 | 4,472 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 1,793.5 | 1,816.8 | 1,839.4 | 1,927.3 | 2,007.6 |
| High speed Internet subscribers | 414.9 | 525.0 | 648.8 | 851.4 | 1,007.5 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 3,043.5 | 3,080.7 | 3,130.2 | 3,185.1 | 3,241.3 |
| Homes with access to high speed Internet | 2,679.4 | 2,784.6 | 2,992.2 | 3,085.0 | 3,147.3 |
| Households in licenced area ¹ | 3,089.7 | 3,121.3 | 3,169.3 | 3,212.2 | 3,277.6 |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 94.4 | 93.6 | 94.2 | 94.3 | 92.1 |
| Connection (installation and re-connect) | 1.3 | 0.5 | 0.7 | 1.0 | 0.8 |
| Community channel sponsorship | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| Other revenue | 4.2 | 5.8 | 4.9 | 4.6 | 7.1 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 2.0 | 1.8 | 1.8 | 3.0 | 2.7 |
| Affiliation payments | 24.1 | 22.8 | 20.7 | 19.2 | 18.8 |
| Technical services | 17.3 | 21.4 | 21.6 | 18.4 | 17.4 |
| Sales and promotion | 3.6 | 4.6 | 3.2 | 8.0 | 7.9 |
| Administration and general | 17.5 | 9.3 | 11.4 | 13.1 | 13.8 |
| Depreciation | 18.3 | 16.1 | 13.5 | 15.7 | 14.5 |
| Operating expenses, total | 82.8 | 76.1 | 72.1 | 77.4 | 75.1 |
| Profit before interest and taxes | 17.2 | 23.9 | 27.9 | 22.6 | 24.9 |
| Interest expenses | 9.9 | 7.0 | 4.1 | 5.1 | 9.0 |
| Expenses, total | 92.6 | 83.1 | 76.2 | 82.5 | 84.1 |
| Net operating income | 7.4 | 16.9 | 23.8 | 17.5 | 15.9 |
| Salaries and other staff benefits | 15.6 | 16.9 | 15.8 | 18.2 | 16.6 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

**Table 3-4
Cable television, financial and operating data — Ontario**

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 1,780,353 | 1,952,981 | 2,062,573 | 2,345,162 | 2,746,574 |
| Connection (installation and re-connect) | 15,881 | 9,546 | 11,215 | 11,905 | 13,619 |
| Community channel sponsorship | 2,679 | 3,555 | 4,027 | 3,844 | 3,883 |
| Other revenue | 71,354 | 88,493 | 96,201 | 80,214 | 111,068 |
| Operating revenues, total | 1,870,267 | 2,054,575 | 2,174,016 | 2,441,125 | 2,875,144 |
| Expenses | | | | | |
| Programming (basic tier) | 32,742 | 36,447 | 39,050 | 42,482 | 46,240 |
| Affiliation payments | 408,282 | 450,372 | 459,413 | 533,722 | 578,110 |
| Technical services | 306,005 | 326,311 | 344,338 | 328,165 | 401,543 |
| Sales and promotion | 102,697 | 133,586 | 136,633 | 189,639 | 254,292 |
| Administration and general | 285,752 | 263,227 | 313,501 | 359,079 | 545,004 |
| Depreciation | 473,210 | 445,993 | 463,178 | 576,137 | 665,500 |
| Operating expenses, total | 1,608,689 | 1,655,936 | 1,756,113 | 2,029,224 | 2,490,688 |
| Profit before interest and taxes | 261,578 | 398,639 | 417,903 | 411,902 | 384,456 |
| Interest expenses | 224,484 | 253,200 | 214,966 | 289,565 | 159,303 |
| Expenses, total | 1,833,173 | 1,909,136 | 1,971,079 | 2,318,789 | 2,649,991 |
| Net operating income | 37,094 | 145,439 | 202,937 | 122,337 | 225,153 |
| Salaries and other staff benefits | 227,218 | 237,450 | 269,868 | 320,344 | 376,383 |
| number | | | | | |
| Employees (weekly average) | 3,517 | 4,165 | 4,815 | 5,361 | 5,770 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 2,911.2 | 2,897.3 | 2,867.0 | 2,923.5 | 2,939.6 |
| High speed Internet subscribers | 915.8 | 1,098.9 | 1,330.4 | 1,553.3 | 1,784.7 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 4,211.8 | 4,309.8 | 4,349.5 | 4,527.0 | 4,604.9 |
| Homes with access to high speed Internet | 4,022.5 | 4,191.1 | 4,244.9 | 4,438.0 | 4,544.3 |
| Households in licenced area ¹ | 4,269.6 | 4,368.5 | 4,419.0 | 4,576.1 | 4,673.7 |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 95.2 | 95.1 | 94.9 | 96.1 | 95.5 |
| Connection (installation and re-connect) | 0.8 | 0.5 | 0.5 | 0.5 | 0.5 |
| Community channel sponsorship | 0.1 | 0.2 | 0.2 | 0.2 | 0.1 |
| Other revenue | 3.8 | 4.3 | 4.4 | 3.3 | 3.9 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.8 | 1.8 | 1.8 | 1.7 | 1.6 |
| Affiliation payments | 21.8 | 21.9 | 21.1 | 21.9 | 20.1 |
| Technical services | 16.4 | 15.9 | 15.8 | 13.4 | 14.0 |
| Sales and promotion | 5.5 | 6.5 | 6.3 | 7.8 | 8.8 |
| Administration and general | 15.3 | 12.8 | 14.4 | 14.7 | 19.0 |
| Depreciation | 25.3 | 21.7 | 21.3 | 23.6 | 23.1 |
| Operating expenses, total | 86.0 | 80.6 | 80.8 | 83.1 | 86.6 |
| Profit before interest and taxes | 14.0 | 19.4 | 19.2 | 16.9 | 13.4 |
| Interest expenses | 12.0 | 12.3 | 9.9 | 11.9 | 5.5 |
| Expenses, total | 98.0 | 92.9 | 90.7 | 95.0 | 92.2 |
| Net operating income | 2.0 | 7.1 | 9.3 | 5.0 | 7.8 |
| Salaries and other staff benefits | 12.1 | 11.6 | 12.4 | 13.1 | 13.1 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 3-5
Cable television, financial and operating data — Western provinces

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 1,454,470 | 1,525,218 | 1,633,158 | 1,841,145 | 2,066,853 |
| Connection (installation and re-connect) | 17,982 | 16,609 | 4,030 | 14,084 | 8,720 |
| Community channel sponsorship | 321 | 131 | 125 | 215 | 260 |
| Other revenue | 36,215 | 38,087 | 36,698 | 37,269 | 50,404 |
| Operating revenues, total | 1,508,988 | 1,580,045 | 1,674,011 | 1,892,713 | 2,126,237 |
| Expenses | | | | | |
| Programming (basic tier) | 24,458 | 23,587 | 29,193 | 30,303 | 25,761 |
| Affiliation payments | 299,639 | 318,829 | 343,526 | 370,936 | 405,830 |
| Technical services | 191,744 | 205,908 | 200,885 | 260,673 | 321,828 |
| Sales and promotion | 34,607 | 39,111 | 46,264 | 47,915 | 68,151 |
| Administration and general | 228,049 | 203,452 | 234,787 | 240,718 | 300,936 |
| Depreciation | 358,799 | 316,109 | 305,331 | 275,182 | 320,453 |
| Operating expenses, total | 1,137,297 | 1,106,996 | 1,159,985 | 1,225,727 | 1,442,960 |
| Profit before interest and taxes | 371,690 | 473,049 | 514,025 | 666,987 | 683,277 |
| Interest expenses | 96,635 | 104,366 | 77,305 | 176,362 | 318,869 |
| Expenses, total | 1,233,932 | 1,211,363 | 1,237,291 | 1,402,089 | 1,761,829 |
| Net operating income | 275,056 | 368,683 | 436,720 | 490,625 | 364,408 |
| Salaries and other staff benefits | 202,763 | 209,082 | 237,511 | 297,834 | 358,092 |
| number | | | | | |
| Employees (weekly average) | 3,964 | 4,213 | 5,033 | 5,954 | 6,701 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 2,316.4 | 2,345.6 | 2,362.9 | 2,388.2 | 2,431.9 |
| High speed Internet subscribers | 915.7 | 1,066.2 | 1,215.6 | 1,344.0 | 1,502.1 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 3,571.0 | 3,645.2 | 3,765.0 | 3,822.9 | 3,841.7 |
| Homes with access to high speed Internet | 3,362.5 | 3,477.4 | 3,601.5 | 3,672.8 | 3,701.2 |
| Households in licenced area ¹ | 3,636.3 | 3,698.9 | 3,813.6 | 3,857.9 | 3,848.0 |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 96.4 | 96.5 | 97.6 | 97.3 | 97.2 |
| Connection (installation and re-connect) | 1.2 | 1.1 | 0.2 | 0.7 | 0.4 |
| Community channel sponsorship | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other revenue | 2.4 | 2.4 | 2.2 | 2.0 | 2.4 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.6 | 1.5 | 1.7 | 1.6 | 1.2 |
| Affiliation payments | 19.9 | 20.2 | 20.5 | 19.6 | 19.1 |
| Technical services | 12.7 | 13.0 | 12.0 | 13.8 | 15.1 |
| Sales and promotion | 2.3 | 2.5 | 2.8 | 2.5 | 3.2 |
| Administration and general | 15.1 | 12.9 | 14.0 | 12.7 | 14.2 |
| Depreciation | 23.8 | 20.0 | 18.2 | 14.5 | 15.1 |
| Operating expenses, total | 75.4 | 70.1 | 69.3 | 64.8 | 67.9 |
| Profit before interest and taxes | 24.6 | 29.9 | 30.7 | 35.2 | 32.1 |
| Interest expenses | 6.4 | 6.6 | 4.6 | 9.3 | 15.0 |
| Expenses, total | 81.8 | 76.7 | 73.9 | 74.1 | 82.9 |
| Net operating income | 18.2 | 23.3 | 26.1 | 25.9 | 17.1 |
| Salaries and other staff benefits | 13.4 | 13.2 | 14.2 | 15.7 | 16.8 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 3-6
Cable television, financial and operating data — Yukon, Northwest Territories and Nunavut

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|---------------|---------------|---------------|---------------|---------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 9,828 | 11,589 | 13,111 | 15,119 | 19,865 |
| Connection (installation and re-connect) | 281 | 283 | 232 | 336 | 464 |
| Community channel sponsorship | 560 | 355 | 65 | 102 | 74 |
| Other revenue | 2,040 | 1,613 | 1,215 | 1,258 | 1,617 |
| Operating revenues, total | 12,709 | 13,840 | 14,623 | 16,814 | 22,021 |
| Expenses | | | | | |
| Programming (basic tier) | 117 | 51 | 74 | 73 | 73 |
| Affiliation payments | 2,513 | 2,887 | 3,167 | 3,243 | 4,862 |
| Technical services | 1,411 | 1,687 | 2,097 | 1,677 | 2,310 |
| Sales and promotion | 56 | 66 | 88 | 1,641 | 3,362 |
| Administration and general | 5,056 | 5,003 | 5,942 | 5,083 | 6,984 |
| Depreciation | 1,282 | 1,282 | 1,556 | 1,677 | 2,213 |
| Operating expenses, total | 10,435 | 10,975 | 12,925 | 13,393 | 19,803 |
| Profit before interest and taxes | 2,275 | 2,865 | 1,698 | 3,421 | 2,218 |
| Interest expenses | 307 | 235 | 398 | 716 | 229 |
| Expenses, total | 10,742 | 11,210 | 13,323 | 14,109 | 20,032 |
| Net operating income | 1,967 | 2,630 | 1,301 | 2,705 | 1,989 |
| Salaries and other staff benefits | 2,093 | 2,514 | 2,121 | 2,664 | 4,391 |
| number | | | | | |
| Employees (weekly average) | 36 | 35 | 34 | 46 | 69 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 14.0 | 14.2 | 14.2 | 14.4 | 15.1 |
| High speed Internet subscribers | 4.9 | 5.7 | 5.9 | 6.8 | 7.7 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 26.0 | 25.7 | 25.5 | 25.4 | 25.6 |
| Homes with access to high speed Internet | 12.4 | 15.5 | 16.6 | 16.6 | 16.8 |
| Households in licenced area ¹ | 26.2 | 25.8 | 25.7 | 27.4 | 27.5 |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 77.3 | 83.7 | 89.7 | 89.9 | 90.2 |
| Connection (installation and re-connect) | 2.2 | 2.0 | 1.6 | 2.0 | 2.1 |
| Community channel sponsorship | 4.4 | 2.6 | 0.4 | 0.6 | 0.3 |
| Other revenue | 16.1 | 11.7 | 8.3 | 7.5 | 7.3 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 0.9 | 0.4 | 0.5 | 0.4 | 0.3 |
| Affiliation payments | 19.8 | 20.9 | 21.7 | 19.3 | 22.1 |
| Technical services | 11.1 | 12.2 | 14.3 | 10.0 | 10.5 |
| Sales and promotion | 0.4 | 0.5 | 0.6 | 9.8 | 15.3 |
| Administration and general | 39.8 | 36.1 | 40.6 | 30.2 | 31.7 |
| Depreciation | 10.1 | 9.3 | 10.6 | 10.0 | 10.0 |
| Operating expenses, total | 82.1 | 79.3 | 88.4 | 79.7 | 89.9 |
| Profit before interest and taxes | 17.9 | 20.7 | 11.6 | 20.3 | 10.1 |
| Interest expenses | 2.4 | 1.7 | 2.7 | 4.3 | 1.0 |
| Expenses, total | 84.5 | 81.0 | 91.1 | 83.9 | 91.0 |
| Net operating income | 15.5 | 19.0 | 8.9 | 16.1 | 9.0 |
| Salaries and other staff benefits | 16.5 | 18.2 | 14.5 | 15.8 | 19.9 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 4
Wireless broadcasting industry, financial and operating data, Canada

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|--|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 1,160,892 | 1,327,510 | 1,439,069 | 1,650,341 | 1,845,828 |
| Connection (installation and re-connect) | 47 | 34 | 77 | 280 | 224 |
| Community channel sponsorship | 0 | 0 | 46 | 46 | 46 |
| Other revenue | 42,696 | 27,112 | 31,223 | 77,309 | 83,804 |
| Operating revenues, total | 1,203,635 | 1,354,657 | 1,470,415 | 1,727,977 | 1,929,902 |
| Expenses | | | | | |
| Programming (basic tier) | 75 | 76 | 4 | 13 | 296 |
| Affiliation payments | 517,515 | 523,924 | 548,117 | 620,363 | 696,862 |
| Technical services | 206,910 | 252,299 | 264,541 | 311,581 | 334,141 |
| Sales and promotion | 279,820 | 325,640 | 338,948 | 262,813 | 271,526 |
| Administration and general | 181,670 | 201,356 | 182,916 | 204,986 | 236,521 |
| Depreciation | 127,762 | 144,225 | 155,487 | 291,204 | 294,586 |
| Operating expenses, total | 1,313,752 | 1,447,520 | 1,490,012 | 1,690,961 | 1,833,931 |
| Profit before interest and taxes | -110,117 | -92,863 | -19,597 | 37,016 | 95,972 |
| Interest expenses | 42,225 | 42,042 | 47,002 | 44,641 | 42,755 |
| Expenses, total | 1,355,977 | 1,489,562 | 1,537,014 | 1,735,602 | 1,876,686 |
| Net operating income | -152,342 | -134,905 | -66,599 | -7,625 | 53,217 |
| Salaries and other staff benefits | 104,718 | 111,122 | 137,404 | 138,216 | 191,736 |
| number | | | | | |
| Employees (weekly average) | 2,213 | 2,842 | 2,878 | 2,815 | 2,902 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 2,205.2 | 2,324.9 | 2,491.5 | 2,628.6 | 2,664.4 |
| | 2003 | 2004 | 2005 | 2006 | 2007 |
| percent ¹ | | | | | |
| Revenue | | | | | |
| Subscriptions | 96.4 | 98.0 | 97.9 | 95.5 | 95.6 |
| Connection (installation and re-connect) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Community channel sponsorship | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other revenue | 3.5 | 2.0 | 2.1 | 4.5 | 4.3 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Affiliation payments | 43.0 | 38.7 | 37.3 | 35.9 | 36.1 |
| Technical services | 17.2 | 18.6 | 18.0 | 18.0 | 17.3 |
| Sales and promotion | 23.2 | 24.0 | 23.1 | 15.2 | 14.1 |
| Administration and general | 15.1 | 14.9 | 12.4 | 11.9 | 12.3 |
| Depreciation | 10.6 | 10.6 | 10.6 | 16.9 | 15.3 |
| Operating expenses, total | 109.1 | 106.9 | 101.3 | 97.9 | 95.0 |
| Profit before interest and taxes | -9.1 | -6.9 | -1.3 | 2.1 | 5.0 |
| Interest expenses | 3.5 | 3.1 | 3.2 | 2.6 | 2.2 |
| Expenses, total | 112.7 | 110.0 | 104.5 | 100.4 | 97.2 |
| Net operating income | -12.7 | -10.0 | -4.5 | -0.4 | 2.8 |
| Salaries and other staff benefits | 8.7 | 8.2 | 9.3 | 8.0 | 9.9 |

1. As percentage of operating revenues.

Note(s): Satellite, Multi-point distribution system and subscription television. Totals may not add due to rounding.

Data quality

The data presented in this publication are of 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.

That said, these statistics are 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 results. Past revisions have generally accounted for less than 1% of the value for key variables such as total revenues, total expenses, salaries and wages and subscribers. Revisions can be larger for more detailed variables such as expense by type.

This publication provides statistics on the number of homes with access to the different types of services provided by the industry. These data should be used with care. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time. These statistics are therefore not always comparable from year-to-year. The imputation and revision rates for this variable are also higher than for others.

Beginning with the 2002 reference year, the CRTC exempted a number of small cable undertakings from completing the Annual Return for the purpose of licensing. In order to continue providing total industry estimates, Statistics Canada continued surveying some of these smaller operators, but with a much simplified questionnaire. Some of the variables for these smaller operators are estimated and may be of lesser quality. These estimates do not have a material impact on the overall national statistics presented here.

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 **Annual Cable Television Survey** (ID 2728).