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Television Broadcasting Industries



2009



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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^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

Abbreviations

n.e.c. not elsewhere classified

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Highlights

- In 2009, the television broadcasting sector's operating revenues totalled \$6.5 billion, up slightly (0.6%) compared to 2008. This is the lowest year-over-year increase since 1997, when a decrease in revenues had been reported. However, the financial situation differs greatly from one segment of the industry to another.
- The revenues of public and private conventional television declined 3.9% in 2009 to \$3.4 billion. This was the largest decline in ten years.
- The year was especially difficult for private conventional television, with its operating revenues falling 7.7%. This was the largest annual drop in revenues for this segment in more than 30 years.
- In the meantime, the specialty television and pay television segments experienced operating revenue gains of 3.3% and 16.6% respectively between 2008 and 2009. Their combined year-over-year revenue increases have nevertheless been declining for the past few years, in both absolute and percentage terms.
- Canadian television broadcasters' advertising revenues fell 8.4% to \$3.1 billion in 2009, the first drop in 15 years.
- The weak growth experienced in 2009 in operating revenues for television in general was largely attributable to television broadcasters' decreased advertising revenues, since other income sources did increase.
- Advertising revenues have long been the largest source of income for the television sector. However, for the first time in a number of years, advertising revenues represented less than half (47.8%) of the sector's total revenues. Ten years ago, these revenues accounted for nearly 60% of the sector's total revenues.
- Private conventional television faced a myriad of financial challenges for the past several years, especially with respect to profits. Although the profit margin before interest and taxes of this sector was 11.2% in 2005, it obtained a negative result (-5.7%) in 2009. The profits before interest and taxes reached \$4.8 million in 2008, the losses amounted to \$113.4 million in 2009. This was the first time in 30 years that profits have been negative.
- On the other hand, pay and specialty channels generated a profit margin in excess of 20% for the fifth consecutive year. In one year, that margin went from 22.1% in 2008 to 23.5% in 2009, while operating profits rose from \$648.2 million to \$728.7 million.

Television broadcasting

Data presented in this publication are for the fiscal year ending August 31, and cover the period from 2005 to 2009. The analysis below includes references to earlier periods when it is useful to put the industry's recent performance in a historical context.

Television broadcasters' revenue growth essentially flat

In 2009, the television broadcasting sector's¹ operating revenues totalled \$6.5 billion, up slightly (0.6%) from 2008. This is the lowest year-over-year increase since 1997, when a decrease in revenues had been reported. The growth of operating revenues since 2000 has averaged 5.1%. However, the overall picture for the television broadcasting sector does not describe some substantial differences between the various industries.

Private conventional television continues to decline

Revenues for public and private conventional television fell 3.9% in 2009 to \$3.4 billion. This was the steepest decline in ten years. Although public and non-commercial television and private conventional television posted revenue declines in 2009, the situation was especially difficult for private conventional television. The operating revenues of this segment fell 7.7%. This was the largest annual decline in revenues for this sector in more than 30 years. The second steepest decline in the past 30 years was recorded the previous year, with a decrease of 1.9%. For the first time since 2002, the operating revenues of this segment fell below the \$2.0 billion level.

Continued growth for pay² and specialty³ television

Pay and specialty television continued to grow in 2009, with revenues increasing 6.0% year over year to \$3.1 billion. However, the revenue growth of these segments combined has been diminishing from one year to the next for the past few years, in both absolute and percentage terms. For example, in 2007, the annual increase in the revenues of these sectors was \$230 million; in 2008, \$200 million; and in 2009, \$175 million.

Pay television was the segment that posted the strongest growth in 2009. Its revenues rose 16.6% to \$695.6 million. In turn, the revenues of the specialty television segment totalled \$2.4 billion in 2009, up 3.3% from the previous year. However, this year-over-year increase was the smallest in 15 years for this sector. Digital specialty channels were instrumental in maintaining the revenue growth of specialty television. In 2009, digital channels experienced revenue gains of 13.0%, while the revenues of analog stations grew 1.9% compared to 2008.

Pay and specialty television continued to grow in importance and is on the verge of capturing half of the revenues of the television industry as a whole, as opposed to public and private conventional television. Scarcely more than five years ago, pay and specialty television captured only slightly more than one-third of the television industry total revenues.

1. The sum of North American Industry Classification System (NAICS) industries 51512 – Television Broadcasting and 51521 – Pay and Specialty Television.

2. The data on specialty and pay television are from the statistical report by the Canadian Radio-television and Telecommunications Commission's Industry Analysis Group.

3. Specialty channels broadcast theme-specific programs (sports, news, documentaries, etc.), and their business models are based on two sources of revenue: advertising revenues and subscription revenues. Pay television channels rely only on subscription fees and/or payments for pay-per-view programs.

Operating revenues stagnate due to the drop in advertising revenues

Canadian television broadcasters' advertising revenues fell 8.4% to \$3.1 billion in 2009, down from \$3.4 billion in 2008. This was the first drop in 15 years. It explains in large part the weak growth of operating revenues in 2009, since other revenue sources showed growth.

All types of television broadcasters that obtain advertising revenues experienced a drop in their sales of air time. The advertising revenues of public and non-commercial television broadcasters totalled \$311.3 million in 2009, down 18.0% from the previous year. Private conventional television broadcasters saw their advertising revenues fall in 2009 to \$1.8 billion, which was their lowest level since 2003 and 9.5% lower than in 2008. This decrease was the largest in the past 15 years.

Specialty television also had a difficult year with respect to advertising revenues, but to a lesser extent. Its advertising sales declined 2.6% to \$1.0 billion. This was the first time in 15 years that this segment has seen a decrease. However, specialty television continued to increase its share of the television advertising market. Its market share was 32.0% in 2009, compared to 30.1% one year earlier.

Advertising revenues have long been the largest source of income for the television sector, accounting for more than half of its revenues. However, for the first time in a number of years, advertising revenues represented less than half (47.8%) of the sector's total revenues. Ten years ago, these revenues accounted for nearly 60% of the sector's total revenues.

Loss of profits for private conventional television

Private conventional television faced a myriad of financial challenges for the past several years, especially with respect to profits. Although the profit margin before interest and taxes of this sector was 11.2% in 2005, it obtained a negative result (-5.7%) in 2009. The profits before interest and taxes reached \$4.8 million in 2008, the losses amounted to \$113.4 million in 2009. This was the first time in 30 years that profits have been negative. More than half of private conventional stations incurred losses before interest and taxes in 2009.

Only in Quebec did private conventional television register profits before interest and taxes in 2009, totalling \$23.4 million. For the second consecutive year, private conventional stations in Ontario recorded losses, totalling \$87.3 million. In Western Canada, for the first time in 15 years, private conventional stations incurred losses before interest and taxes, amounting to \$33.7 million. In the Atlantic Provinces, the situation did not improve, since with losses of \$15.7 million, the stations in this segment recorded their largest losses since 1999; 1998 was the last year in which those stations registered profits before interest and taxes.

The difficult situation of private traditional television contrasts with the situation of pay and specialty television. Pay and specialty channels generated a profit margin in excess of 20% for the fifth consecutive year. Their profit margin went from 22.1% in 2008 to 23.5% in 2009, and their operating profits went from \$648.2 million to \$728.7 million.

Specialty television has continued to be the most profitable sector of the television industry for the past three years. In 2009, it generated a profit margin before interest and taxes of 26.7%. By comparison, the pay television segment recorded a margin of 12.3% in 2009; that margin has been declining since 2005 (26.4%).

Related products

Selected publications from Statistics Canada

56-001-X Broadcasting and Telecommunications

Selected CANSIM tables from Statistics Canada

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

Selected surveys from Statistics Canada

2724 Radio and Television Broadcasting Survey

Selected summary tables from Statistics Canada

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

Statistical tables

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

	2005	2006	2007	2008	2009	2006/2005	2007/2006	2008/2007	2009/2008
	thousands of dollars					percentage change			
Total revenues by type of broadcaster									
Private conventional television	2,166,063	2,163,622	2,187,197	2,147,417	1,981,808	-0.1	1.1	-1.8	-7.7
Public and non-commercial television	1,173,730	1,337,943	1,266,919	1,433,900	1,460,797	14.0	-5.3	13.2	1.9
Specialty television ²	1,812,312	2,016,708	2,181,736	2,332,976	2,409,333	11.3	8.2	6.9	3.3
Pay television ²	409,795	482,325	547,553	596,427	695,562	17.7	13.5	8.9	16.6
Total	5,561,900	6,000,598	6,183,405	6,510,720	6,547,501	7.9	3.0	5.3	0.6
	percent					percentage change			
Market share by type of broadcaster (revenue)									
Private conventional television	38.9	36.1	35.4	33.0	30.3	-7.4	-1.9	-6.8	-8.2
Public and non-commercial television	21.1	22.3	20.5	22.0	22.3	5.7	-8.1	7.5	1.3
Specialty television ²	32.6	33.6	35.3	35.8	36.8	3.1	5.0	1.6	2.7
Pay television ²	7.4	8.0	8.9	9.2	10.6	9.1	10.2	3.4	16.0
	thousands of dollars					percentage change			
Total revenues by source									
Air time	3,029,770	3,260,505	3,318,691	3,412,819	3,127,724	7.6	1.8	2.8	-8.4
Subscription	1,424,817	1,588,441	1,748,280	1,866,854	2,051,426	11.5	10.1	6.8	9.9
Grants	791,786	831,162	789,690	877,705	935,180	5.0	-5.0	11.1	6.5
Other	315,526	320,490	326,744	353,341	433,170	1.6	2.0	8.1	22.6
Total	5,561,900	6,000,598	6,183,405	6,510,720	6,547,501	7.9	3.0	5.3	0.6
	thousands of dollars					percentage change			
Total sales of airtime by type of broadcaster									
Private conventional television	2,017,798	2,027,072	2,047,993	2,006,796	1,816,382	0.5	1.0	-2.0	-9.5
Public and non-commercial television	243,389	351,066	322,329	379,555	311,340	44.2	-8.2	17.8	-18.0
Specialty television ²	768,583	882,368	948,369	1,026,468	1,000,001	14.8	7.5	8.2	-2.6
Pay television ²
Total	3,029,770	3,260,505	3,318,691	3,412,819	3,127,724	7.6	1.8	2.8	-8.4
	percent					percentage change			
Market share by type of broadcaster (air time)									
Private conventional television	66.6	62.2	61.7	58.8	58.1	-6.6	-0.7	-4.7	-1.2
Public and non-commercial television	8.0	10.8	9.7	11.1	10.0	34.0	-9.8	14.5	-10.5
Specialty television ²	25.4	27.1	28.6	30.1	32.0	6.7	5.6	5.2	6.3
Pay television ²
	percent					percentage change			
Profit margin (PBIT) by type of broadcaster (private)									
Private conventional television	11.2	4.2	5.3	0.2	-5.7	-62.5	26.2	-95.7	-2,636.1
Specialty television ²	24.7	22.2	24.3	23.5	26.7	-10.1	9.6	-3.7	13.8
Pay television ²	26.4	25.9	21.3	16.9	12.3	-1.8	-17.8	-20.3	-27.4
Total	18.2	14.2	15.5	12.9	12.1	-21.8	9.1	-17.2	-6.0
	thousands of dollars					percentage change			
Salaries and benefits by type of broadcaster									
Private conventional television	569,915	598,454	598,626	581,421	530,781	5.0	0.0	-2.9	-8.7
Public and non-commercial television	640,890	664,147	665,259	691,954	687,693	3.6	0.2	4.0	-0.6
Specialty television ²	314,049	353,926	381,415	374,024	365,508	12.7	7.8	-1.9	-2.3
Pay television ²	20,206	21,466	27,010	30,990	37,195	6.2	25.8	14.7	20.0
Total	1,545,059	1,637,993	1,672,309	1,678,389	1,621,177	6.0	2.1	0.4	-3.4
	number					percentage change			
Average weekly number of employees by type of broadcaster									
Private conventional television	8,202	8,307	7,972	7,436	6,801	1.3	-4.0	-6.7	-8.5
Public and non-commercial television	9,140	9,328	9,164	9,163	8,802	2.1	-1.8	0.0	-3.9
Specialty television ²	4,624	4,972	5,120	5,082	4,871	7.5	3.0	-0.7	-4.2
Pay television ²	294	327	382	432	435	11.2	16.8	13.1	0.7
Total	22,259	22,934	22,637	22,113	20,909	3.0	-1.3	-2.3	-5.4
	thousands of dollars					percentage change			
Programming and production expenses									
Private conventional television	1,282,810	1,411,796	1,422,274	1,476,458	1,517,317	10.1	0.7	3.8	2.8
Public and non-commercial television	853,110	975,649	912,067	1,068,451	910,148	14.4	-6.5	17.1	-14.8
Specialty television ²	885,693	1,061,449	1,105,889	1,254,584	1,247,052	19.8	4.2	13.4	-0.6
Pay television ²	227,419	269,063	322,841	376,503	465,077	18.3	20.0	16.6	23.5
Total	3,249,032	3,717,957	3,763,071	4,175,996	4,139,593	14.4	1.2	11.0	-0.9

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

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

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

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

	2005	2006	2007	2008	2009
	thousands of dollars				
Revenue					
Cable television subscriber revenue	963,796	1,061,931	1,171,351	1,264,396	1,427,352
Satellite television subscriber revenue	461,021	526,510	576,929	602,458	624,074
Sales of air time					
Local	396,474	412,634	426,772	429,231	427,662
National and network	2,612,438	2,823,870	2,866,498	2,960,870	2,680,705
Infomercials	20,858	24,002	25,420	22,718	19,357
Sales of air time, total	3,029,770	3,260,505	3,318,691	3,412,819	3,127,724
Government and corporate grants	791,786	831,162	789,690	877,705	935,180
Total production and other	315,526	320,490	326,744	353,341	433,170
Operating revenue, total	5,561,900	6,000,598	6,183,405	6,510,720	6,547,501
Expenses					
Program cost	3,249,032	3,717,957	3,763,071	4,175,996	4,139,593
Technical services	255,465	266,052	273,142	278,233	352,808
Sales and promotion	487,881	539,993	548,357	521,488	538,633
Administration and general	679,279	700,809	727,977	790,599	661,444
Depreciation	227,546	243,531	213,183	228,900	254,222
Operating expenses, total	4,899,203	5,468,343	5,525,730	5,995,216	5,946,699
Profit before interest and taxes	662,696	532,255	657,675	515,504	600,801
Interest expense	137,134	128,510	115,417	160,141	172,877
Expenses, total	5,036,337	5,596,853	5,641,147	6,155,358	6,119,576
Net operating income	525,562	403,745	542,258	355,362	427,924
Other adjustments-income (expense)	85,386	133,791	137,157	150,640	-72,251
Net profit (loss) before income taxes	610,948	537,536	679,415	506,003	355,673
Salaries and other staff benefits	1,545,059	1,637,993	1,672,309	1,678,389	1,621,177
	number				
Number of employees (weekly average)	22,259	22,934	22,637	22,113	20,909
	percentage of revenue				
Revenue					
Cable television subscriber revenue	17.3	17.7	18.9	19.4	21.8
Satellite television subscriber revenue	8.3	8.8	9.3	9.3	9.5
Sales of air time					
Local	7.1	6.9	6.9	6.6	6.5
National and network	47.0	47.1	46.4	45.5	40.9
Infomercials	0.4	0.4	0.4	0.3	0.3
Sales of air time, total	54.5	54.3	53.7	52.4	47.8
Government and corporate grants	14.2	13.9	12.8	13.5	14.3
Total production and other	5.7	5.3	5.3	5.4	6.6
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	58.4	62.0	60.9	64.1	63.2
Technical services	4.6	4.4	4.4	4.3	5.4
Sales and promotion	8.8	9.0	8.9	8.0	8.2
Administration and general	12.2	11.7	11.8	12.1	10.1
Depreciation	4.1	4.1	3.4	3.5	3.9
Operating expenses, total	88.1	91.1	89.4	92.1	90.8
Profit before interest and taxes	11.9	8.9	10.6	7.9	9.2
Interest expense	2.5	2.1	1.9	2.5	2.6
Expenses, total	90.6	93.3	91.2	94.5	93.5
Net operating income	9.4	6.7	8.8	5.5	6.5
Other adjustments-income (expense)	1.5	2.2	2.2	2.3	-1.1
Net profit (loss) before income taxes	11.0	9.0	11.0	7.8	5.4
Salaries and other staff benefits	27.8	27.3	27.0	25.8	24.8

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

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

	2005	2006	2007	2008	2009
thousands of dollars					
Revenue					
Sales of air time					
Local	363,250	376,998	389,988	391,125	350,970
National and network	1,633,689	1,626,072	1,632,585	1,592,953	1,446,056
Infomercials	20,858	24,002	25,420	22,718	19,357
Sales of air time, total	2,017,798	2,027,072	2,047,993	2,006,796	1,816,382
Total production and other	148,265	136,550	139,204	140,621	165,425
Operating revenue, total	2,166,063	2,163,622	2,187,197	2,147,417	1,981,808
Expenses					
Program cost	1,282,810	1,411,796	1,422,274	1,476,458	1,517,317
Technical services	68,101	72,082	72,035	77,966	84,616
Sales and promotion	227,636	248,731	230,716	226,615	218,574
Administration and general	266,013	259,599	269,741	292,098	199,223
Depreciation	78,848	80,470	76,393	69,434	75,476
Operating expenses, total	1,923,407	2,072,679	2,071,160	2,142,572	2,095,206
Profit before interest and taxes	242,656	90,943	116,037	4,845	-113,398
Interest expense	49,039	53,918	56,859	49,308	34,461
Expenses, total	1,972,446	2,126,596	2,128,018	2,191,880	2,129,666
Net operating income	193,617	37,025	59,179	-44,463	-147,859
Other adjustments-income (expense)	-107,901	-56,838	-60,489	-56,028	-129,314
Net profit (loss) before income taxes	85,715	-19,813	-1,311	-100,491	-277,172
Provision for income taxes	24,513	-12,423	6,845	-14,352	51,001
Net profit (loss) after income taxes	61,202	-7,390	-8,156	-86,139	-328,173
Salaries and other staff benefits	569,915	598,454	598,626	581,421	530,781
number					
Number of employees (weekly average)	8,202	8,307	7,972	7,436	6,801
percentage of revenue					
Revenue					
Sales of air time					
Local	16.8	17.4	17.8	18.2	17.7
National and network	75.4	75.2	74.6	74.2	73.0
Infomercials	1.0	1.1	1.2	1.1	1.0
Sales of air time, total	93.2	93.7	93.6	93.5	91.7
Total production and other	6.8	6.3	6.4	6.5	8.3
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	59.2	65.3	65.0	68.8	76.6
Technical services	3.1	3.3	3.3	3.6	4.3
Sales and promotion	10.5	11.5	10.5	10.6	11.0
Administration and general	12.3	12.0	12.3	13.6	10.1
Depreciation	3.6	3.7	3.5	3.2	3.8
Operating expenses, total	88.8	95.8	94.7	99.8	105.7
Profit before interest and taxes	11.2	4.2	5.3	0.2	-5.7
Interest expense	2.3	2.5	2.6	2.3	1.7
Expenses, total	91.1	98.3	97.3	102.1	107.5
Net operating income	8.9	1.7	2.7	-2.1	-7.5
Other adjustments-income (expense)	-5.0	-2.6	-2.8	-2.6	-6.5
Net profit (loss) before income taxes	4.0	-0.9	-0.1	-4.7	-14.0
Provision for income taxes	1.1	-0.6	0.3	-0.7	2.6
Net profit (loss) after income taxes	2.8	-0.3	-0.4	-4.0	-16.6
Salaries and other staff benefits	26.3	27.7	27.4	27.1	26.8

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

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

	2005	2006	2007	2008	2009
thousands of dollars					
Revenue					
Sales of air time					
Local	24,080	25,862	26,559	26,928	24,347
National and network	50,711	48,400	47,726	45,349	44,554
Infomercials	489	779	655	484	468
Sales of air time, total	75,280	75,041	74,940	72,761	69,369
Total production and other	1,950	2,192	2,695	2,733	3,272
Operating revenue, total	77,230	77,233	77,635	75,494	72,642
Expenses					
Program cost	54,249	59,179	62,093	60,548	63,948
Technical services	4,952	4,888	4,850	4,768	4,321
Sales and promotion	9,424	9,588	8,449	8,506	8,983
Administration and general	12,413	12,688	12,216	14,062	9,194
Depreciation	2,709	2,547	2,046	1,887	1,935
Operating expenses, total	83,747	88,890	89,652	89,770	88,382
Profit before interest and taxes	-6,517	-11,657	-12,017	-14,276	-15,740
Interest expense	101	2,322	2,640	2,348	1,626
Expenses, total	83,848	91,212	92,292	92,119	90,008
Net operating income	-6,617	-13,979	-14,657	-16,624	-17,367
Other adjustments-income (expense)	-3,633	-3,347	-2,870	-3,303	-1,341
Net profit (loss) before income taxes	-10,250	-17,326	-17,527	-19,927	-18,707
Provision for income taxes	-14	126	101	170	80
Net profit (loss) after income taxes	-10,236	-17,453	-17,628	-20,097	-18,787
Salaries and other staff benefits	24,769	25,501	26,217	26,735	25,375
number					
Number of employees (weekly average)	364	357	353	326	302
percentage of revenue					
Revenue					
Sales of air time					
Local	31.2	33.5	34.2	35.7	33.5
National and network	65.7	62.7	61.5	60.1	61.3
Infomercials	0.6	1.0	0.8	0.6	0.6
Sales of air time, total	97.5	97.2	96.5	96.4	95.5
Total production and other	2.5	2.8	3.5	3.6	4.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	70.2	76.6	80.0	80.2	88.0
Technical services	6.4	6.3	6.2	6.3	5.9
Sales and promotion	12.2	12.4	10.9	11.3	12.4
Administration and general	16.1	16.4	15.7	18.6	12.7
Depreciation	3.5	3.3	2.6	2.5	2.7
Operating expenses, total	108.4	115.1	115.5	118.9	121.7
Profit before interest and taxes	-8.4	-15.1	-15.5	-18.9	-21.7
Interest expense	0.1	3.0	3.4	3.1	2.2
Expenses, total	108.6	118.1	118.9	122.0	123.9
Net operating income	-8.6	-18.1	-18.9	-22.0	-23.9
Other adjustments-income (expense)	-4.7	-4.3	-3.7	-4.4	-1.8
Net profit (loss) before income taxes	-13.3	-22.4	-22.6	-26.4	-25.8
Provision for income taxes	0.0	0.2	0.1	0.2	0.1
Net profit (loss) after income taxes	-13.3	-22.6	-22.7	-26.6	-25.9
Salaries and other staff benefits	32.1	33.0	33.8	35.4	34.9

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

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

	2005	2006	2007	2008	2009
	thousands of dollars				
Revenue					
Sales of air time					
Local	99,080	102,593	101,181	97,082	78,491
National and network	307,400	303,225	293,493	290,858	270,226
Infomercials	6,636	7,221	8,114	7,805	7,442
Sales of air time, total	413,115	413,038	402,788	395,745	356,159
Total production and other	66,873	70,926	62,929	65,164	67,579
Operating revenue, total	479,988	483,964	465,717	460,909	423,737
Expenses					
Program cost	245,905	276,479	274,920	271,976	259,212
Technical services	15,167	17,856	17,657	17,525	20,139
Sales and promotion	61,079	63,781	60,797	57,844	54,089
Administration and general	86,182	77,622	70,274	69,419	51,541
Depreciation	19,438	19,146	18,623	18,795	15,393
Operating expenses, total	427,771	454,883	442,270	435,560	400,373
Profit before interest and taxes	52,217	29,081	23,446	25,349	23,364
Interest expense	7,015	9,404	11,612	12,236	7,179
Expenses, total	434,786	464,287	453,883	447,796	407,553
Net operating income	45,201	19,677	11,834	13,113	16,185
Other adjustments-income (expense)	-32,913	-5,826	-4,719	-2,039	154
Net profit (loss) before income taxes	12,288	13,851	7,115	11,074	16,338
Provision for income taxes	9,417	9,138	18,107	10,898	11,107
Net profit (loss) after income taxes	2,872	4,713	-10,993	176	5,232
Salaries and other staff benefits	153,718	160,261	166,739	165,452	136,050
	number				
Number of employees (weekly average)	2,271	2,345	2,368	2,255	1,841
	percentage of revenue				
Revenue					
Sales of air time					
Local	20.6	21.2	21.7	21.1	18.5
National and network	64.0	62.7	63.0	63.1	63.8
Infomercials	1.4	1.5	1.7	1.7	1.8
Sales of air time, total	86.1	85.3	86.5	85.9	84.1
Total production and other	13.9	14.7	13.5	14.1	15.9
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	51.2	57.1	59.0	59.0	61.2
Technical services	3.2	3.7	3.8	3.8	4.8
Sales and promotion	12.7	13.2	13.1	12.5	12.8
Administration and general	18.0	16.0	15.1	15.1	12.2
Depreciation	4.0	4.0	4.0	4.1	3.6
Operating expenses, total	89.1	94.0	95.0	94.5	94.5
Profit before interest and taxes	10.9	6.0	5.0	5.5	5.5
Interest expense	1.5	1.9	2.5	2.7	1.7
Expenses, total	90.6	95.9	97.5	97.2	96.2
Net operating income	9.4	4.1	2.5	2.8	3.8
Other adjustments-income (expense)	-6.9	-1.2	-1.0	-0.4	0.0
Net profit (loss) before income taxes	2.6	2.9	1.5	2.4	3.9
Provision for income taxes	2.0	1.9	3.9	2.4	2.6
Net profit (loss) after income taxes	0.6	1.0	-2.4	0.0	1.2
Salaries and other staff benefits	32.0	33.1	35.8	35.9	32.1

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

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

	2005	2006	2007	2008	2009
	thousands of dollars				
Revenue					
Sales of air time					
Local	97,935	97,500	103,333	100,871	97,129
National and network	775,049	780,349	796,837	759,119	673,208
Infomercials	8,446	8,815	9,227	9,247	7,278
Sales of air time, total	881,430	886,665	909,396	869,238	777,615
Total production and other	50,945	32,944	39,392	38,627	49,394
Operating revenue, total	932,374	919,609	948,788	907,864	827,009
Expenses					
Program cost	573,330	622,871	639,477	668,373	686,913
Technical services	29,511	29,768	29,792	33,308	37,150
Sales and promotion	83,575	91,106	81,689	81,314	77,542
Administration and general	91,125	94,140	110,877	117,626	77,992
Depreciation	35,608	38,063	33,846	29,782	34,734
Operating expenses, total	813,149	875,949	895,681	930,402	914,330
Profit before interest and taxes	119,225	43,660	53,107	-22,538	-87,321
Interest expense	34,933	25,101	23,131	20,775	16,828
Expenses, total	848,082	901,050	918,812	951,177	931,158
Net operating income	84,292	18,559	29,976	-43,313	-104,149
Other adjustments-income (expense)	-69,322	-28,256	-25,295	-34,370	-82,076
Net profit (loss) before income taxes	14,970	-9,697	4,681	-77,683	-186,225
Provision for income taxes	17,648	-15,377	-10,583	-26,837	39,799
Net profit (loss) after income taxes	-2,679	5,680	15,264	-50,846	-226,024
Salaries and other staff benefits	211,525	221,757	223,270	201,192	190,692
	number				
Number of employees (weekly average)	2,826	2,899	2,713	2,377	2,259
	percentage of revenue				
Revenue					
Sales of air time					
Local	10.5	10.6	10.9	11.1	11.7
National and network	83.1	84.9	84.0	83.6	81.4
Infomercials	0.9	1.0	1.0	1.0	0.9
Sales of air time, total	94.5	96.4	95.8	95.7	94.0
Total production and other	5.5	3.6	4.2	4.3	6.0
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	61.5	67.7	67.4	73.6	83.1
Technical services	3.2	3.2	3.1	3.7	4.5
Sales and promotion	9.0	9.9	8.6	9.0	9.4
Administration and general	9.8	10.2	11.7	13.0	9.4
Depreciation	3.8	4.1	3.6	3.3	4.2
Operating expenses, total	87.2	95.3	94.4	102.5	110.6
Profit before interest and taxes	12.8	4.7	5.6	-2.5	-10.6
Interest expense	3.7	2.7	2.4	2.3	2.0
Expenses, total	91.0	98.0	96.8	104.8	112.6
Net operating income	9.0	2.0	3.2	-4.8	-12.6
Other adjustments-income (expense)	-7.4	-3.1	-2.7	-3.8	-9.9
Net profit (loss) before income taxes	1.6	-1.1	0.5	-8.6	-22.5
Provision for income taxes	1.9	-1.7	-1.1	-3.0	4.8
Net profit (loss) after income taxes	-0.3	0.6	1.6	-5.6	-27.3
Salaries and other staff benefits	22.7	24.1	23.5	22.2	23.1

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

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

	2005	2006	2007	2008	2009
	thousands of dollars				
Revenue					
Sales of air time					
Local	142,156	151,043	158,915	166,245	151,003
National and network	500,529	494,098	494,530	497,627	458,067
Infomercials	5,287	7,187	7,424	5,181	4,169
Sales of air time, total	647,973	652,328	660,869	669,052	613,239
Total production and other	28,498	30,488	34,188	34,097	45,180
Operating revenue, total	676,471	682,816	695,057	703,149	658,420
Expenses					
Program cost	409,326	453,267	445,784	475,562	507,244
Technical services	18,470	19,570	19,736	22,366	23,005
Sales and promotion	73,557	84,256	79,781	78,951	77,961
Administration and general	76,293	75,149	76,374	90,990	60,496
Depreciation	21,093	20,715	21,880	18,970	23,414
Operating expenses, total	598,740	652,957	643,555	686,839	692,120
Profit before interest and taxes	77,731	29,859	51,501	16,310	-33,700
Interest expense	6,990	17,090	19,476	13,950	8,827
Expenses, total	605,730	670,047	663,032	700,789	700,947
Net operating income	70,741	12,769	32,025	2,360	-42,528
Other adjustments-income (expense)	-2,034	-19,409	-27,604	-16,316	-46,050
Net profit (loss) before income taxes	68,707	-6,640	4,421	-13,955	-88,578
Provision for income taxes	-2,538	-6,310	-779	1,417	16
Net profit (loss) after income taxes	71,246	-330	5,200	-15,373	-88,594
Salaries and other staff benefits	179,903	190,936	182,400	188,042	178,664
	number				
Number of employees (weekly average)	2,741	2,706	2,538	2,478	2,399
	percentage of revenue				
Revenue					
Sales of air time					
Local	21.0	22.1	22.9	23.6	22.9
National and network	74.0	72.4	71.1	70.8	69.6
Infomercials	0.8	1.1	1.1	0.7	0.6
Sales of air time, total	95.8	95.5	95.1	95.2	93.1
Total production and other	4.2	4.5	4.9	4.8	6.9
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	60.5	66.4	64.1	67.6	77.0
Technical services	2.7	2.9	2.8	3.2	3.5
Sales and promotion	10.9	12.3	11.5	11.2	11.8
Administration and general	11.3	11.0	11.0	12.9	9.2
Depreciation	3.1	3.0	3.1	2.7	3.6
Operating expenses, total	88.5	95.6	92.6	97.7	105.1
Profit before interest and taxes	11.5	4.4	7.4	2.3	-5.1
Interest expense	1.0	2.5	2.8	2.0	1.3
Expenses, total	89.5	98.1	95.4	99.7	106.5
Net operating income	10.5	1.9	4.6	0.3	-6.5
Other adjustments-income (expense)	-0.3	-2.8	-4.0	-2.3	-7.0
Net profit (loss) before income taxes	10.2	-1.0	0.6	-2.0	-13.5
Provision for income taxes	-0.4	-0.9	-0.1	0.2	0.0
Net profit (loss) after income taxes	10.5	0.0	0.7	-2.2	-13.5
Salaries and other staff benefits	26.6	28.0	26.2	26.7	27.1

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

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

	2005	2006	2007	2008	2009
thousands of dollars					
Revenue					
Sales of air time					
Local	16,203	16,576	17,085	17,891	58,872
National and network	227,187	334,490	305,244	361,664	252,468
Sales of air time, total	243,389	351,066	322,329	379,555	311,340
Government and corporate grants	791,786	831,162	789,690	877,705	935,180
Total production and other	138,554	155,716	154,900	176,640	214,277
Operating revenue, total	1,173,730	1,337,943	1,266,919	1,433,900	1,460,797
Expenses					
Program cost	853,110	975,649	912,067	1,068,451	910,148
Technical services	81,939	84,661	83,132	76,618	129,377
Sales and promotion	85,078	93,670	100,201	87,438	117,210
Administration and general	184,303	206,576	196,353	230,311	215,652
Depreciation	105,029	108,955	81,128	108,646	102,874
Operating expenses, total	1,309,461	1,469,512	1,372,882	1,571,463	1,475,261
Profit before interest and taxes	-135,731	-131,569	-105,963	-137,562	-14,464
Interest expense	388	358	282	298	17,201
Expenses, total	1,309,848	1,469,870	1,373,163	1,571,761	1,492,462
Net operating income	-136,118	-131,927	-106,245	-137,861	-31,665
Other adjustments-income (expense)	138,405	128,219	115,316	133,686	9,152
Net profit (loss) before income taxes	2,286	-3,708	9,072	-4,174	-22,513
Salaries and other staff benefits	640,890	664,147	665,259	691,954	687,693
number					
Number of employees (weekly average)	9,140	9,328	9,164	9,163	8,802
percentage of revenue					
Revenue					
Sales of air time					
Local	1.4	1.2	1.3	1.2	4.0
National and network	19.4	25.0	24.1	25.2	17.3
Sales of air time, total	20.7	26.2	25.4	26.5	21.3
Government and corporate grants	67.5	62.1	62.3	61.2	64.0
Total production and other	11.8	11.6	12.2	12.3	14.7
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	72.7	72.9	72.0	74.5	62.3
Technical services	7.0	6.3	6.6	5.3	8.9
Sales and promotion	7.2	7.0	7.9	6.1	8.0
Administration and general	15.7	15.4	15.5	16.1	14.8
Depreciation	8.9	8.1	6.4	7.6	7.0
Operating expenses, total	111.6	109.8	108.4	109.6	101.0
Profit before interest and taxes	-11.6	-9.8	-8.4	-9.6	-1.0
Interest expense	0.0	0.0	0.0	0.0	1.2
Expenses, total	111.6	109.9	108.4	109.6	102.2
Net operating income	-11.6	-9.9	-8.4	-9.6	-2.2
Other adjustments-income (expense)	11.8	9.6	9.1	9.3	0.6
Net profit (loss) before income taxes	0.2	-0.3	0.7	-0.3	-1.5
Salaries and other staff benefits	54.6	49.6	52.5	48.3	47.1

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

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

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

	2005	2006	2007	2008	2009
thousands of dollars					
Revenue					
Cable television subscriber revenue	963,796	1,061,931	1,171,351	1,264,396	1,427,352
Satellite television subscriber revenue	461,021	526,510	576,929	602,458	624,074
Sales of air time					
Local	17,021	19,060	19,699	20,215	17,820
National and network	751,562	863,308	928,669	1,006,253	982,181
Sales of air time, total	768,583	882,368	948,369	1,026,468	1,000,001
Total production and other	28,706	28,224	32,640	36,081	53,469
Operating revenue, total	2,222,107	2,499,033	2,729,289	2,929,403	3,104,895
Expenses					
Program cost	1,113,112	1,330,512	1,428,730	1,631,087	1,712,128
Technical services	105,425	109,309	117,975	123,649	138,814
Sales and promotion	175,167	197,592	217,439	207,435	202,849
Administration and general	228,963	234,634	261,882	268,191	246,569
Depreciation	43,669	54,106	55,662	50,820	75,872
Operating expenses, total	1,666,336	1,926,152	2,081,688	2,281,182	2,376,233
Profit before interest and taxes	555,771	572,881	647,600	648,221	728,663
Interest expense	87,707	74,234	58,276	110,535	121,215
Expenses, total	1,754,043	2,000,387	2,139,965	2,391,717	2,497,448
Net operating income	468,064	498,647	589,324	537,686	607,448
Other adjustments-income (expense)	54,883	62,409	82,330	72,982	47,911
Net profit (loss) before income taxes	522,947	561,056	671,654	610,668	655,358
Salaries and other staff benefits	334,255	375,392	408,424	405,014	402,704
number					
Number of employees (weekly average)	4,918	5,299	5,501	5,514	5,306
percentage of revenue					
Revenue					
Cable television subscriber revenue	43.4	42.5	42.9	43.2	46.0
Satellite television subscriber revenue	20.7	21.1	21.1	20.6	20.1
Sales of air time					
Local	0.8	0.8	0.7	0.7	0.6
National and network	33.8	34.5	34.0	34.4	31.6
Sales of air time, total	34.6	35.3	34.7	35.0	32.2
Total production and other	1.3	1.1	1.2	1.2	1.7
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	50.1	53.2	52.3	55.7	55.1
Technical services	4.7	4.4	4.3	4.2	4.5
Sales and promotion	7.9	7.9	8.0	7.1	6.5
Administration and general	10.3	9.4	9.6	9.2	7.9
Depreciation	2.0	2.2	2.0	1.7	2.4
Operating expenses, total	75.0	77.1	76.3	77.9	76.5
Profit before interest and taxes	25.0	22.9	23.7	22.1	23.5
Interest expense	3.9	3.0	2.1	3.8	3.9
Expenses, total	78.9	80.0	78.4	81.6	80.4
Net operating income	21.1	20.0	21.6	18.4	19.6
Other adjustments-income (expense)	2.5	2.5	3.0	2.5	1.5
Net profit (loss) before income taxes	23.5	22.5	24.6	20.8	21.1
Salaries and other staff benefits	15.0	15.0	15.0	13.8	13.0

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

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

	2005	2006	2007	2008	2009
	thousands of dollars				
Revenue					
Cable television subscriber revenue	723,423	772,480	834,580	882,099	958,034
Satellite television subscriber revenue	292,066	334,346	366,949	389,457	401,711
Sales of air time					
Local	17,021	19,060	19,699	20,215	17,820
National and network	751,562	863,308	928,669	1,006,253	982,181
Sales of air time, total	768,583	882,368	948,369	1,026,468	1,000,001
Total production and other	28,240	27,515	31,839	34,952	49,587
Operating revenue, total	1,812,312	2,016,708	2,181,736	2,332,976	2,409,333
Expenses					
Program cost	885,693	1,061,449	1,105,889	1,254,584	1,247,052
Technical services	93,526	96,323	101,331	105,856	107,042
Sales and promotion	150,104	169,432	181,738	168,958	164,335
Administration and general	204,182	207,005	226,670	228,211	206,381
Depreciation	31,018	34,425	34,971	28,201	41,393
Operating expenses, total	1,364,524	1,568,635	1,650,600	1,785,810	1,766,204
Profit before interest and taxes	447,788	448,074	531,136	547,166	643,130
Interest expense	83,303	69,027	45,006	98,656	109,918
Expenses, total	1,447,826	1,637,662	1,695,606	1,884,466	1,876,122
Net operating income	364,486	379,046	486,130	448,510	533,211
Other adjustments-income (expense)	44,092	44,799	60,896	31,914	33,067
Net profit (loss) before income taxes	408,577	423,845	547,026	480,424	566,279
Salaries and other staff benefits	314,049	353,926	381,415	374,024	365,508
	number				
Number of employees (weekly average)	4,624	4,972	5,120	5,082	4,871
	percentage of revenue				
Revenue					
Cable television subscriber revenue	39.9	38.3	38.3	37.8	39.8
Satellite television subscriber revenue	16.1	16.6	16.8	16.7	16.7
Sales of air time					
Local	0.9	0.9	0.9	0.9	0.7
National and network	41.5	42.8	42.6	43.1	40.8
Sales of air time, total	42.4	43.8	43.5	44.0	41.5
Total production and other	1.6	1.4	1.5	1.5	2.1
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	48.9	52.6	50.7	53.8	51.8
Technical services	5.2	4.8	4.6	4.5	4.4
Sales and promotion	8.3	8.4	8.3	7.2	6.8
Administration and general	11.3	10.3	10.4	9.8	8.6
Depreciation	1.7	1.7	1.6	1.2	1.7
Operating expenses, total	75.3	77.8	75.7	76.5	73.3
Profit before interest and taxes	24.7	22.2	24.3	23.5	26.7
Interest expense	4.6	3.4	2.1	4.2	4.6
Expenses, total	79.9	81.2	77.7	80.8	77.9
Net operating income	20.1	18.8	22.3	19.2	22.1
Other adjustments-income (expense)	2.4	2.2	2.8	1.4	1.4
Net profit (loss) before income taxes	22.5	21.0	25.1	20.6	23.5
Salaries and other staff benefits	17.3	17.5	17.5	16.0	15.2

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

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

	2005	2006	2007	2008	2009
	thousands of dollars				
Revenue					
Cable television subscriber revenue	240,373	289,451	336,771	382,297	469,318
Satellite television subscriber revenue	168,956	192,164	209,980	213,001	222,363
Sales of air time					
Local
National and network
Sales of air time, total
Total production and other	466	709	802	1,129	3,881
Operating revenue, total	409,795	482,325	547,553	596,427	695,562
Expenses					
Program cost	227,419	269,063	322,841	376,503	465,077
Technical services	11,898	12,985	16,643	17,793	31,773
Sales and promotion	25,063	28,160	35,701	38,477	38,514
Administration and general	24,781	27,629	35,212	39,980	40,187
Depreciation	12,651	19,680	20,690	22,619	34,478
Operating expenses, total	301,812	357,518	431,088	495,372	610,029
Profit before interest and taxes	107,983	124,807	116,465	101,055	85,533
Interest expense	4,405	5,207	13,271	11,879	11,297
Expenses, total	306,216	362,725	444,359	507,251	621,326
Net operating income	103,578	119,600	103,194	89,177	74,236
Other adjustments-income (expense)	10,791	17,610	21,434	41,068	14,844
Net profit (loss) before income taxes	114,370	137,211	124,628	130,245	89,080
Salaries and other staff benefits	20,206	21,466	27,010	30,990	37,195
	number				
Number of employees (weekly average)	294	327	382	432	435
	percentage of revenue				
Revenue					
Cable television subscriber revenue	58.7	60.0	61.5	64.1	67.5
Satellite television subscriber revenue	41.2	39.8	38.3	35.7	32.0
Sales of air time					
Local
National and network
Sales of air time, total
Total production and other	0.1	0.1	0.1	0.2	0.6
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	55.5	55.8	59.0	63.1	66.9
Technical services	2.9	2.7	3.0	3.0	4.6
Sales and promotion	6.1	5.8	6.5	6.5	5.5
Administration and general	6.0	5.7	6.4	6.7	5.8
Depreciation	3.1	4.1	3.8	3.8	5.0
Operating expenses, total	73.6	74.1	78.7	83.1	87.7
Profit before interest and taxes	26.4	25.9	21.3	16.9	12.3
Interest expense	1.1	1.1	2.4	2.0	1.6
Expenses, total	74.7	75.2	81.2	85.0	89.3
Net operating income	25.3	24.8	18.8	15.0	10.7
Other adjustments-income (expense)	2.6	3.7	3.9	6.9	2.1
Net profit (loss) before income taxes	27.9	28.4	22.8	21.8	12.8
Salaries and other staff benefits	4.9	4.5	4.9	5.2	5.3

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

Data quality

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

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

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