

Service bulletin

Culture Goods Trade: Data Tables

2009



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 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
Writing and published works								
Books	1,549,864	1,473,194	1,452,550	1,436,441	1,432,275	1,439,525	1,475,927	1,464,475
Newspapers and periodicals	1,014,365	1,126,063	1,134,364	1,165,403	1,173,752	1,151,887	1,140,262	1,050,272
Other printed materials	264,999	274,455	268,243	249,849	287,225	287,172	307,912	273,989
Subtotal	2,829,228	2,873,711	2,855,157	2,851,693	2,893,252	2,878,584	2,924,101	2,788,735
Film and video								
Film	13,495	10,178	8,732	6,144	6,213	6,716	7,606	8,602
Video	374,522	382,119	354,914	356,633	282,221	405,686	439,147	389,371
Subtotal	388,017	392,298	363,647	362,777	288,433	412,401	446,753	397,973
Sound recording and music publishing								
Sound recordings	126,179	133,485	143,020	152,436	137,135	31,422	30,133	31,596
Printed music	17,334	15,890	15,518	15,164	13,974	11,888	12,527	11,996
Subtotal	143,513	149,375	158,538	167,600	151,109	43,310	42,660	43,592
Visual arts								
Original art	109,836	137,391	120,416	221,888	140,290	184,050	183,128	166,333
Other visual arts	160,804	149,091	136,088	124,880	117,274	125,695	113,273	88,495
Subtotal	270,640	286,482	256,505	346,768	257,564	309,745	296,400	254,828
Architecture	2,711	3,339	2,635	1,532	1,585	1,910	1,299	1,364
Advertising	198,803	186,280	176,724	175,659	196,983	174,815	218,936	207,367
Heritage	51,673	57,023	34,560	34,691	47,394	54,548	53,511	24,646
Photography	183,082	152,227	126,110	144,296	147,398	142,334	156,135	128,002
Total	4,067,666	4,100,735	3,973,875	4,085,015	3,983,718	4,017,646	4,139,794	3,846,507
Exports								
Writing and published works								
Books	486,745	459,982	430,802	398,851	398,805	385,246	394,957	328,301
Newspapers and periodicals	228,252	224,090	183,078	211,197	205,903	154,020	112,259	84,858
Other printed materials	254,567	256,596	248,647	243,139	183,020	155,002	120,854	82,345
Subtotal	969,565	940,668	862,527	853,187	787,728	694,269	628,070	495,505
Film and video								
Film	241,123	339,540	344,430	384,577	367,174	353,043	353,652	381,186
Video	247,620	278,794	300,736	290,432	188,352	297,408	243,082	208,776
Subtotal	488,743	618,334	645,166	675,010	555,526	650,451	596,734	589,962
Sound recording and music publishing								
Sound recordings	152,783	154,879	145,040	138,991	122,817	25,427	23,071	23,446
Printed music	387	189	112	200	210	381	1,249	762
Subtotal	153,169	155,069	145,152	139,191	123,027	25,808	24,320	24,208
Visual arts								
Original art	57,739	55,599	63,231	83,895	72,717	109,378	73,841	67,182
Other visual arts	17,629	18,362	16,529	13,864	17,818	12,012	10,736	8,837
Subtotal	75,368	73,960	79,761	97,759	90,535	121,390	84,576	76,019
Architecture	2,928	2,111	1,332	2,381	3,048	1,077	657	1,040
Advertising	527,973	440,585	417,952	387,022	321,282	274,585	229,846	168,494
Heritage	23,921	18,479	17,655	18,561	22,156	33,388	23,205	45,759
Photography	216,375	216,761	228,878	200,993	169,154	154,721	122,680	112,487
Total	2,458,042	2,465,968	2,398,422	2,374,104	2,072,455	1,955,688	1,710,087	1,513,474

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, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 2
Culture goods trade with the United States, 2002 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
Writing and published works								
Books	1,158,884	1,074,000	1,057,912	1,034,275	1,024,647	1,024,077	1,043,993	1,054,683
Newspapers and periodicals	923,685	1,034,139	1,041,973	1,073,082	1,085,745	1,055,810	1,039,741	962,833
Other printed materials	222,594	219,504	205,096	181,298	212,818	199,229	196,172	162,563
Subtotal	2,305,163	2,327,643	2,304,981	2,288,655	2,323,210	2,279,116	2,279,905	2,180,078
Film and video								
Film	10,274	6,557	5,944	4,888	4,894	5,622	5,591	6,173
Video	358,891	356,262	325,785	333,862	252,742	329,923	356,180	325,620
Subtotal	369,165	362,820	331,729	338,750	257,637	335,545	361,771	331,793
Sound recording and music publishing								
Sound recordings	84,242	89,239	89,040	98,196	96,224	16,098	19,210	22,172
Printed music	16,372	14,762	14,609	14,372	13,327	11,329	11,717	11,188
Subtotal	100,615	104,001	103,649	112,568	109,551	27,427	30,927	33,360
Visual arts								
Original art	56,682	33,798	32,424	46,625	45,680	55,046	56,880	66,105
Other visual arts	15,315	12,953	11,233	9,586	9,989	11,836	12,818	8,706
Subtotal	71,998	46,751	43,657	56,212	55,668	66,882	69,697	74,811
Architecture	2,078	1,723	1,657	1,135	1,265	1,472	931	871
Advertising	179,377	166,735	158,115	154,883	174,926	152,253	194,369	186,519
Heritage	10,621	11,556	9,239	9,906	11,988	17,771	19,796	10,821
Photography	162,509	130,088	105,351	106,800	114,117	102,822	108,450	91,708
Total	3,201,525	3,151,316	3,058,380	3,068,910	3,048,363	2,983,288	3,065,846	2,909,961
Exports								
Writing and published works								
Books	446,225	404,872	386,576	352,499	340,758	340,118	347,297	290,854
Newspapers and periodicals	226,968	221,572	182,084	205,767	203,795	149,142	110,548	83,270
Other printed materials	250,852	249,548	233,947	217,006	165,029	131,700	97,520	70,716
Subtotal	924,046	875,992	802,607	775,272	709,582	620,959	555,365	444,840
Film and video								
Film	240,433	338,359	342,838	383,284	365,709	350,417	347,564	380,108
Video	231,932	247,288	240,974	207,216	133,410	269,449	204,906	165,672
Subtotal	472,365	585,647	583,812	590,500	499,119	619,866	552,470	545,780
Sound recording and music publishing								
Sound recordings	142,766	131,158	124,463	126,828	106,432	9,410	6,010	5,306
Printed music	377	113	40	121	187	355	1,006	718
Subtotal	143,143	131,270	124,503	126,949	106,619	9,765	7,015	6,024
Visual arts								
Original art	50,669	45,465	51,996	56,636	49,576	85,600	53,407	43,790
Other visual arts	17,006	16,894	15,644	12,412	16,687	10,945	9,461	8,027
Subtotal	67,675	62,359	67,640	69,048	66,263	96,545	62,868	51,817
Architecture	2,886	1,971	1,236	1,114	400	320	297	88
Advertising	524,369	436,288	409,213	369,691	310,623	264,121	221,239	164,690
Heritage	11,592	10,518	10,557	11,410	13,068	8,500	9,521	22,713
Photography	212,014	206,280	210,718	182,597	157,750	144,725	115,591	108,275
Total	2,358,089	2,310,326	2,210,286	2,126,582	1,863,425	1,764,801	1,524,367	1,344,227

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, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 3
Culture goods trade with China, 2002 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
Writing and published works								
Books	61,837	79,864	86,710	88,496	101,661	111,388	123,015	125,797
Newspapers and periodicals	154	155	307	447	663	925	1,119	1,171
Other printed materials	13,891	26,172	37,556	40,441	45,778	55,005	67,863	82,793
Subtotal	75,883	106,191	124,574	129,384	148,103	167,319	191,998	209,761
Film and video								
Film	25	139	496	50	22	19	10	6
Video	1,478	1,662	2,818	2,321	3,889	4,501	9,064	7,261
Subtotal	1,504	1,801	3,313	2,372	3,911	4,520	9,074	7,268
Sound recording and music publishing								
Sound recordings	720	472	878	818	1,067	2,578	1,949	1,517
Printed music	3	179	38	67	96	36	294	327
Subtotal	723	651	916	884	1,163	2,613	2,243	1,844
Visual arts								
Original art	3,918	2,316	2,597	3,550	6,251	6,985	6,884	6,751
Other visual arts	106,958	99,766	93,030	84,067	75,337	84,387	74,001	62,367
Subtotal	110,876	102,082	95,627	87,617	81,588	91,372	80,885	69,118
Architecture	65	81	168	187	34	13	10	29
Advertising	1,207	2,410	2,328	3,899	7,196	7,403	9,041	7,802
Heritage	2,941	9,027	2,412	1,862	2,305	2,281	1,803	1,126
Photography	4,065	3,807	6,433	11,827	15,831	19,453	17,117	15,268
Total	197,262	226,050	235,771	238,031	260,132	294,975	312,170	312,217
Exports								
Writing and published works								
Books	412	1,249	988	784	2,519	1,171	604	603
Newspapers and periodicals	0 ^s	0 ^s	17	0 ^s	0	0	0 ^s	0
Other printed materials	26	62	1,351	1,002	1,136	756	780	518
Subtotal	438	1,311	2,356	1,786	3,656	1,927	1,384	1,121
Film and video								
Film	0	0	4	0	0	9	0	0
Video	933	1,586	1,049	832	1,843	1,301	2,043	2,485
Subtotal	933	1,586	1,053	832	1,843	1,309	2,043	2,485
Sound recording and music publishing								
Sound recordings	101	632	130	0 ^s	8	390	630	5,538
Printed music	0	0	0	0	0	0	23	0
Subtotal	101	632	130	0^s	8	390	653	5,538
Visual arts								
Original art	40	29	18	55	624	126	360	432
Other visual arts	0	0	39	447	90	12	129	47
Subtotal	40	29	57	502	714	138	489	479
Architecture	0	0	12	7	0^s	0^s	0^s	8
Advertising	21	17	36	2,336	70	971	1,014	413
Heritage	41	92	205	16	89	206	401	409
Photography	11	216	198	1,167	646	348	236	157
Total	1,585	3,884	4,048	6,647	7,027	5,290	6,220	10,610

Note(s): China - unlike previous publications, includes mainland China only. 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, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 4
Culture goods trade with France, 2002 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
Writing and published works								
Books	94,486	90,728	91,121	90,831	87,097	90,100	89,697	88,479
Newspapers and periodicals	31,863	30,322	30,442	28,471	27,778	28,005	29,351	29,985
Other printed materials	1,654	2,271	1,908	2,626	1,710	1,360	1,279	1,286
Subtotal	128,004	123,321	123,471	121,928	116,584	119,466	120,327	119,751
Film and video								
Film	1,057	1,145	775	364	495	320	287	257
Video	775	1,195	1,460	824	1,110	3,760	3,440	3,933
Subtotal	1,833	2,340	2,236	1,188	1,605	4,080	3,727	4,190
Sound recording and music publishing								
Sound recordings	3,943	3,411	3,150	3,127	2,958	500	389	283
Printed music	54	67	112	105	112	79	84	150
Subtotal	3,996	3,477	3,262	3,231	3,071	579	474	433
Visual arts								
Original art	18,168	29,312	48,202	84,648	30,672	58,744	34,549	50,413
Other visual arts	1,127	851	1,549	1,042	4,842	1,305	534	469
Subtotal	19,294	30,163	49,751	85,690	35,514	60,049	35,083	50,881
Architecture	65	59	44	32	25	33	39	5
Advertising	3,761	2,401	2,442	1,847	1,944	1,860	1,570	1,179
Heritage	11,240	14,902	6,990	8,359	7,612	10,519	4,535	3,307
Photography	2,360	2,147	1,457	9,162	1,329	2,826	1,950	1,438
Total	170,553	178,811	189,652	231,439	167,684	199,412	167,705	181,184
Exports								
Writing and published works								
Books	6,921	20,513	18,110	16,239	18,148	17,711	19,931	18,885
Newspapers and periodicals	216	154	90	6	34	70	35	312
Other printed materials	204	231	238	2,040	1,838	1,542	1,522	1,382
Subtotal	7,341	20,897	18,438	18,286	20,020	19,323	21,488	20,579
Film and video								
Film	36	50	322	162	202	139	48	67
Video	304	1,207	1,544	5,687	2,833	1,802	992	1,159
Subtotal	340	1,257	1,866	5,848	3,035	1,941	1,039	1,226
Sound recording and music publishing								
Sound recordings	708	718	1,250	1,120	1,043	1,182	1,431	1,085
Printed music	0	8	2	0	0	5	0	0
Subtotal	708	726	1,252	1,120	1,043	1,188	1,431	1,085
Visual arts								
Original art	292	572	1,615	9,351	2,856	1,949	1,700	1,334
Other visual arts	66	50	52	18	342	26	151	317
Subtotal	359	622	1,667	9,369	3,198	1,975	1,852	1,651
Architecture	2	0	0	380	0^s	0^s	0^s	0^s
Advertising	304	205	851	1,540	1,342	417	538	391
Heritage	3	29	61	90	92	217	13	27
Photography	669	2,151	2,697	1,822	1,722	875	750	270
Total	9,726	25,888	26,833	38,455	30,451	25,936	27,111	25,229

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Table 5
Culture goods trade with the United Kingdom, 2002 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
Writing and published works								
Books	70,051	68,647	60,359	60,422	55,638	59,055	57,156	45,361
Newspapers and periodicals	37,905	41,046	40,742	42,057	37,168	44,494	46,622	39,919
Other printed materials	5,994	4,729	3,846	4,439	3,038	4,044	3,888	2,335
Subtotal	113,950	114,422	104,947	106,918	95,844	107,593	107,666	87,615
Film and video								
Film	516	504	252	169	100	167	125	90
Video	1,217	1,136	1,036	1,477	1,414	7,343	7,202	4,038
Subtotal	1,732	1,640	1,288	1,647	1,513	7,510	7,326	4,128
Sound recording and music publishing								
Sound recordings	11,710	9,816	9,500	8,484	7,088	907	757	519
Printed music	249	367	235	255	156	158	178	123
Subtotal	11,960	10,183	9,735	8,739	7,244	1,065	935	642
Visual arts								
Original art	13,679	41,976	8,248	18,794	19,440	19,215	25,165	12,609
Other visual arts	8,042	6,096	5,508	1,406	915	1,141	2,137	696
Subtotal	21,721	48,072	13,756	20,200	20,356	20,355	27,302	13,304
Architecture	88	148	162	28	33	107	69	44
Advertising	1,059	946	2,500	2,922	834	783	1,198	915
Heritage	15,915	10,406	6,143	6,634	6,597	9,956	10,279	2,284
Photography	2,929	3,312	2,871	3,716	5,176	3,994	6,839	6,500
Total	169,354	189,130	141,403	150,804	137,597	151,363	161,615	115,432
Exports								
Writing and published works								
Books	6,505	6,312	6,548	9,072	6,307	4,631	4,349	3,219
Newspapers and periodicals	340	2,014	316	4,973	1,030	3,928	920	447
Other printed materials	1,413	2,139	6,857	10,895	5,875	7,686	5,711	2,623
Subtotal	8,259	10,465	13,721	24,940	13,213	16,245	10,980	6,290
Film and video								
Film	8	109	204	442	158	1,656	4,597	495
Video	2,401	5,000	23,040	19,752	8,946	4,245	2,408	2,275
Subtotal	2,409	5,108	23,244	20,193	9,104	5,900	7,005	2,769
Sound recording and music publishing								
Sound recordings	658	1,890	1,694	2,298	4,079	2,236	2,383	1,180
Printed music	0	13	11	9	0	0	2	4
Subtotal	658	1,903	1,704	2,307	4,079	2,236	2,385	1,184
Visual arts								
Original art	1,951	3,180	5,547	10,297	6,012	12,575	8,672	3,755
Other visual arts	253	541	191	221	133	64	48	68
Subtotal	2,205	3,721	5,738	10,519	6,145	12,638	8,719	3,822
Architecture	7	5	1	3	5	1	2	2
Advertising	284	647	3,978	1,630	1,362	869	689	457
Heritage	1,490	270	479	1,705	265	317	107	249
Photography	1,214	3,711	5,507	5,688	1,984	1,914	1,698	285
Total	16,526	25,831	54,374	66,986	36,157	40,120	31,586	15,058

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Table 6
Culture goods trade with Germany, 2002 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
Writing and published works								
Books	13,046	13,877	13,270	14,894	12,183	12,939	12,760	11,069
Newspapers and periodicals	1,849	2,529	2,453	1,973	1,402	1,273	1,313	977
Other printed materials	1,997	2,150	1,576	1,612	2,594	3,800	4,506	4,152
Subtotal	16,892	18,557	17,299	18,479	16,178	18,012	18,579	16,198
Film and video								
Film	28	5	95	17	46	14	14	11
Video	1,136	1,457	1,263	1,528	1,981	7,799	6,001	5,789
Subtotal	1,164	1,462	1,358	1,545	2,027	7,813	6,014	5,799
Sound recording and music publishing								
Sound recordings	5,773	5,962	4,888	5,292	4,734	992	735	923
Printed music	171	166	183	164	116	112	56	79
Subtotal	5,945	6,129	5,071	5,456	4,850	1,104	791	1,002
Visual arts								
Original art	1,410	4,501	3,928	5,972	6,936	7,587	19,171	6,292
Other visual arts	1,055	835	625	593	706	794	1,164	679
Subtotal	2,465	5,336	4,552	6,565	7,642	8,381	20,335	6,971
Architecture	81	103	147	48	16	69	63	102
Advertising	4,003	2,489	2,323	1,696	2,983	2,681	2,872	2,745
Heritage	2,316	1,251	775	801	1,021	1,360	7,185	884
Photography	1,115	1,314	1,198	1,093	1,083	1,361	1,979	805
Total	33,980	36,641	32,723	35,682	35,801	40,780	57,818	34,505
Exports								
Writing and published works								
Books	595	674	765	1,365	2,988	1,276	1,450	475
Newspapers and periodicals	66	13	9	37	3	9	13	3
Other printed materials	245	259	199	3,319	1,954	5,051	6,510	2,200
Subtotal	906	946	973	4,720	4,945	6,335	7,974	2,678
Film and video								
Film	0	17	28	18	17	31	254	39
Video	405	1,803	1,443	9,219	5,481	1,208	2,724	1,143
Subtotal	405	1,819	1,471	9,237	5,499	1,239	2,979	1,182
Sound recording and music publishing								
Sound recordings	278	316	1,032	770	2,638	771	453	647
Printed music	0	0 ^s	0 ^s	0	0	0	198	0
Subtotal	278	316	1,033	770	2,638	771	651	647
Visual arts								
Original art	1,115	479	506	608	994	653	661	1,222
Other visual arts	50	2	8	89	4	216	2	15
Subtotal	1,165	481	514	697	998	869	663	1,237
Architecture	0^s	4	0^s	45	3	63	1	9
Advertising	88	284	376	1,657	2,514	2,988	654	391
Heritage	5,198	3,555	2,549	1,432	1,161	5,115	2,670	9,482
Photography	127	286	1,026	1,093	838	1,280	408	164
Total	8,167	7,690	7,943	19,652	18,596	18,660	15,999	15,789

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, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 7
Culture goods trade for top twenty trading partners, 2002 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
United States	3,201,525	3,151,316	3,058,380	3,068,910	3,048,363	2,983,288	3,065,846	2,909,961
China ¹	197,262	226,050	235,771	238,031	260,132	294,975	312,170	312,217
France	170,553	178,811	189,652	231,439	167,684	199,412	167,705	181,184
United Kingdom	169,354	189,130	141,403	150,804	137,597	151,363	161,615	115,432
Germany	33,980	36,641	32,723	35,682	35,801	40,780	57,818	34,505
Italy	34,646	45,441	31,397	33,378	36,625	36,583	31,411	31,946
Hong Kong	46,143	42,867	39,837	40,513	34,810	32,909	28,586	26,553
Mexico	13,414	16,079	18,652	15,231	12,897	20,156	35,322	26,136
Singapore	17,341	18,211	19,279	18,919	18,221	19,872	21,330	21,325
Spain	12,782	17,085	21,298	43,044	21,325	15,935	16,728	15,004
Korea, South	10,542	10,785	7,931	8,730	17,428	10,738	10,667	14,717
Japan	17,020	22,137	32,999	35,485	23,650	22,992	17,604	11,304
Taiwan	8,183	7,494	7,036	6,891	7,059	15,634	13,311	10,384
Belgium	13,591	13,992	12,976	14,818	14,126	19,408	11,668	7,978
India	4,155	5,258	6,348	6,239	6,367	6,613	5,993	7,114
Switzerland	5,912	7,527	9,337	19,969	6,803	6,759	17,000	7,082
Malaysia	6,331	5,137	3,621	3,627	3,718	5,451	5,784	6,577
Australia	4,117	6,424	4,317	4,937	5,024	6,051	5,927	4,412
Israel	2,334	1,875	3,206	2,487	2,912	6,003	4,223	4,013
Thailand	6,716	6,466	6,048	7,387	7,445	7,028	7,257	3,739
Canada ²	42,301	38,831	43,356	43,507	63,483	61,558	77,451	53,194
Rest of the World	49,467	53,177	48,308	54,987	52,250	54,139	64,378	41,730
Total	4,067,666	4,100,735	3,973,875	4,085,015	3,983,718	4,017,646	4,139,794	3,846,507
Exports								
United States	2,358,089	2,310,326	2,210,286	2,126,582	1,863,425	1,764,801	1,524,367	1,344,227
France	9,726	25,888	26,833	38,455	30,451	25,936	27,111	25,229
Switzerland	4,885	10,784	9,048	7,980	8,952	5,912	6,932	16,686
Germany	8,167	7,690	7,943	19,652	18,596	18,660	15,999	15,789
United Kingdom	16,526	25,831	54,374	66,986	36,157	40,120	31,586	15,058
Netherlands	2,418	4,823	5,768	7,919	8,828	8,311	11,054	11,708
Japan	9,473	19,291	12,618	11,276	8,703	6,927	7,545	11,080
China ¹	1,585	3,884	4,048	6,647	7,027	5,290	6,220	10,610
Mexico	1,613	1,547	1,674	2,593	3,696	2,783	5,397	9,783
Singapore	4,020	2,072	3,227	3,863	1,924	1,853	4,791	5,184
Italy	1,260	1,306	2,196	3,747	4,553	3,051	3,441	3,632
Hong Kong	6,746	7,049	11,402	6,611	6,637	6,345	4,583	3,218
Korea, South	3,631	2,601	3,237	2,280	3,658	3,397	5,398	3,117
India	425	1,199	1,762	2,986	3,228	2,904	5,782	3,092
Australia	2,010	6,129	6,816	7,210	5,709	5,327	4,725	3,024
Poland	194	558	454	557	282	308	973	2,689
Belgium	1,887	3,675	2,782	3,590	7,870	2,993	3,596	2,070
Brazil	488	629	1,003	743	733	1,218	4,154	1,681
Austria	2,399	182	559	3,903	1,443	770	1,100	1,668
United Arab Emirates	1,372	822	1,899	2,421	2,448	1,391	1,799	1,516
Rest of the World	21,127	29,681	30,495	48,102	48,136	47,391	33,534	22,414
Total	2,458,042	2,465,968	2,398,422	2,374,104	2,072,455	1,955,688	1,710,087	1,513,474

1. China - unlike previous publications, includes mainland China only.

2. Imports coming from Canada (mainly returns) are included in the total value.

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, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 8
Culture goods trade by province and territory, Canada, 2002 to 2009 - current dollars

	2002	2003	2004	2005	2006	2007	2008	2009
	thousands of dollars							
Imports								
Newfoundland and Labrador	259	169	178	284	197	139	132	43
Prince Edward Island	49	64	40	37	19	9	17	79
Nova Scotia	4,017	2,929	2,824	2,793	4,339	3,833	3,698	4,854
New Brunswick	18,456	15,637	17,501	18,693	17,577	18,687	15,097	15,020
Quebec	444,678	403,713	413,780	505,586	400,918	440,278	459,089	441,368
Ontario	2,914,235	2,983,124	2,870,619	2,873,951	2,844,325	2,836,135	2,901,226	2,707,702
Manitoba	309,110	284,405	268,994	290,279	300,562	285,315	296,207	293,080
Saskatchewan	11,882	35,656	30,428	13,539	12,614	14,911	27,969	10,611
Alberta	60,370	56,479	46,626	46,143	57,819	60,023	76,238	54,620
British Columbia	304,595	318,519	322,836	333,687	345,323	358,301	360,054	319,104
Yukon	10	35	48	23	24	16	68	26
Northwest Territories	5	6	0	0 ^s	0 ^s	0 ^s	0	0
Nunavut	0	0	0	0	0	0	0 ^s	0 ^s
Total	4,067,666	4,100,735	3,973,875	4,085,015	3,983,718	4,017,646	4,139,794	3,846,507
Exports								
Newfoundland and Labrador	453	369	220	368	233	293	511	197
Prince Edward Island	267	65	127	139	217	94	144	162
Nova Scotia	8,740	10,965	8,700	6,548	5,308	3,175	2,190	2,586
New Brunswick	7,662	8,024	5,417	2,556	3,022	2,033	1,073	710
Quebec	694,082	737,703	724,140	778,467	672,482	578,913	527,962	450,090
Ontario	1,319,616	1,291,588	1,248,693	1,230,270	1,064,816	1,076,468	923,373	869,041
Manitoba	98,033	97,737	93,424	94,425	88,952	73,097	66,940	51,012
Saskatchewan	7,027	7,704	9,630	2,837	2,515	3,612	1,549	2,929
Alberta	40,216	47,259	41,564	43,586	40,291	39,769	37,933	22,814
British Columbia	281,177	263,765	265,658	214,244	193,687	177,405	147,779	113,261
Yukon	175	263	172	219	174	85	92	103
Northwest Territories	475	462	515	234	393	275	225	126
Nunavut	118	65	162	209	364	467	313	442
Total	2,458,042	2,465,968	2,398,422	2,374,104	2,072,455	1,955,688	1,710,087	1,513,474

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, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

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 (PCH). 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, the Cultural Industries Development Fund of the Business Development Bank of Canada, 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 domestic 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 89% 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

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 10, 2010 for the annual revision for 2008 and prior, and August 11, 2010 revision for 2009 data. 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 recorded 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 in the value of Canadian exports and imports may be driven by the price and/or volume of the goods.

Imports coming from Canada (mainly returns) are now included in the total value.

Tabulations are based on Domestic Exports and exclude Re-imports. Re-imports are goods that leave the country in the same condition they entered or have been minimally processed (not substantially enhanced in value).

Statistics published by province and territory in Canada for imports are based on the province of clearance which is the province where the goods were cleared at Customs. Data for exports are based on the province of origin which is where the goods are grown, extracted or manufactured.

Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

For consistency with International Trade Data released by Statistics Canada the following countries or regions are included as major trading partners. Some of these inclusions or exclusions are listed below

- United States of America - includes the trading boundaries of Puerto Rico and the U.S. Virgin Islands.
- China (mainland China only)

- France – Includes Monaco, France-Mainland (includes Corsica), the former separate trade boundaries of Reunion, French Guiana, Guadeloupe and Martinique.
- United Kingdom - includes Isle of Man, the Channel Islands, Scotland, Wales, England, Northern Ireland, Guernsey and Jersey.
- Italy - includes San Marino and Vatican City State.
- Germany - includes the Austrian enclaves of Jungholz and Mittelberg.
- Spain - includes the Canary Islands, Ceuta, Méllilla, Penon de Velez de la Gomera, the Chafarinas Islands, the Alhucemas Islands and Alboran and Perejil Islands.

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

Release date: October 2010

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 <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

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