

## Service bulletin

# Culture Goods Trade: Data Tables

2008



### Introduction

These tables provide data on trade in culture goods, along with cross-tabulations for trade between Canada and selected countries. Culture goods include books, magazines, newspapers, postcards, calendars, films, videos, digital videodiscs (DVDs), sheet music, compact discs (CDs), cassettes, vinyl long-playing phonograph records (LPs), paintings (original and reproductions), photographs, sculptures, ornaments and figurines, architectural plans, designs and drawings, advertising materials, museum exhibits, coin and stamp collections, and antiques. Unrecorded media, such as blank CDs, are not included.

## Statistical tables

**Table 1**  
**International trade in culture goods, Canada**

	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current							
<b>Imports</b>							
<b>Writing and published works</b>							
Books	1,525,891	1,452,666	1,429,695	1,412,761	1,404,446	1,410,994	1,443,816
Newspapers and periodicals	1,004,600	1,120,124	1,126,665	1,157,726	1,164,205	1,142,373	1,129,952
Other printed materials	263,137	272,223	266,480	247,186	282,856	281,853	291,058
<b>Subtotal</b>	<b>2,793,628</b>	<b>2,845,012</b>	<b>2,822,840</b>	<b>2,817,672</b>	<b>2,851,507</b>	<b>2,835,220</b>	<b>2,864,826</b>
<b>Film and video</b>							
Film	13,414	10,160	8,698	6,141	6,188	6,694	7,600
Video	373,100	381,007	353,438	355,371	280,354	287,469	319,263
<b>Subtotal</b>	<b>386,514</b>	<b>391,167</b>	<b>362,136</b>	<b>361,512</b>	<b>286,542</b>	<b>294,163</b>	<b>326,863</b>
<b>Sound recording and music publishing</b>							
Sound recordings	123,607	128,710	137,043	148,385	131,566	140,438	143,112
Printed music	17,196	15,813	15,432	15,121	13,970	11,887	12,488
<b>Subtotal</b>	<b>140,802</b>	<b>144,523</b>	<b>152,475</b>	<b>163,506</b>	<b>145,536</b>	<b>152,325</b>	<b>155,600</b>
<b>Visual arts</b>							
Original art	108,864	136,508	119,131	219,896	136,137	178,345	176,865
Other visual arts	160,714	149,031	136,023	124,820	117,031	125,738	113,339
<b>Subtotal</b>	<b>269,578</b>	<b>285,539</b>	<b>255,155</b>	<b>344,716</b>	<b>253,168</b>	<b>304,083</b>	<b>290,204</b>
<b>Architecture</b>	<b>2,706</b>	<b>3,324</b>	<b>2,580</b>	<b>1,527</b>	<b>1,563</b>	<b>1,899</b>	<b>1,288</b>
<b>Advertising</b>	<b>198,157</b>	<b>184,071</b>	<b>175,713</b>	<b>174,518</b>	<b>195,529</b>	<b>173,918</b>	<b>217,018</b>
<b>Heritage</b>	<b>51,378</b>	<b>56,717</b>	<b>34,346</b>	<b>34,424</b>	<b>39,658</b>	<b>58,229</b>	<b>53,009</b>
<b>Photography</b>	<b>182,602</b>	<b>151,552</b>	<b>125,275</b>	<b>143,633</b>	<b>146,926</b>	<b>141,176</b>	<b>153,071</b>
<b>Total</b>	<b>4,025,365</b>	<b>4,061,904</b>	<b>3,930,519</b>	<b>4,041,508</b>	<b>3,920,429</b>	<b>3,961,013</b>	<b>4,061,879</b>
<b>Exports</b>							
<b>Writing and published works</b>							
Books	486,745	459,982	430,802	398,851	398,805	385,246	394,954
Newspapers and periodicals	228,252	224,090	183,078	211,197	205,903	154,020	112,259
Other printed materials	254,567	256,596	248,647	243,139	183,020	154,998	120,854
<b>Subtotal</b>	<b>969,565</b>	<b>940,668</b>	<b>862,527</b>	<b>853,187</b>	<b>787,728</b>	<b>694,265</b>	<b>628,067</b>
<b>Film and video</b>							
Film	241,123	339,540	344,430	384,577	367,174	353,043	353,652
Video	247,620	278,794	300,736	290,432	188,352	177,959	152,748
<b>Subtotal</b>	<b>488,743</b>	<b>618,334</b>	<b>645,166</b>	<b>675,010</b>	<b>555,526</b>	<b>531,002</b>	<b>506,400</b>
<b>Sound recording and music publishing</b>							
Sound recordings	152,783	154,879	145,040	138,991	122,817	144,869	113,404
Printed music	387	189	112	200	210	381	1,249
<b>Subtotal</b>	<b>153,169</b>	<b>155,069</b>	<b>145,152</b>	<b>139,191</b>	<b>123,027</b>	<b>145,250</b>	<b>114,653</b>
<b>Visual arts</b>							
Original art	57,739	55,599	63,231	83,895	72,717	109,378	73,841
Other visual arts	17,629	18,362	16,529	13,864	17,818	12,012	10,736
<b>Subtotal</b>	<b>75,368</b>	<b>73,960</b>	<b>79,761</b>	<b>97,759</b>	<b>90,535</b>	<b>121,390</b>	<b>84,576</b>
<b>Architecture</b>	<b>2,928</b>	<b>2,111</b>	<b>1,332</b>	<b>2,381</b>	<b>3,048</b>	<b>1,077</b>	<b>657</b>
<b>Advertising</b>	<b>527,973</b>	<b>440,585</b>	<b>417,952</b>	<b>387,022</b>	<b>321,282</b>	<b>274,577</b>	<b>229,846</b>
<b>Heritage</b>	<b>23,921</b>	<b>18,479</b>	<b>17,655</b>	<b>18,561</b>	<b>22,156</b>	<b>33,388</b>	<b>23,205</b>
<b>Photography</b>	<b>216,375</b>	<b>216,761</b>	<b>228,878</b>	<b>200,993</b>	<b>169,154</b>	<b>154,721</b>	<b>122,680</b>
<b>Total</b>	<b>2,458,042</b>	<b>2,465,968</b>	<b>2,398,422</b>	<b>2,374,104</b>	<b>2,072,455</b>	<b>1,955,670</b>	<b>1,710,083</b>

**Note(s):** Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, adjustments were made to the video and sound recording data for 2007 and 2008 to reflect the product break down of the Canadian Framework for Culture Statistics.

**Table 2**  
**Culture goods trade with the United States**

	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current						
<b>Imports</b>							
<b>Writing and published works</b>							
Books	1,158,884	1,074,000	1,057,912	1,034,275	1,024,648	1,023,993	1,043,853
Newspapers and periodicals	923,685	1,034,139	1,041,973	1,073,082	1,086,065	1,055,871	1,039,775
Other printed materials	222,594	219,504	205,096	181,298	212,818	199,167	196,133
<b>Subtotal</b>	<b>2,305,163</b>	<b>2,327,643</b>	<b>2,304,981</b>	<b>2,288,655</b>	<b>2,323,531</b>	<b>2,279,031</b>	<b>2,279,761</b>
<b>Film and video</b>							
Film	10,274	6,557	5,944	4,888	4,894	5,622	5,591
Video	358,891	356,262	325,785	333,862	252,742	246,941	262,632
<b>Subtotal</b>	<b>369,165</b>	<b>362,820</b>	<b>331,729</b>	<b>338,750</b>	<b>257,637</b>	<b>252,563</b>	<b>268,223</b>
<b>Sound recording and music publishing</b>							
Sound recordings	84,242	89,239	89,040	98,196	96,224	99,167	112,786
Printed music	16,372	14,762	14,609	14,372	13,327	11,329	11,717
<b>Subtotal</b>	<b>100,615</b>	<b>104,001</b>	<b>103,649</b>	<b>112,568</b>	<b>109,551</b>	<b>110,496</b>	<b>124,503</b>
<b>Visual arts</b>							
Original art	56,682	33,798	32,424	46,625	45,731	55,344	56,912
Other visual arts	15,315	12,953	11,233	9,586	9,942	11,735	12,817
<b>Subtotal</b>	<b>71,998</b>	<b>46,751</b>	<b>43,657</b>	<b>56,212</b>	<b>55,673</b>	<b>67,079</b>	<b>69,729</b>
<b>Architecture</b>	<b>2,078</b>	<b>1,723</b>	<b>1,657</b>	<b>1,135</b>	<b>1,265</b>	<b>1,472</b>	<b>931</b>
<b>Advertising</b>	<b>179,377</b>	<b>166,735</b>	<b>158,115</b>	<b>154,883</b>	<b>174,921</b>	<b>152,168</b>	<b>194,334</b>
<b>Heritage</b>	<b>10,621</b>	<b>11,556</b>	<b>9,239</b>	<b>9,906</b>	<b>11,988</b>	<b>22,317</b>	<b>19,795</b>
<b>Photography</b>	<b>162,509</b>	<b>130,088</b>	<b>105,351</b>	<b>106,800</b>	<b>114,119</b>	<b>102,535</b>	<b>108,425</b>
<b>Total</b>	<b>3,201,525</b>	<b>3,151,316</b>	<b>3,058,380</b>	<b>3,068,910</b>	<b>3,048,685</b>	<b>2,987,660</b>	<b>3,065,702</b>
<b>Exports</b>							
<b>Writing and published works</b>							
Books	446,225	404,872	386,576	352,499	340,758	340,118	347,297
Newspapers and periodicals	226,968	221,572	182,084	205,767	203,795	149,142	110,548
Other printed materials	250,852	249,548	233,947	217,006	165,029	131,700	97,520
<b>Subtotal</b>	<b>924,046</b>	<b>875,992</b>	<b>802,607</b>	<b>775,272</b>	<b>709,582</b>	<b>620,959</b>	<b>555,365</b>
<b>Film and video</b>							
Film	240,433	338,359	342,838	383,284	365,709	350,417	347,564
Video	231,932	247,288	240,974	207,216	133,410	149,979	115,122
<b>Subtotal</b>	<b>472,365</b>	<b>585,647</b>	<b>583,812</b>	<b>590,500</b>	<b>499,119</b>	<b>500,396</b>	<b>462,686</b>
<b>Sound recording and music publishing</b>							
Sound recordings	142,766	131,158	124,463	126,828	106,432	128,880	95,794
Printed music	377	113	40	121	187	355	1,006
<b>Subtotal</b>	<b>143,143</b>	<b>131,270</b>	<b>124,503</b>	<b>126,949</b>	<b>106,619</b>	<b>129,235</b>	<b>96,799</b>
<b>Visual arts</b>							
Original art	50,669	45,465	51,996	56,636	49,576	85,600	53,407
Other visual arts	17,006	16,894	15,644	12,412	16,687	10,945	9,461
<b>Subtotal</b>	<b>67,675</b>	<b>62,359</b>	<b>67,640</b>	<b>69,048</b>	<b>66,263</b>	<b>96,545</b>	<b>62,868</b>
<b>Architecture</b>	<b>2,886</b>	<b>1,971</b>	<b>1,236</b>	<b>1,114</b>	<b>400</b>	<b>320</b>	<b>297</b>
<b>Advertising</b>	<b>524,369</b>	<b>436,288</b>	<b>409,213</b>	<b>369,691</b>	<b>310,623</b>	<b>264,121</b>	<b>221,239</b>
<b>Heritage</b>	<b>11,592</b>	<b>10,518</b>	<b>10,557</b>	<b>11,410</b>	<b>13,068</b>	<b>8,500</b>	<b>9,521</b>
<b>Photography</b>	<b>212,014</b>	<b>206,280</b>	<b>210,718</b>	<b>182,597</b>	<b>157,750</b>	<b>144,725</b>	<b>115,591</b>
<b>Total</b>	<b>2,358,089</b>	<b>2,310,326</b>	<b>2,210,286</b>	<b>2,126,582</b>	<b>1,863,425</b>	<b>1,764,801</b>	<b>1,524,367</b>

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**Table 3**  
**Culture goods trade with China\***

	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current						
<b>Imports</b>							
<b>Writing and published works</b>							
Books	93,961	109,881	114,397	118,427	127,203	136,052	146,112
Newspapers and periodicals	1,812	1,551	1,475	1,149	1,252	1,553	1,530
Other printed materials	17,242	28,609	41,028	43,500	48,057	56,499	69,385
<b>Subtotal</b>	<b>113,016</b>	<b>140,041</b>	<b>156,900</b>	<b>163,076</b>	<b>176,512</b>	<b>194,104</b>	<b>217,028</b>
<b>Film and video</b>							
Film	143	538	654	237	104	68	213
Video	4,689	6,067	6,684	5,340	6,816	5,494	8,143
<b>Subtotal</b>	<b>4,831</b>	<b>6,605</b>	<b>7,338</b>	<b>5,577</b>	<b>6,920</b>	<b>5,561</b>	<b>8,356</b>
<b>Sound recording and music publishing</b>							
Sound recordings	3,363	2,141	2,699	2,454	2,134	4,369	4,487
Printed music	23	193	51	83	107	49	311
<b>Subtotal</b>	<b>3,386</b>	<b>2,334</b>	<b>2,750</b>	<b>2,537</b>	<b>2,241</b>	<b>4,418</b>	<b>4,798</b>
<b>Visual arts</b>							
Original art	4,410	2,732	2,969	3,834	6,710	8,497	7,081
Other visual arts	107,675	100,497	93,424	84,484	75,778	85,142	74,530
<b>Subtotal</b>	<b>112,085</b>	<b>103,229</b>	<b>96,394</b>	<b>88,318</b>	<b>82,488</b>	<b>93,639</b>	<b>81,611</b>
<b>Architecture</b>	<b>66</b>	<b>90</b>	<b>203</b>	<b>188</b>	<b>35</b>	<b>19</b>	<b>11</b>
<b>Advertising</b>	<b>1,751</b>	<b>2,916</b>	<b>2,670</b>	<b>4,788</b>	<b>8,084</b>	<b>7,986</b>	<b>9,707</b>
<b>Heritage</b>	<b>3,098</b>	<b>9,144</b>	<b>2,512</b>	<b>2,024</b>	<b>2,383</b>	<b>2,457</b>	<b>1,893</b>
<b>Photography</b>	<b>5,194</b>	<b>4,922</b>	<b>6,856</b>	<b>12,051</b>	<b>16,291</b>	<b>19,848</b>	<b>17,295</b>
<b>Total</b>	<b>243,427</b>	<b>269,281</b>	<b>275,624</b>	<b>278,559</b>	<b>294,954</b>	<b>328,032</b>	<b>340,698</b>
<b>Exports</b>							
<b>Writing and published works</b>							
Books	4,405	2,694	2,257	1,660	3,706	1,805	1,147
Newspapers and periodicals	0 <sup>s</sup>	0 <sup>s</sup>	51	20	57	34	20
Other printed materials	86	236	1,742	1,495	1,511	1,193	940
<b>Subtotal</b>	<b>4,491</b>	<b>2,930</b>	<b>4,050</b>	<b>3,175</b>	<b>5,274</b>	<b>3,032</b>	<b>2,107</b>
<b>Film and video</b>							
Film	0	0	42	0	0	9	0
Video	2,598	5,065	9,183	2,779	3,408	3,365	3,038
<b>Subtotal</b>	<b>2,598</b>	<b>5,065</b>	<b>9,225</b>	<b>2,779</b>	<b>3,408</b>	<b>3,374</b>	<b>3,038</b>
<b>Sound recording and music publishing</b>							
Sound recordings	251	1,549	196	37	1,516	1,586	1,688
Printed music	0	4	16	21	4	9	26
<b>Subtotal</b>	<b>251</b>	<b>1,553</b>	<b>212</b>	<b>58</b>	<b>1,520</b>	<b>1,595</b>	<b>1,713</b>
<b>Visual arts</b>							
Original art	177	308	345	775	1,515	673	554
Other visual arts	4	36	59	483	122	12	426
<b>Subtotal</b>	<b>181</b>	<b>344</b>	<b>404</b>	<b>1,258</b>	<b>1,637</b>	<b>685</b>	<b>980</b>
<b>Architecture</b>	<b>0</b>	<b>0<sup>s</sup></b>	<b>12</b>	<b>7</b>	<b>0<sup>s</sup></b>	<b>0<sup>s</sup></b>	<b>0<sup>s</sup></b>
<b>Advertising</b>	<b>217</b>	<b>148</b>	<b>224</b>	<b>4,292</b>	<b>240</b>	<b>1,304</b>	<b>1,672</b>
<b>Heritage</b>	<b>356</b>	<b>506</b>	<b>545</b>	<b>83</b>	<b>615</b>	<b>1,059</b>	<b>1,000</b>
<b>Photography</b>	<b>236</b>	<b>393</b>	<b>827</b>	<b>1,613</b>	<b>1,084</b>	<b>654</b>	<b>398</b>
<b>Total</b>	<b>8,331</b>	<b>10,940</b>	<b>15,499</b>	<b>13,266</b>	<b>13,777</b>	<b>11,704</b>	<b>10,908</b>

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China - for consistency with pre-1998 data, includes the trade boundary of Mongolia. Trade data for the special administrative areas of Hong Kong and Macao (formerly Macau) are also included.

**Table 4**  
**Culture goods trade with France**

	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current						
<b>Imports</b>							
<b>Writing and published works</b>							
Books	94,486	90,728	91,125	90,836	87,115	90,105	89,697
Newspapers and periodicals	31,863	30,322	30,442	28,471	27,778	28,005	29,351
Other printed materials	1,654	2,271	1,908	2,626	1,710	1,361	1,279
<b>Subtotal</b>	<b>128,004</b>	<b>123,321</b>	<b>123,475</b>	<b>121,933</b>	<b>116,603</b>	<b>119,472</b>	<b>120,327</b>
<b>Film and video</b>							
Film	1,057	1,145	775	364	495	320	287
Video	775	1,195	1,460	824	1,110	1,114	1,005
<b>Subtotal</b>	<b>1,833</b>	<b>2,340</b>	<b>2,236</b>	<b>1,188</b>	<b>1,605</b>	<b>1,434</b>	<b>1,291</b>
<b>Sound recording and music publishing</b>							
Sound recordings	3,943	3,411	3,150	3,127	2,958	3,145	2,825
Printed music	54	67	112	105	112	79	84
<b>Subtotal</b>	<b>3,996</b>	<b>3,477</b>	<b>3,262</b>	<b>3,231</b>	<b>3,071</b>	<b>3,224</b>	<b>2,909</b>
<b>Visual arts</b>							
Original art	18,168	29,312	48,202	84,648	30,713	58,743	34,547
Other visual arts	1,127	851	1,549	1,042	4,842	1,305	535
<b>Subtotal</b>	<b>19,294</b>	<b>30,163</b>	<b>49,751</b>	<b>85,690</b>	<b>35,555</b>	<b>60,048</b>	<b>35,083</b>
<b>Architecture</b>	<b>65</b>	<b>59</b>	<b>44</b>	<b>32</b>	<b>14</b>	<b>33</b>	<b>39</b>
<b>Advertising</b>	<b>3,761</b>	<b>2,401</b>	<b>2,442</b>	<b>1,847</b>	<b>1,945</b>	<b>1,860</b>	<b>1,571</b>
<b>Heritage</b>	<b>11,240</b>	<b>14,902</b>	<b>6,990</b>	<b>8,360</b>	<b>7,599</b>	<b>10,499</b>	<b>4,528</b>
<b>Photography</b>	<b>2,360</b>	<b>2,147</b>	<b>1,457</b>	<b>9,162</b>	<b>1,329</b>	<b>2,826</b>	<b>1,950</b>
<b>Total</b>	<b>170,553</b>	<b>178,811</b>	<b>189,657</b>	<b>231,444</b>	<b>167,720</b>	<b>199,396</b>	<b>167,698</b>
<b>Exports</b>							
<b>Writing and published works</b>							
Books	6,921	20,513	18,110	16,240	18,148	17,711	19,928
Newspapers and periodicals	216	154	90	6	34	70	35
Other printed materials	204	231	238	2,040	1,838	1,542	1,522
<b>Subtotal</b>	<b>7,341</b>	<b>20,897</b>	<b>18,438</b>	<b>18,286</b>	<b>20,020</b>	<b>19,323</b>	<b>21,485</b>
<b>Film and video</b>							
Film	36	50	322	162	202	139	48
Video	304	1,207	1,544	5,687	2,833	2,021	1,454
<b>Subtotal</b>	<b>340</b>	<b>1,257</b>	<b>1,866</b>	<b>5,848</b>	<b>3,035</b>	<b>2,159</b>	<b>1,502</b>
<b>Sound recording and music publishing</b>							
Sound recordings	708	718	1,250	1,120	1,043	964	968
Printed music	0	8	2	0	0	5	0
<b>Subtotal</b>	<b>708</b>	<b>726</b>	<b>1,252</b>	<b>1,120</b>	<b>1,043</b>	<b>970</b>	<b>968</b>
<b>Visual arts</b>							
Original art	292	572	1,615	9,351	2,856	1,949	1,700
Other visual arts	66	50	52	18	342	26	151
<b>Subtotal</b>	<b>359</b>	<b>622</b>	<b>1,667</b>	<b>9,369</b>	<b>3,198</b>	<b>1,975</b>	<b>1,852</b>
<b>Architecture</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>380</b>	<b>0<sup>s</sup></b>	<b>0<sup>s</sup></b>	<b>0<sup>s</sup></b>
<b>Advertising</b>	<b>304</b>	<b>205</b>	<b>851</b>	<b>1,540</b>	<b>1,342</b>	<b>417</b>	<b>538</b>
<b>Heritage</b>	<b>3</b>	<b>29</b>	<b>61</b>	<b>90</b>	<b>92</b>	<b>217</b>	<b>13</b>
<b>Photography</b>	<b>669</b>	<b>2,153</b>	<b>2,697</b>	<b>1,822</b>	<b>1,722</b>	<b>875</b>	<b>750</b>
<b>Total</b>	<b>9,726</b>	<b>25,890</b>	<b>26,833</b>	<b>38,455</b>	<b>30,451</b>	<b>25,936</b>	<b>27,108</b>

**Note(s):** Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, adjustments were made to the video and sound recording data for 2007 and 2008 to reflect the product break down of the Canadian Framework for Culture Statistics.

**Table 5**  
**Culture goods trade with the United Kingdom**

	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current						
<b>Imports</b>							
<b>Writing and published works</b>							
Books	70,051	68,647	60,359	60,422	55,638	59,055	57,156
Newspapers and periodicals	37,905	41,046	40,742	42,057	37,168	44,494	46,621
Other printed materials	5,994	4,729	3,846	4,439	3,038	4,042	3,864
<b>Subtotal</b>	<b>113,950</b>	<b>114,422</b>	<b>104,947</b>	<b>106,918</b>	<b>95,844</b>	<b>107,591</b>	<b>107,642</b>
<b>Film and video</b>							
Film	516	504	252	169	100	167	125
Video	1,217	1,136	1,036	1,477	1,414	2,249	3,200
<b>Subtotal</b>	<b>1,732</b>	<b>1,640</b>	<b>1,288</b>	<b>1,647</b>	<b>1,513</b>	<b>2,416</b>	<b>3,324</b>
<b>Sound recording and music publishing</b>							
Sound recordings	11,710	9,816	9,500	8,484	7,088	6,000	4,759
Printed music	249	367	235	255	156	158	178
<b>Subtotal</b>	<b>11,960</b>	<b>10,183</b>	<b>9,735</b>	<b>8,739</b>	<b>7,244</b>	<b>6,159</b>	<b>4,937</b>
<b>Visual arts</b>							
Original art	13,679	41,976	8,248	18,794	19,440	19,213	25,163
Other visual arts	8,042	6,096	5,508	1,406	915	1,142	2,137
<b>Subtotal</b>	<b>21,721</b>	<b>48,072</b>	<b>13,756</b>	<b>20,200</b>	<b>20,356</b>	<b>20,355</b>	<b>27,300</b>
<b>Architecture</b>	<b>88</b>	<b>148</b>	<b>162</b>	<b>28</b>	<b>33</b>	<b>107</b>	<b>69</b>
<b>Advertising</b>	<b>1,059</b>	<b>946</b>	<b>2,500</b>	<b>2,922</b>	<b>834</b>	<b>783</b>	<b>1,198</b>
<b>Heritage</b>	<b>15,915</b>	<b>10,406</b>	<b>6,143</b>	<b>6,634</b>	<b>6,597</b>	<b>9,956</b>	<b>10,279</b>
<b>Photography</b>	<b>2,929</b>	<b>3,312</b>	<b>2,871</b>	<b>3,716</b>	<b>5,176</b>	<b>3,994</b>	<b>6,839</b>
<b>Total</b>	<b>169,354</b>	<b>189,130</b>	<b>141,403</b>	<b>150,804</b>	<b>137,597</b>	<b>151,360</b>	<b>161,588</b>
<b>Exports</b>							
<b>Writing and published works</b>							
Books	6,505	6,312	6,548	9,072	6,307	4,631	4,349
Newspapers and periodicals	340	2,014	316	4,973	1,030	3,928	920
Other printed materials	1,413	2,139	6,857	10,895	5,875	7,686	5,711
<b>Subtotal</b>	<b>8,259</b>	<b>10,465</b>	<b>13,721</b>	<b>24,940</b>	<b>13,213</b>	<b>16,245</b>	<b>10,980</b>
<b>Film and video</b>							
Film	8	109	204	442	158	1,656	4,597
Video	2,401	5,000	23,040	19,752	8,946	4,103	2,681
<b>Subtotal</b>	<b>2,409</b>	<b>5,108</b>	<b>23,244</b>	<b>20,193</b>	<b>9,104</b>	<b>5,759</b>	<b>7,278</b>
<b>Sound recording and music publishing</b>							
Sound recordings	658	1,890	1,694	2,298	4,079	2,377	2,110
Printed music	0	13	11	9	0	0	2
<b>Subtotal</b>	<b>658</b>	<b>1,903</b>	<b>1,704</b>	<b>2,307</b>	<b>4,079</b>	<b>2,377</b>	<b>2,112</b>
<b>Visual arts</b>							
Original art	1,951	3,180	5,547	10,297	6,012	12,575	8,672
Other visual arts	253	541	191	221	133	64	48
<b>Subtotal</b>	<b>2,205</b>	<b>3,721</b>	<b>5,738</b>	<b>10,519</b>	<b>6,145</b>	<b>12,638</b>	<b>8,719</b>
<b>Architecture</b>	<b>7</b>	<b>5</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>1</b>	<b>2</b>
<b>Advertising</b>	<b>284</b>	<b>647</b>	<b>3,978</b>	<b>1,630</b>	<b>1,362</b>	<b>869</b>	<b>689</b>
<b>Heritage</b>	<b>1,490</b>	<b>270</b>	<b>479</b>	<b>1,705</b>	<b>265</b>	<b>317</b>	<b>107</b>
<b>Photography</b>	<b>1,214</b>	<b>3,711</b>	<b>5,507</b>	<b>5,688</b>	<b>1,984</b>	<b>1,914</b>	<b>1,698</b>
<b>Total</b>	<b>16,526</b>	<b>25,831</b>	<b>54,374</b>	<b>66,986</b>	<b>36,157</b>	<b>40,120</b>	<b>31,586</b>

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**Table 6**  
**Culture goods trade with Germany**

	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current						
<b>Imports</b>							
<b>Writing and published works</b>							
Books	13,046	13,877	13,270	14,894	12,182	12,939	12,760
Newspapers and periodicals	1,849	2,529	2,453	1,973	1,402	1,273	1,313
Other printed materials	1,997	2,150	1,576	1,612	2,594	3,800	4,503
<b>Subtotal</b>	<b>16,892</b>	<b>18,557</b>	<b>17,299</b>	<b>18,479</b>	<b>16,178</b>	<b>18,012</b>	<b>18,576</b>
<b>Film and video</b>							
Film	28	5	95	17	46	14	14
Video	1,136	1,457	1,263	1,528	1,981	2,716	2,053
<b>Subtotal</b>	<b>1,164</b>	<b>1,462</b>	<b>1,358</b>	<b>1,545</b>	<b>2,027</b>	<b>2,730</b>	<b>2,066</b>
<b>Sound recording and music publishing</b>							
Sound recordings	5,773	5,962	4,888	5,292	4,734	6,521	4,684
Printed music	171	166	183	164	116	112	56
<b>Subtotal</b>	<b>5,945</b>	<b>6,129</b>	<b>5,071</b>	<b>5,456</b>	<b>4,850</b>	<b>6,633</b>	<b>4,739</b>
<b>Visual arts</b>							
Original art	1,410	4,501	3,928	5,972	6,936	7,587	19,171
Other visual arts	1,055	835	625	593	706	794	1,164
<b>Subtotal</b>	<b>2,465</b>	<b>5,336</b>	<b>4,552</b>	<b>6,565</b>	<b>7,642</b>	<b>8,381</b>	<b>20,335</b>
<b>Architecture</b>	<b>81</b>	<b>103</b>	<b>147</b>	<b>48</b>	<b>16</b>	<b>69</b>	<b>63</b>
<b>Advertising</b>	<b>4,003</b>	<b>2,489</b>	<b>2,323</b>	<b>1,696</b>	<b>2,983</b>	<b>2,681</b>	<b>2,765</b>
<b>Heritage</b>	<b>2,316</b>	<b>1,251</b>	<b>775</b>	<b>801</b>	<b>1,021</b>	<b>1,360</b>	<b>7,185</b>
<b>Photography</b>	<b>1,115</b>	<b>1,314</b>	<b>1,198</b>	<b>1,093</b>	<b>1,083</b>	<b>1,361</b>	<b>1,979</b>
<b>Total</b>	<b>33,980</b>	<b>36,641</b>	<b>32,723</b>	<b>35,682</b>	<b>35,801</b>	<b>41,226</b>	<b>57,709</b>
<b>Exports</b>							
<b>Writing and published works</b>							
Books	595	674	765	1,365	2,988	1,276	1,450
Newspapers and periodicals	66	13	9	37	3	9	13
Other printed materials	245	259	199	3,319	1,954	5,051	6,510
<b>Subtotal</b>	<b>906</b>	<b>946</b>	<b>973</b>	<b>4,720</b>	<b>4,945</b>	<b>6,335</b>	<b>7,974</b>
<b>Film and video</b>							
Film	0	17	28	18	17	31	254
Video	405	1,803	1,443	9,219	5,481	1,149	2,061
<b>Subtotal</b>	<b>405</b>	<b>1,819</b>	<b>1,471</b>	<b>9,237</b>	<b>5,499</b>	<b>1,181</b>	<b>2,315</b>
<b>Sound recording and music publishing</b>							
Sound recordings	278	316	1,032	770	2,638	830	1,116
Printed music	0	0 <sup>s</sup>	0 <sup>s</sup>	0	0	0	198
<b>Subtotal</b>	<b>278</b>	<b>316</b>	<b>1,033</b>	<b>770</b>	<b>2,638</b>	<b>830</b>	<b>1,314</b>
<b>Visual arts</b>							
Original art	1,115	479	506	608	994	653	661
Other visual arts	50	2	8	89	4	216	2
<b>Subtotal</b>	<b>1,165</b>	<b>481</b>	<b>514</b>	<b>697</b>	<b>998</b>	<b>869</b>	<b>663</b>
<b>Architecture</b>	<b>0<sup>s</sup></b>	<b>4</b>	<b>0<sup>s</sup></b>	<b>45</b>	<b>3</b>	<b>63</b>	<b>1</b>
<b>Advertising</b>	<b>88</b>	<b>284</b>	<b>376</b>	<b>1,657</b>	<b>2,514</b>	<b>2,988</b>	<b>654</b>
<b>Heritage</b>	<b>5,198</b>	<b>3,555</b>	<b>2,549</b>	<b>1,432</b>	<b>1,161</b>	<b>5,115</b>	<b>2,670</b>
<b>Photography</b>	<b>127</b>	<b>286</b>	<b>1,026</b>	<b>1,093</b>	<b>838</b>	<b>1,280</b>	<b>408</b>
<b>Total</b>	<b>8,167</b>	<b>7,690</b>	<b>7,943</b>	<b>19,652</b>	<b>18,596</b>	<b>18,660</b>	<b>15,999</b>

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**Table 7**  
**Culture goods trade for top twenty trading partners**

	2002	2003	2004	2005	2006	2007	2008
	thousands of dollars / \$ current						
<b>Imports</b>							
United States	3,201,525	3,151,316	3,058,380	3,068,910	3,048,685	2,987,660	3,065,702
China*	243,427	269,281	275,624	278,559	294,954	328,032	340,698
France	170,553	178,811	189,657	231,444	167,720	199,396	167,698
United Kingdom	169,354	189,130	141,403	150,804	137,597	151,360	161,588
Germany	33,980	36,641	32,723	35,682	35,801	41,226	57,709
Mexico	13,414	16,079	18,652	15,231	12,897	20,156	35,297
Italy	34,646	45,441	31,397	33,378	36,553	36,577	31,417
Singapore	17,341	18,211	19,279	18,919	18,221	19,872	21,329
Japan	17,020	22,137	32,999	35,485	23,650	22,990	17,494
Switzerland	5,912	7,527	9,337	19,969	6,803	6,759	17,000
Spain	12,782	17,085	21,298	43,044	21,325	15,936	16,728
Taiwan	8,183	7,494	7,036	6,891	7,059	15,633	13,349
Belgium	13,591	13,992	12,976	14,818	14,126	19,408	11,666
Netherlands	6,861	8,232	6,566	7,050	6,657	6,423	11,188
Korea, South	10,542	10,785	7,931	8,730	17,429	10,741	10,654
Austria	3,147	2,650	2,744	3,424	2,616	7,411	10,131
Indonesia	6,411	5,763	6,522	4,839	5,750	4,880	9,843
Thailand	6,716	6,466	6,048	7,387	7,440	7,028	7,257
India	4,155	5,258	6,348	6,239	6,376	6,647	5,993
Australia	4,117	6,424	4,317	4,937	5,022	6,051	5,933
Rest of the World	41,692	43,180	39,283	45,769	43,750	46,828	43,204
<b>Total</b>	<b>4,025,365</b>	<b>4,061,904</b>	<b>3,930,519</b>	<b>4,041,508</b>	<b>3,920,429</b>	<b>3,961,013</b>	<b>4,061,879</b>
<b>Exports</b>							
United States	2,358,089	2,310,326	2,210,286	2,126,582	1,863,425	1,764,801	1,524,367
United Kingdom	16,526	25,831	54,374	66,986	36,157	40,120	31,586
France	9,726	25,890	26,833	38,455	30,451	25,936	27,108
Germany	8,167	7,690	7,943	19,652	18,596	18,660	15,999
Netherlands	2,418	4,823	5,768	7,919	8,828	8,311	11,054
China*	8,331	10,940	15,499	13,266	13,777	11,704	10,908
Japan	9,473	19,291	12,618	11,276	8,703	6,927	7,545
Switzerland	4,885	10,784	9,048	7,980	8,952	5,912	6,932
India	425	1,199	1,762	2,986	3,228	2,904	5,782
Korea, South	3,631	2,601	3,237	2,280	3,658	3,397	5,398
Mexico	1,613	1,547	1,674	2,593	3,696	2,783	5,397
Singapore	4,020	2,072	3,227	3,863	1,924	1,853	4,791
Australia	2,010	6,129	6,816	7,210	5,709	5,323	4,725
Brazil	488	629	1,003	743	733	1,218	4,154
Belgium	1,887	3,675	2,782	3,590	7,870	2,993	3,596
Italy	1,260	1,306	2,196	3,747	4,553	3,051	3,441
Spain	1,010	1,045	1,364	8,074	3,888	4,586	3,149
Russian Federation	99	1,348	257	778	782	482	2,238
United Arab Emirates	1,372	822	1,899	2,421	2,448	1,391	1,799
Romania	684	29	319	1,046	4,896	222	1,514
Rest of the World	21,927	27,990	29,519	42,656	40,182	43,094	28,601
<b>Total</b>	<b>2,458,042</b>	<b>2,465,968</b>	<b>2,398,422</b>	<b>2,374,104</b>	<b>2,072,455</b>	<b>1,955,670</b>	<b>1,710,083</b>

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China - for consistency with pre-1998 data, includes the trade boundary of Mongolia. Trade data for the special administrative areas of Hong Kong and Macao (formerly Macau) are also included.



**Table 8**  
**Culture goods trade by province and territory in Canada**

	2002	2003	2004	2005	2006	2007	2008
thousands of dollars / \$ current							
<b>Imports</b>							
Newfoundland and Labrador	259	169	178	284	194	118	132
Prince Edward Island	49	64	40	37	19	9	17
Nova Scotia	4,011	2,926	2,823	2,790	4,346	3,833	3,666
New Brunswick	18,396	15,503	17,302	18,420	17,281	18,349	14,862
Quebec	431,546	397,138	406,982	500,238	393,829	430,132	450,414
Ontario	2,887,301	2,953,846	2,838,697	2,841,644	2,801,266	2,791,111	2,840,987
Manitoba	308,407	283,404	267,567	288,586	298,376	287,989	294,007
Saskatchewan	11,745	35,553	30,095	13,436	12,284	14,807	27,167
Alberta	60,162	56,170	46,222	45,515	50,836	59,599	74,085
British Columbia	303,473	317,091	320,564	330,537	341,974	355,051	356,475
Yukon	10	35	48	23	24	16	68
North-West Territories	5	6	0	0 <sup>s</sup>	0 <sup>s</sup>	0 <sup>s</sup>	0
Nunavut	0	0	0	0	0	0	0 <sup>s</sup>
<b>Total</b>	<b>4,025,365</b>	<b>4,061,904</b>	<b>3,930,519</b>	<b>4,041,508</b>	<b>3,920,429</b>	<b>3,961,013</b>	<b>4,061,879</b>
<b>Exports</b>							
Newfoundland and Labrador	453	369	220	368	233	293	511
Prince Edward Island	267	65	127	139	217	94	144
Nova Scotia	8,740	10,965	8,700	6,548	5,308	3,175	2,190
New Brunswick	7,662	8,024	5,417	2,556	3,022	2,033	1,073
Quebec	694,082	737,703	724,140	778,467	672,482	578,913	527,959
Ontario	1,319,616	1,291,588	1,248,693	1,230,270	1,064,816	1,076,451	923,373
Manitoba	98,033	97,737	93,424	94,425	88,952	73,097	66,940
Saskatchewan	7,027	7,704	9,630	2,837	2,515	3,612	1,549
Alberta	40,216	47,259	41,564	43,586	40,291	39,769	37,933
British Columbia	281,177	263,765	265,658	214,244	193,687	177,405	147,779
Yukon	175	263	172	219	174	85	92
North-West Territories	475	462	515	234	393	275	225
Nunavut	118	65	162	209	364	467	313
<b>Total</b>	<b>2,458,042</b>	<b>2,465,968</b>	<b>2,398,422</b>	<b>2,374,104</b>	<b>2,072,455</b>	<b>1,955,670</b>	<b>1,710,083</b>

**Note(s):** Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, adjustments were made to the video and sound recording data for 2007 and 2008 to reflect the product break down of the Canadian Framework for Culture Statistics.

## Methodology

### Survey description

This statistical activity is conducted to provide information and analysis of the value of imports and exports of Canada's merchandise trade data in the culture sector. The unit of analysis is the commodity as described in the "Canadian Framework for Culture Statistics". Culture goods include original and mass produced goods which contain culture content, as defined by this framework. Culture goods include creative goods that warrant intellectual property rights and goods, which support creation, production or transmission of other creative goods.

This derived survey is funded by the Department of Canadian Heritage. The survey produces estimates on the overall trade of culture goods in Canada by commodity groupings and trade partners.

These survey estimates are used by various departments and agencies such as the Department of Canadian Heritage (DCH), the Cultural Industries Development Fund of the Business Development Bank of Canada, and the International Markets Program of Telefilm Canada and Foreign Affairs and International Trade Canada. In addition, the data are useful to international agencies such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Organization for Economic Co-operation and Development (OECD).

### Frequency

Annual

## Target population

Importers and exporters of culture goods

## Data sources

International trade data on culture goods are obtained from the International Trade Division (ITD) at Statistics Canada.

Canadian trade statistics are compiled according to the "General" system of trade as defined by the United Nations Statistical Office. The general trade system, in principle, presents all goods entering the country (imports) and all goods leaving the country (exports). It differs from the "Special" system of trade in the treatment of imported goods into Customs bonded warehouses. Under the special trade system, these goods are counted only if and when they are withdrawn from Customs warehouses for home consumption. They are not counted in export statistics unless they have first cleared Customs.

Import data are captured by Canada Border Services Agency (CBSA) from B3 forms and from electronic import transaction entries. Data for Canadian exports to countries other than the United States are compiled by the International Trade Division from B-13A forms received via the CBSA and from Summary Reports and Canadian Automated Export Declarations (CAED) submitted directly to Statistics Canada.

Canadian exports to the United States are compiled using United States import statistics (from the U.S. Customs Service via the U.S. Census Bureau) and account for approximately 85% of the value of Canada's export trade.

## Error detection / editing

Error detection activities are conducted by International Trade Division during capture.

Import transactions are captured by Canada Customs and Revenue Agency. Exports to countries other than the United States are captured and edited by Statistics Canada.

Validation, combination, unit value and "reasonableness" edits are performed on both imports and exports data during the edit and imputation process. Validation edits use a number of metadata tables which allow the comparison of a reported variable to a list of valid codes. Other validity checks ensure that a reported variable respects the characteristics it is supposed to, e.g., numeric variables are reported as numeric. Records that are found to be invalid are replaced with valid ones, mainly through an automatic imputation process. Combination edits include commodity/country, commodity/trader and commodity/province. Unit value lows and highs are calculated for each Harmonized System (HS) code. Data that fall within this range are accepted while those that fail are rejected. The imports processing system of the International Trade Division (ITD) also performs a number of edits and imputations on imports from the United States on behalf of the United States Census Bureau (USBC).

## Imputation

Imputation activities are conducted by International Trade Division during processing.

Both manual and automated imputations are performed on imports and exports data. Data that fail an edit and are beyond an established threshold are manually reviewed and corrected. The method of correction usually takes the form of telephone follow-up to the importer, exporter or their representative, the broker. Sometimes a link to the electronic invoice will suffice to obtain the necessary information to take corrective action.

Data that fail the edits and are below a value threshold are automatically imputed. In the case of a unit value failure the quantity is the variable automatically imputed. Quantity is imputed by randomly selecting a unit value between a high and a low unit value range.

Export documents received too late for incorporation in the current month are assigned to the month the transaction took place. If a monthly summary report from a high volume exporter is not received on time, the data are imputed for the current month and revised with the trade value in the following statistical month.

### **Estimation**

Culture goods are grouped and allocated to categories in accordance with the Canadian Framework for Culture Statistics. Specifically, goods trade microdata, which classify goods using the Harmonized System (HS), are grouped in accordance with the Standard Classification of Goods (SCG) and category headings used in the Framework.

### **Quality evaluation**

Quality evaluations are performed by the Culture Statistics Program in the form of historical trend analysis using subject-matter expert judgement. This method is used to identify anomalies in the data for a given period. This error detection process is conducted at the final stage of aggregation of the culture goods trade categories.

In terms of the source data, International Trade Division's (ITD) customs-based trade statistics are more accurate for measuring imports than they are for measuring exports. This is because Customs are typically more vigilant with respect to goods entering the country than they are with goods leaving the country.

Customs-based export statistics may understate and/or incorrectly portray the destination of exports. They are understated when the proper documentation is not filed with Customs and are incorrectly portrayed when the country of final destination is inaccurately reported on the customs documentation. The latter occurs most frequently when goods are routed through an intermediary country before continuing on to their final destination.

ITD calculates a monthly estimate for export under-coverage that is applied to the aggregated Balance of Payments-based data. ITD also periodically conducts reconciliation exercises with its major trading partners other than the United States.

### **Disclosure control**

Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data."

Culture goods trade data from the International Trade Division of Statistics Canada are subjected to a "passive suppression" approach for confidentiality. Passive suppression is based on the principle that confidential data will not knowingly be released. It requires that appropriate measures be taken only at the request of importers or exporters who feel that their interests would be harmed by the dissemination of data. The onus of notifying ITD of suspected instances of the release of confidential data rests with the affected companies.

On the other hand, "active suppression" requires the review of data to determine the confidentiality status of data prior to dissemination. In ITD, the Exporter Register takes this approach. In ITD's general program importers and exporters do not have a company identification that is as complete or reliable as in a formal sample frame and therefore cannot provide an adequate basis for the application of active suppression mechanisms. However, in the case of the Exporter Register, a company's identification is obvious and is linked to the Statistics Canada Business Register, making the use of "active suppression" appropriate.

## Revisions and seasonal adjustment

The source data that are used to create tabular data for the culture goods sector are revised by International Trade Division, on a monthly, quarterly, and annual basis.

## Data accuracy measures

Data quality of culture goods estimates are dependent on the data quality of the underlying sources, and in the way that these sources are combined. Statistics Canada makes every effort to ensure that administrative data are conceptually correct for the use to which they are put. Any anomalies or inconsistencies detected are verified with the source, by ITD, and where necessary, adjustments are made to reconcile data with the conceptual framework of the international trade series. The administrative agencies used by ITD are considered to be the best source available, and data received from them is judged to be of very good quality, even in those circumstances where adjustments have been made.

## Note to users

The international trade data on culture goods are obtained from the International Trade Division of Statistics Canada. Trade data are regrouped into culture categories according to the Canadian Framework for Culture Statistics. Therefore, the categories of culture goods presented here are not compatible with the International Trade Division's publication.

The revised versions of the ITD data used for the Culture goods trade are: February 11, 2009 annual revision for 2007 and prior, and the August 12, 2009 revision for 2008.

When one thinks of goods moving into or out of Canada, it is natural to picture trucks arriving at border stations along our physical frontier with the United States. Yet Canada's border is really a collection of locations within Canada and around the world at airports and seaports. Technology, however, has defeated the border to some extent for specialized goods such as news clips, television broadcasts (reducing shipments of film stock), and music samples (possibly reducing shipments of compact discs and other recorder media). Electronic shipments such as these are not reflected in goods trade estimates, nor are internet downloads. To be counted in terms of culture goods trade, a good must have physically crossed the border.

Exports from Canada do not necessarily represent "Canadian content" and imports to Canada do not necessarily represent "Foreign content". This characteristic cannot be measured. The country of origin represents where the good was produced. Exports and imports are valued in current Canadian dollars. Changes may be driven by changes in both prices and volume.

Imports coming from Canada (mainly returns) are excluded from the total value.

Exports and imports are valued in current Canadian dollars. Changes may be driven by changes in both prices and volume.

China - for consistency with pre-1998 data, includes the trade boundary of Mongolia. Trade data for the special administrative areas of Hong Kong and Macao (formerly Macau) are also included.

Due to changes in the Harmonized System of Classification in 2007, adjustments were made to the video and sound recording data for 2007 and 2008 to reflect the product break down of the Canadian Framework for Culture Statistics.

For additional information, "The Culture Goods Trade User Guide" (81-595-MIE2006040, free) is available through the publications link above.

Release date: October 2009

### Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 <sup>s</sup>	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
P	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

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### Note of appreciation

Canada owes the success of its statistical system to a long standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.