

## Service bulletin

## Culture Services Trade: Data Tables

1998 to 2007



## Statistical tables

Table 1

Canada's international trade in culture services, by type of service

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
thousands of dollars / \$ current										
<b>Imports</b>										
Information services (culture component)	9,123	9,517	9,835	8,773	7,646	3,366	7,547	6,543	12,559	15,261
Trademarks (royalties)	x	4,747	4,207	6,107	5,678	5,539	1,805	2,323	x	20,291
Copyrights and related services (royalties)	380,075	339,910	494,226	431,194	532,277	677,073	883,004	571,916	570,631	657,975
Advertising and related services (culture component)	65,110	42,366	111,119	176,500	164,350	136,713	128,585	193,416	162,367	159,731
Architectural and engineering services (culture component)	16,399	13,965	19,273	27,604	23,998	46,631	59,953	39,510	28,470	25,858
Other miscellaneous services to business (culture component)	x	3,800	8,146	12,777	20,151	20,378	26,064	34,692	130,481	112,167
Broadcasting	164,096	224,398	303,994	332,936	451,779	392,586	653,690	473,324	565,768	594,360
Film (production and distribution services)	817,727	858,036	1,176,597	919,038	959,328	938,858	947,149	729,997	689,361	561,537
Performing arts	221,826	226,334	228,912	230,711	231,288	253,036	276,959	270,604	234,292	292,493
Other audio-visual services	50,488	39,394	40,794	45,531	32,915	22,193	20,542	5,062	x	9,229
Personal, cultural and recreational services (culture component)	145,179	152,438	160,060	168,063	176,466	185,289	194,553	204,280	204,280	204,280
<b>Total Imports</b>	<b>1,880,378</b>	<b>1,914,906</b>	<b>2,557,163</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,661</b>	<b>3,199,851</b>	<b>2,531,667</b>	<b>2,628,152</b>	<b>2,653,182</b>
<b>Exports</b>										
Information services (culture component)	2,619	x	x	x	x	x	6,128	19,525	6,732	8,116
Trademarks (royalties)	x	x	x	x	2,117	5,804	7,030	5,090	4,900	x
Copyrights and related services (royalties)	148,770	155,484	177,447	286,557	209,766	225,677	289,267	163,172	129,456	142,941
Advertising and related services (culture component)	47,971	26,942	108,289	183,165	180,659	123,810	139,444	284,947	274,965	346,621
Architectural and engineering services (culture component)	51,679	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693
Other miscellaneous services to business (culture component)	141,414	205,792	159,763	187,068	202,409	193,187	266,086	334,319	209,602	221,221
Broadcasting	37,012	18,699	23,245	28,718	33,759	x	x	x	x	x
Film (production and distribution services)	989,648	1,268,063	1,362,961	1,244,073	1,150,802	1,110,762	1,560,745	1,820,290	1,832,202	1,601,092
Performing arts	146,294	150,926	159,381	161,618	167,940	176,482	226,894	200,815	261,371	291,046
Other audio-visual services	x	111,052	72,057	60,600	x	35,294	x	x	x	40,428
Personal, cultural and recreational services (culture component)	161,386	169,455	177,928	186,824	196,525	206,351	216,668	227,501	227,501	227,501
<b>Total Exports</b>	<b>1,785,426</b>	<b>2,147,660</b>	<b>2,290,712</b>	<b>2,409,447</b>	<b>2,274,139</b>	<b>2,218,733</b>	<b>2,871,199</b>	<b>3,185,347</b>	<b>3,023,594</b>	<b>2,945,317</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: November 2, 2009 annual revision for 2007 and prior.

**Table 2**  
**Canada's international trade in culture services with the United States, by type of service**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>Imports</b>										
Information services (culture component)	8,883	9,380	9,688	8,769	7,616	3,366	6,703	3,725	9,378	12,442
Trademarks (royalties)	x	x	3,560	4,922	5,586	5,411	1,243	x	x	19,583
Copyrights and related services (royalties)	331,797	321,457	412,071	399,447	481,907	610,595	781,733	496,233	484,924	561,551
Advertising and related services (culture component)	52,965	36,833	94,298	150,751	124,644	109,047	100,401	144,279	96,055	125,167
Architectural and engineering services (culture component)	x	8,352	10,125	13,738	15,462	25,005	32,307	20,882	14,666	19,479
Other miscellaneous services to business (culture component)	8,844	x	6,104	11,656	19,327	19,219	24,495	35,991	89,996	99,082
Broadcasting	119,473	198,388	244,558	261,131	382,756	355,434	518,991	406,626	562,923	573,655
Film (production and distribution services)	736,520	778,434	1,066,095	810,660	808,944	805,873	885,914	688,303	661,363	535,595
Performing arts	162,325	162,372	161,298	161,352	160,547	179,051	193,772	192,390	150,420	208,282
Other audio-visual services	35,808	34,758	34,940	39,983	27,938	18,454	16,530	x	x	7,773
Personal, cultural and recreational services (culture component)	145,179	152,438	160,060	168,063	176,466	185,289	194,553	204,280	204,280	204,280
<b>Total</b>	<b>1,612,475</b>	<b>1,709,899</b>	<b>2,202,797</b>	<b>2,030,473</b>	<b>2,211,194</b>	<b>2,316,744</b>	<b>2,756,642</b>	<b>2,199,057</b>	<b>2,299,652</b>	<b>2,366,888</b>
<b>Exports</b>										
Information services (culture component)	x	x	x	x	x	x	5,943	19,121	6,192	x
Trademarks (royalties)	x	x	x	x	x	x	1,320	3,158	x	x
Copyrights and related services (royalties)	105,178	125,900	135,053	111,559	119,240	149,056	180,813	80,579	94,557	82,211
Advertising and related services (culture component)	47,924	26,942	91,928	155,744	155,338	113,053	122,228	237,692	225,505	83,322
Architectural and engineering services (culture component)	18,163	19,252	25,431	33,891	35,930	55,684	63,379	43,463	40,374	35,810
Other miscellaneous services to business (culture component)	133,667	187,691	150,827	182,070	187,600	172,155	232,287	311,342	177,449	189,009
Broadcasting	26,776	12,336	16,447	22,315	25,357	x	x	x	x	4,994
Film (production and distribution services)	745,060	915,900	904,497	926,135	880,455	874,734	1,193,365	1,378,239	1,439,301	1,358,176
Performing arts	91,721	93,775	99,029	99,103	102,428	107,621	149,871	121,385	129,529	142,490
Other audio-visual services	49,609	86,206	53,039	39,690	43,047	27,154	x	x	x	39,205
Personal, cultural and recreational services (culture component)	161,386	169,455	177,928	186,824	196,525	206,351	216,668	227,501	227,501	227,501
<b>Total</b>	<b>1,381,936</b>	<b>1,640,538</b>	<b>1,657,249</b>	<b>1,760,689</b>	<b>1,750,917</b>	<b>1,734,151</b>	<b>2,194,345</b>	<b>2,453,451</b>	<b>2,359,461</b>	<b>2,166,847</b>

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**Table 3**  
**Canada's international trade in culture services with the European Union, by type of service**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>Imports</b>										
Information services (culture component)	x	x	x	x	..	..	x	x	2,229	1,860
Trademarks (royalties)	x	x	x	x	x	x	x	x	x	x
Copyrights and related services (royalties)	x	x	75,953	27,654 <sup>E</sup>	45,406	54,722	58,511	61,993	71,606	82,244
Advertising and related services (culture component)	8,659	3,794	10,935	15,221	23,750	16,481	15,165	26,703	42,547	26,562
Architectural and engineering services (culture component)	1,120	2,651	3,031	4,749	5,513	x	16,130	10,956	8,295	4,502
Other miscellaneous services to business (culture component)	383	293	1,265	535	444	870	1,115	x	x	2,408
Broadcasting	9,436	14,366	32,417	41,334	47,577	28,313	84,133	25,546	x	20,112
Film (production and distribution services)	60,069	62,088	86,540	84,731	110,133	107,028	48,013	30,404	17,932	20,289
Performing arts	36,558	39,471	41,858	42,429	43,307	45,136	52,689	47,588	50,378	50,675
Other audio-visual services	1,945	3,327	5,494	4,318	x	x	2,940	x	x	x
<b>Total</b>	<b>165,275</b>	<b>142,233</b>	<b>258,169</b>	<b>222,146</b>	<b>279,940</b>	<b>267,434</b>	<b>273,384</b>	<b>203,675</b>	<b>219,825</b>	<b>210,272</b>
<b>Exports</b>										
Information services (culture component)	x	x	x	x	x	x	..	x	x	x
Trademarks (royalties)	x	x	x	x	x	x	1,904	1,483	3,283	x
Copyrights and related services (royalties)	36,302	22,370	38,761	x	72,156	63,222	65,421	69,677	29,294	47,603
Advertising and related services (culture component)	x	..	2,562	3,885	4,026	564	3,929	1,805	4,219	62,699
Architectural and engineering services (culture component)	4,005	5,828	10,502	21,022	7,840	10,680	11,641	8,955	4,025	3,398
Other miscellaneous services to business (culture component)	7,176	15,688	6,416	3,365	6,641	12,172	14,199	4,990	4,603	4,603
Broadcasting	x	x	x	x	x	x	x	x	..	x
Film (production and distribution services)	141,896	326,464	376,637	293,789	213,925	177,470	107,218	337,323	227,031	152,547
Performing arts	40,117	42,085	43,968	46,197	47,915	50,295	54,845	58,960	61,741	75,079
Other audio-visual services	3,326	7,902	7,898	10,383	9,535	5,026	x	x	x	x
<b>Total</b>	<b>238,456</b>	<b>423,376</b>	<b>490,526</b>	<b>543,987</b>	<b>366,518</b>	<b>323,935</b>	<b>264,052</b>	<b>482,263</b>	<b>334,604</b>	<b>351,132</b>

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**Table 4**  
**Canada's international trade in culture services with the rest of the world, by type of service**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>Imports</b>										
Information services (culture component)	x	..	x	..	x	..	x	x	x	x
Trademarks (royalties)	x	x	x	x	x	x	6,108	x	x	x
Copyrights and related services (royalties)	1,911	2,875	6,202	4,093	4,964	11,756	42,760	13,690	14,101	14,180
Advertising and related services (culture component)	3,486	1,740	5,887	10,528	15,956	11,185	13,019	22,434	23,764	8,002
Architectural and engineering services (culture component)	4,773	2,963	6,117	9,117	3,023	9,243	11,515	7,672	5,510	1,878
Other miscellaneous services to business (culture component)	x	x	777	586	380	289	454	x	x	10,677
Broadcasting	35,187	x	x	x	x	8,839	x	x	x	593
Film (production and distribution services)	21,138	17,514	23,962	23,647	40,251	25,957	13,222	11,290	10,066	5,653
Performing arts	22,943	24,491	25,756	26,930	27,434	28,849	30,498	30,626	33,494	33,536
Other audio-visual services	x	x	x	x	x	x	x	x	572	485
<b>Total</b>	<b>102,628</b>	<b>62,773</b>	<b>96,198</b>	<b>106,615</b>	<b>114,742</b>	<b>97,483</b>	<b>169,825</b>	<b>128,934</b>	<b>108,675</b>	<b>76,022</b>
<b>Exports</b>										
Information services (culture component)	x	x	x	x	x	x	x	x	x	x
Trademarks (royalties)	x	x	x	x	x	x	x	x	x	x
Copyrights and related services (royalties)	7,290	7,214	3,633	13,405	18,370	13,399	43,033	12,916	5,605	13,127
Advertising and related services (culture component)	..	..	13,799	23,536	21,295	10,193	13,287	45,450	45,241	x
Architectural and engineering services (culture component)	29,511	11,874	9,429	11,455	21,589	33,573	47,684	45,236	14,485	15,485
Other miscellaneous services to business (culture component)	571	2,413	2,520	1,633	8,168	8,860	19,600	17,987	27,550	27,609
Broadcasting	x	x	x	x	x	x	x	x	..	x
Film (production and distribution services)	102,692	25,699	81,827	24,149	56,422	58,558	260,162	104,728	165,870	90,369
Performing arts	14,456	15,066	16,384	16,318	17,597	18,566	22,178	20,470	70,101	73,477
Other audio-visual services	4,470	16,944	11,120	10,527	5,890	3,114	x	437	94	349
<b>Total</b>	<b>165,034</b>	<b>83,746</b>	<b>142,937</b>	<b>104,771</b>	<b>156,704</b>	<b>160,647</b>	<b>412,802</b>	<b>249,633</b>	<b>329,529</b>	<b>427,338</b>

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**Table 5**  
**Canada's international trade in culture services, by culture framework category**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>Imports</b>										
A Writing and published works	17,462	17,755	21,968	27,474	40,008	45,706	59,805	70,454	121,088	116,698
B Film and video	915,332	931,814	1,318,915	1,055,435	1,140,421	1,205,129	1,399,104	778,578	889,614	772,756
C Broadcasting	327,475	396,168	490,550	542,083	653,913	687,156	874,297	668,606	645,010	748,867
D Sound recording and music publishing	183,407	135,691	171,917	96,118	149,405	124,567	151,642	293,668	188,750	237,182
E Performing arts	155,203	163,399	172,153	181,588	191,167	199,748	216,847	210,767	231,477	287,468
H Architecture	16,399	13,965	19,273	27,604	22,633	45,982	59,732	39,289	28,470	25,828
I Photography	..	x	x	x	x	x	x	x	x	x
J Design	..	x	x	x	x	x	x	x	x	3,055
K Advertising	65,110	42,366	111,119	178,287	166,137	142,424	133,206	194,993	162,736	163,917
L Festivals	3,512	6,828	8,074	9,456	16,311	11,887	2,796	4,908	4,235	2,562
M Heritage	..	..	..	..	..	..	..	..	..	x
U Unallocated	196,479	203,370	235,589	235,629	216,359	209,807	297,121	265,295	347,672	284,640
<b>Total</b>	<b>1,880,378</b>	<b>1,914,906</b>	<b>2,557,163</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,661</b>	<b>3,199,851</b>	<b>2,531,667</b>	<b>2,628,152</b>	<b>2,653,182</b>
<b>Exports</b>										
A Writing and published works	15,572	32,850	23,509	20,173	31,754	22,998	29,115	52,333	25,124	49,293
B Film and video	1,109,055	1,457,607	1,471,620	1,508,218	1,318,843	1,215,294	1,720,706	1,939,834	1,728,708	1,557,017
C Broadcasting	55,233	32,300	36,505	39,498	49,034	44,591	99,961	166,954	139,284	125,701
D Sound recording and music publishing	64,882	56,664	27,217	22,328	19,487	64,478	34,915	15,355	45,710	50,220
E Performing arts	136,956	143,628	151,727	158,741	166,341	175,196	184,615	200,376	182,876	249,809
H Architecture	51,679	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693
I Photography	47,340	51,879	52,850	63,750	57,364	53,996	55,876	55,876	x	55,929
J Design	48,180	30,000	70,610	x	79,006	110,877	135,713	71,766	139,603	143,255
K Advertising	47,971	26,942	108,334	183,175	180,669	123,820	139,454	284,957	274,965	350,863
L Festivals	x	x	x	x	x	x	x	x	x	x
M Heritage	x	x	x	..	x	x	x	x	..	x
U Unallocated	188,457	232,202	253,583	229,521	256,520	260,151	343,670	299,635	372,537	308,250
<b>Total</b>	<b>1,785,426</b>	<b>2,147,660</b>	<b>2,290,712</b>	<b>2,409,447</b>	<b>2,274,139</b>	<b>2,218,733</b>	<b>2,871,199</b>	<b>3,185,347</b>	<b>3,023,594</b>	<b>2,945,317</b>

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**Table 6**  
**Canada's international trade in culture services, by culture framework category and selected types of service**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>Imports</b>										
<b>A Writing and published works</b>										
Information services (culture component)	8,351	8,327	8,365	x	6,645	2,102	6,660	5,665	7,743	14,839
Trademarks (royalties)	..	x	x	x	x	x	x	x	x	x
Copyrights and related services (royalties)	4,865	6,567	10,535	12,427	26,026	30,725	37,328	51,715	25,414	23,827
Other miscellaneous services to business (culture component)	4,246	2,564	2,550	6,331	5,591	11,733	14,692	11,751	81,944	72,217
<b>Total</b>	<b>17,462</b>	<b>17,755</b>	<b>21,968</b>	<b>27,474</b>	<b>40,008</b>	<b>45,706</b>	<b>59,805</b>	<b>70,454</b>	<b>121,088</b>	<b>116,698</b>
<b>B Film and video</b>										
Copyrights and related services (royalties)	x	x	x	125,042	164,929	269,437	468,516	69,424	144,818	191,155
Other miscellaneous services to business (culture component)	5,372	1,221	5,490	6,434	12,873	x	9,506	x	x	14,561
Film (production and distribution services)	817,249	858,036	1,149,741	906,116	945,425	914,513	908,862	686,034	688,913	561,157
Other audio-visual services	33,665	12,730	10,443	14,541	13,689	11,096	9,263	940	2,160	5,315
<b>Total</b>	<b>915,332</b>	<b>931,814</b>	<b>1,318,915</b>	<b>1,055,435</b>	<b>1,140,421</b>	<b>1,205,129</b>	<b>1,399,104</b>	<b>778,578</b>	<b>889,614</b>	<b>772,756</b>
<b>C Broadcasting</b>										
Copyrights and related services (royalties)	146,076	158,934	161,613	186,129	181,732	270,933	235,948	155,689	156,365	154,079
Broadcasting	164,096	224,398	303,994	332,936	448,700	390,029	598,717	468,359	479,521	594,287
<b>Total</b>	<b>327,475</b>	<b>396,168</b>	<b>490,550</b>	<b>542,083</b>	<b>653,913</b>	<b>687,156</b>	<b>874,297</b>	<b>668,606</b>	<b>645,010</b>	<b>748,867</b>
<b>D Sound recording and music publishing</b>										
Copyrights and related services (royalties)	122,157	75,030	118,558	49,835	110,237	73,564	92,037	233,829	185,672	223,571
Other audio-visual services	x	x	x	x	x	889	x	2,622	x	x
<b>Total</b>	<b>183,407</b>	<b>135,691</b>	<b>171,917</b>	<b>96,118</b>	<b>149,405</b>	<b>124,567</b>	<b>151,642</b>	<b>293,668</b>	<b>188,750</b>	<b>237,182</b>
<b>E Performing arts</b>										
Performing arts	154,637	162,338	171,033	180,669	190,509	199,270	216,369	210,747	231,474	287,463
<b>Total</b>	<b>155,203</b>	<b>163,399</b>	<b>172,153</b>	<b>181,588</b>	<b>191,167</b>	<b>199,748</b>	<b>216,847</b>	<b>210,767</b>	<b>231,477</b>	<b>287,468</b>
<b>H Architecture</b>										
Architectural and engineering services (culture component)	16,399	13,965	19,273	27,604	22,633	45,982	59,732	39,289	28,470	25,828
<b>K Advertising</b>										
Advertising and related services (culture component)	65,110	42,366	111,119	176,500	164,350	136,713	128,585	193,416	162,367	159,731
<b>Total</b>	<b>65,110</b>	<b>42,366</b>	<b>111,119</b>	<b>178,287</b>	<b>166,137</b>	<b>142,424</b>	<b>133,206</b>	<b>194,993</b>	<b>162,736</b>	<b>163,917</b>
<b>L Festivals</b>										
Performing arts	2,358	2,088	2,677	3,333	2,796	2,753	2,722	2,529	x	2,497
<b>Total</b>	<b>3,512</b>	<b>6,828</b>	<b>8,074</b>	<b>9,456</b>	<b>16,311</b>	<b>11,887</b>	<b>2,796</b>	<b>4,908</b>	<b>4,235</b>	<b>2,562</b>
<b>U Unallocated</b>										
Copyrights and related services (royalties)	x	37,450	47,540	51,661	35,868	x	x	58,880	56,409	65,262
Other audio-visual services	x	12,945	8,235	13,832	303	x	..	x	x	103
Personal, cultural and recreational services (culture component)	145,179	152,438	160,060	168,063	176,466	185,289	194,553	204,280	204,280	204,280
<b>Total</b>	<b>196,479</b>	<b>203,370</b>	<b>235,589</b>	<b>235,629</b>	<b>216,359</b>	<b>209,807</b>	<b>297,121</b>	<b>265,295</b>	<b>347,672</b>	<b>284,640</b>
<b>Exports</b>										
<b>A Writing and published works</b>										
Information services (culture component)	2,619	x	x	x	x	x	6,128	6,718	x	8,096
Trademarks (royalties)	x	x	x	x	x	x	3,141	x	3,840	x
Copyrights and related services (royalties)	3,632	9,295	12,609	9,519	10,372	13,189	14,646	x	2,585	x
Other miscellaneous services to business (culture component)	8,093	19,732	6,991	6,568	13,564	1,522	x	5,434	3,521	6,298
<b>Total</b>	<b>15,572</b>	<b>32,850</b>	<b>23,509</b>	<b>20,173</b>	<b>31,754</b>	<b>22,998</b>	<b>29,115</b>	<b>52,333</b>	<b>25,124</b>	<b>49,293</b>
<b>B Film and video</b>										
Copyrights and related services (royalties)	x	x	x	x	x	x	106,872	16,175	3,715	16,817
Other miscellaneous services to business (culture component)	37,755	104,181	29,336	46,159	52,494	26,375	67,954	x	8,943	15,238
Film (production and distribution services)	989,648	1,268,063	1,351,140	1,240,023	1,144,570	1,103,668	1,532,710	1,703,381	1,704,636	1,501,217
Other audio-visual services	38,782	69,373	63,909	46,769	36,817	27,388	12,037	x	x	6,253
<b>Total</b>	<b>1,109,055</b>	<b>1,457,607</b>	<b>1,471,620</b>	<b>1,508,218</b>	<b>1,318,843</b>	<b>1,215,294</b>	<b>1,720,706</b>	<b>1,939,834</b>	<b>1,728,708</b>	<b>1,557,017</b>
<b>C Broadcasting</b>										
Broadcasting	37,012	18,699	23,245	28,718	33,759	x	x	23,826	8,440	x
Film (production and distribution services)	..	..	x	x	6,221	x	x	x	x	99,826
<b>Total</b>	<b>55,233</b>	<b>32,300</b>	<b>36,505</b>	<b>39,498</b>	<b>49,034</b>	<b>44,591</b>	<b>99,961</b>	<b>166,954</b>	<b>139,284</b>	<b>125,701</b>
<b>D Sound recording and music publishing</b>										
Copyrights and related services (royalties)	63,802	56,597	26,969	22,091	16,778	59,296	34,373	13,541	32,955	25,283
<b>Total</b>	<b>64,882</b>	<b>56,664</b>	<b>27,217</b>	<b>22,328</b>	<b>19,487</b>	<b>64,478</b>	<b>34,915</b>	<b>15,355</b>	<b>45,710</b>	<b>50,220</b>
<b>E Performing arts</b>										
Performing arts	136,779	143,619	151,614	158,731	166,338	175,191	184,610	200,376	182,876	237,977
<b>Total</b>	<b>136,956</b>	<b>143,628</b>	<b>151,727</b>	<b>158,741</b>	<b>166,341</b>	<b>175,196</b>	<b>184,615</b>	<b>200,376</b>	<b>182,876</b>	<b>249,809</b>
<b>H Architecture</b>										
Architectural and engineering services (culture component)	51,679	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693
<b>I Photography</b>										
Other miscellaneous services to business (culture component)	47,340	51,879	52,800	63,700	57,314	53,946	55,826	55,826	x	55,879
<b>Total</b>	<b>47,340</b>	<b>51,879</b>	<b>52,850</b>	<b>63,750</b>	<b>57,364</b>	<b>53,996</b>	<b>55,876</b>	<b>55,876</b>	<b>x</b>	<b>55,929</b>
<b>J Design</b>										
Other miscellaneous services to business (culture component)	48,180	30,000	70,610	70,610	79,006	110,877	135,713	62,966	139,603	142,150
<b>Total</b>	<b>48,180</b>	<b>30,000</b>	<b>70,610</b>	<b>70,610</b>	<b>79,006</b>	<b>110,877</b>	<b>135,713</b>	<b>71,766</b>	<b>139,603</b>	<b>143,255</b>
<b>K Advertising</b>										

Table 6 – continued

## Canada's international trade in culture services, by culture framework category and selected types of service

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
Advertising and related services (culture component)	47,971	26,942	108,289	183,165	180,659	123,810	139,444	284,947	274,965	346,621
<b>Total</b>	<b>47,971</b>	<b>26,942</b>	<b>108,334</b>	<b>183,175</b>	<b>180,669</b>	<b>123,820</b>	<b>139,454</b>	<b>284,957</b>	<b>274,965</b>	<b>350,863</b>
<b>U Unallocated</b>										
Copyrights and related services (royalties)	x	x	x	x	x	x	x	x	78,395	71,367
Other miscellaneous services to business (culture component)	x	..	x	x	x	x	2,000	1,174	x	1,656
Other audio-visual services	..	31,041	1,162	6,543	10,094	x	x	x	x	x
Personal, cultural and recreational services (culture component)	161,386	169,455	177,928	186,824	196,525	206,351	216,668	227,501	227,501	227,501
<b>Total</b>	<b>188,457</b>	<b>232,202</b>	<b>253,583</b>	<b>229,521</b>	<b>256,520</b>	<b>260,151</b>	<b>343,670</b>	<b>299,635</b>	<b>372,537</b>	<b>308,250</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: November 2, 2009 annual revision for 2007 and prior.

Table 7

## Canada's international trade in culture services, Exports, by culture framework category and selected industries

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>A Writing and published works</b>										
5111 - Newspaper, Periodical, Book and Directory Publishers	11,442	21,459	17,179	14,873	25,682	21,694	24,357	47,516	25,094	47,856
<b>All industries</b>	<b>15,572</b>	<b>32,850</b>	<b>23,509</b>	<b>20,173</b>	<b>31,754</b>	<b>22,998</b>	<b>29,115</b>	<b>52,333</b>	<b>25,124</b>	<b>49,293</b>
<b>B Film and video</b>										
5121 - Motion Picture and Video Industries	1,101,191	1,213,687	1,467,301	x	x	1,210,921	1,644,729	1,357,816	1,392,434	1,213,496
<b>All industries</b>	<b>1,109,055</b>	<b>1,457,607</b>	<b>1,471,620</b>	<b>1,508,218</b>	<b>1,318,843</b>	<b>1,215,294</b>	<b>1,720,706</b>	<b>1,939,834</b>	<b>1,728,708</b>	<b>1,557,017</b>
<b>C Broadcasting</b>										
5151 - Radio and Television Broadcasting	52,609	30,059	34,280	36,825	45,622	38,799	97,411	100,537	50,353	50,793
<b>All industries</b>	<b>55,233</b>	<b>32,300</b>	<b>36,505</b>	<b>39,498</b>	<b>49,034</b>	<b>44,591</b>	<b>99,961</b>	<b>166,954</b>	<b>139,284</b>	<b>125,701</b>
<b>D Sound recording and music publishing</b>										
5122 - Sound Recording Industries	46,177	48,063	18,253	12,685	10,343	61,305	32,050	15,163	32,232	27,249
<b>All industries</b>	<b>64,882</b>	<b>56,664</b>	<b>27,217</b>	<b>22,328</b>	<b>19,487</b>	<b>64,478</b>	<b>34,915</b>	<b>15,355</b>	<b>45,710</b>	<b>50,220</b>
<b>E Performing arts</b>										
7111 - Performing Arts Companies	136,629	143,575	151,451	158,077	165,956	174,407	183,576	199,389	180,619	212,134
<b>All industries</b>	<b>136,956</b>	<b>143,628</b>	<b>151,727</b>	<b>158,741</b>	<b>166,341</b>	<b>175,196</b>	<b>184,615</b>	<b>200,376</b>	<b>182,876</b>	<b>249,809</b>
<b>H Architecture</b>										
5413 - Architectural, Engineering and Related Services	51,679	36,954	45,362	66,368	65,359	99,937	122,704	97,654	58,884	54,693
<b>I Photography</b>										
Other	47,340	51,879	52,850	63,750	57,364	53,996	55,876	55,876	55,879	55,929
<b>J Design</b>										
5414 - Specialized Design Services	48,180	30,000	70,610	70,610	79,006	110,877	135,713	71,766	139,603	142,150
<b>All industries</b>	<b>48,180</b>	<b>30,000</b>	<b>70,610</b>	<b>70,610</b>	<b>79,006</b>	<b>110,877</b>	<b>135,713</b>	<b>71,766</b>	<b>139,603</b>	<b>143,255</b>
<b>K Advertising</b>										
5418 - Advertising and Related Services	47,971	26,942	108,278	183,165	180,659	123,810	139,444	284,947	274,965	350,778
<b>All industries</b>	<b>47,971</b>	<b>26,942</b>	<b>108,334</b>	<b>183,175</b>	<b>180,669</b>	<b>123,820</b>	<b>139,454</b>	<b>284,957</b>	<b>274,965</b>	<b>350,863</b>
<b>U Unallocated</b>										
8139 - Business, Professional, Labour and Other Membership Organizations	187,961	200,711	244,324	222,936	245,885	258,879	274,499	298,076	301,400	295,537
Other	x	31,491	9,259	6,585	10,635	1,272	x	1,559	71,137	12,713
<b>All industries</b>	<b>188,457</b>	<b>232,202</b>	<b>253,583</b>	<b>229,521</b>	<b>256,520</b>	<b>260,151</b>	<b>343,670</b>	<b>299,635</b>	<b>372,537</b>	<b>308,250</b>
<b>Total</b>	<b>1,785,426</b>	<b>2,147,660</b>	<b>2,290,712</b>	<b>2,409,447</b>	<b>2,274,139</b>	<b>2,218,733</b>	<b>2,871,199</b>	<b>3,185,347</b>	<b>3,023,594</b>	<b>2,945,317</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions.

Version of the Balance of Payments data used for the Culture services trade: November 2, 2009 annual revision for 2007 and prior.

**Table 8**  
**Canada's international trade in culture services, Imports, by culture framework category and selected industries**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>A Writing and published works</b>										
5111 Newspaper, Periodical, Book and Directory Publishers	14,012	11,987	14,416	18,527	29,793	37,069	50,254	65,912	111,172	106,782
<b>All industries</b>	<b>17,462</b>	<b>17,755</b>	<b>21,968</b>	<b>27,474</b>	<b>40,008</b>	<b>45,706</b>	<b>59,805</b>	<b>70,454</b>	<b>121,088</b>	<b>116,698</b>
<b>B Film and video</b>										
5121 Motion Picture and Video Industries	914,228	921,816	1,306,552	1,039,880	1,119,229	1,184,292	1,376,949	754,909	864,996	747,603
<b>All industries</b>	<b>915,332</b>	<b>931,814</b>	<b>1,318,915</b>	<b>1,055,435</b>	<b>1,140,421</b>	<b>1,205,129</b>	<b>1,399,104</b>	<b>778,578</b>	<b>889,614</b>	<b>772,756</b>
<b>C Broadcasting</b>										
5151 Radio and Television Broadcasting	157,464	171,967	200,525	231,152	387,870	394,373	637,821	460,355	489,323	354,015
5175 Cable and Other Program Distribution	170,010	224,200	286,137	305,279	262,367	288,419	231,242	207,729	155,221	168,773
<b>All industries</b>	<b>327,475</b>	<b>396,168</b>	<b>490,550</b>	<b>542,083</b>	<b>653,913</b>	<b>687,156</b>	<b>874,297</b>	<b>668,606</b>	<b>645,010</b>	<b>748,867</b>
<b>D Sound recording and music publishing</b>										
5122 Sound Recording Industries	112,984	67,708	111,847	42,440	88,161	34,086	48,712	228,770	180,553	226,283
<b>All industries</b>	<b>183,407</b>	<b>135,691</b>	<b>171,917</b>	<b>96,118</b>	<b>149,405</b>	<b>124,567</b>	<b>151,642</b>	<b>293,668</b>	<b>188,750</b>	<b>237,182</b>
<b>E Performing arts</b>										
7111 Performing Arts Companies	153,315	161,494	170,203	178,315	187,141	195,947	213,016	206,530	227,302	226,390
<b>All industries</b>	<b>155,203</b>	<b>163,399</b>	<b>172,153</b>	<b>181,588</b>	<b>191,167</b>	<b>199,748</b>	<b>216,847</b>	<b>210,767</b>	<b>231,477</b>	<b>287,468</b>
<b>H Architecture</b>										
5413 Architectural, Engineering and Related Services	x	x	2,387	3,130	7,843	3,516	826	1,038	x	x
Other	14,407	12,927	16,886	24,474	14,790	42,466	58,906	38,251	28,069	25,118
<b>All industries</b>	<b>16,399</b>	<b>13,965</b>	<b>19,273</b>	<b>27,604</b>	<b>22,633</b>	<b>45,982</b>	<b>59,732</b>	<b>39,289</b>	<b>28,470</b>	<b>25,828</b>
<b>K Advertising</b>										
Other	65,110	42,366	111,119	178,287	166,137	142,424	133,206	194,993	162,736	163,917
<b>L Festivals</b>										
Other	2,375	2,100	2,615	3,270	2,740	2,667	2,636	2,455	x	2,503
<b>All industries</b>	<b>3,512</b>	<b>6,828</b>	<b>8,074</b>	<b>9,456</b>	<b>16,311</b>	<b>11,887</b>	<b>2,796</b>	<b>4,908</b>	<b>4,235</b>	<b>2,562</b>
<b>U Unallocated</b>										
8139 Business, Professional, Labour and Other Membership Organizations US	192,624	187,050	197,141	214,918	x	x	243,331	255,707	255,970	245,926
<b>All industries</b>	<b>196,479</b>	<b>203,370</b>	<b>235,589</b>	<b>235,629</b>	<b>216,359</b>	<b>209,807</b>	<b>297,121</b>	<b>265,295</b>	<b>347,672</b>	<b>284,640</b>
<b>Total</b>	<b>1,880,378</b>	<b>1,914,906</b>	<b>2,557,163</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,661</b>	<b>3,199,851</b>	<b>2,531,667</b>	<b>2,628,152</b>	<b>2,653,182</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: November 2, 2009 annual revision for 2007 and prior.

**Table 9**  
**Canada's international trade in culture services for top twenty trading partners**

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
	thousands of dollars / \$ current									
<b>Imports</b>										
United States	1,612,475	1,709,899	2,202,797	2,030,473	2,211,194	2,316,744	2,756,642	2,199,057	2,299,652	2,366,888
United Kingdom	62,431	64,326	82,865	108,336	154,313	152,951	113,791	99,606	105,482	94,520
France	44,991	48,239	59,384	39,793	64,336	44,237	36,895	36,592	35,830	60,885
Japan	39,931	16,627	17,152	17,341	19,255	23,410	45,097	23,195	25,281	24,867
Switzerland	5,920	5,898	17,364	17,772	13,064	9,261	31,266	8,569	13,144	11,492
Australia	10,565	13,159	15,877	17,737	17,510	18,922	13,941	10,549	10,346	10,295
Netherlands	x	1,738	x	1,693	3,337	4,343	7,041	3,912	4,257	7,424
Germany	9,913	3,024	4,572	5,563	6,714	10,218	9,268	6,854	15,574	5,057
India	1,904	3,122	2,666	2,574	2,764	3,132	3,024	2,360	2,348	3,580
Italy	2,264	1,275	2,754	1,431	6,127	2,186	4,718	2,782	3,480	3,425
China	2,714	4,283	4,385	5,097	4,312	8,242	4,715	2,932	4,362	2,973
Spain	2,021	2,094	3,042	2,378	2,595	2,680	2,845	4,020	3,672	2,631
Brazil	2,101	1,620	1,844	1,908	2,025	2,032	2,363	2,266	2,761	2,491
Sweden	1,854	3,477	13,036	15,271	10,565	4,392	x	2,250	2,654	2,461
Russian Federation	2,864	1,617	1,871	1,838	1,864	1,949	2,068	2,078	2,295	2,283
Jamaica	1,521	1,596	1,676	1,760	1,848	1,945	2,037	2,040	2,246	2,246
Austria	1,705	3,358	12,958	14,753	10,155	3,550	x	1,886	2,473	2,028
Belgium	2,068	1,081	1,936	3,893	3,449	8,688	11,583	3,613	1,939	1,129
Pakistan	..	..	..	..	..	x	x	x	..	x
Denmark	x	77	x	160	224	x	1,226	x	813	x
Rest of the world	45,934	28,395	58,356	69,463	70,225	61,511	100,945	116,545	89,543	45,264
<b>Total</b>	<b>1,880,378</b>	<b>1,914,906</b>	<b>2,557,163</b>	<b>2,359,234</b>	<b>2,605,876</b>	<b>2,681,661</b>	<b>3,199,851</b>	<b>2,531,667</b>	<b>2,628,152</b>	<b>2,653,182</b>
<b>Exports</b>										
United States	1,381,936	1,640,538	1,657,249	1,760,689	1,750,917	1,734,151	2,194,345	2,453,451	2,359,461	2,166,847
United Kingdom	68,043	85,493	77,485	96,990	154,318	69,808	119,072	211,732	85,588	110,097
France	109,366	106,371	94,296	47,786	64,745	60,216	64,297	42,227	45,575	42,950
Germany	21,945	64,551	38,128	28,771	49,808	49,441	35,148	30,561	20,649	22,483
Malta	..	x	x	x	x	x	x	..	..	x
China	6,518	4,678	8,590	4,435	6,584	9,927	10,337	8,115	10,929	10,421
Japan	13,233	18,592	35,820	23,003	38,528	29,858	18,710	9,542	9,835	10,385
Australia	11,608	7,969	25,049	16,225	31,863	28,930	13,453	16,268	15,936	8,440
Italy	10,887	7,971	7,538	10,937	9,970	20,664	10,631	8,337	6,129	8,437
Mexico	11,316	4,684	23,822	15,320	11,296	12,657	9,928	6,843	7,496	6,515
Netherlands	5,150	23,930	7,317	8,584	8,684	18,998	9,124	5,844	6,144	6,259
Switzerland	14,943	12,144	21,995	10,678	10,685	9,513	7,021	4,358	3,847	4,382
Korea, South	2,932	4,559	4,794	5,321	5,982	8,048	4,560	4,257	3,121	3,088
Sweden	2,935	5,062	6,561	10,700	2,995	11,369	4,657	2,609	1,913	2,536
Russian Federation	4,584	501	647	1,008	1,760	1,708	2,546	1,510	1,203	1,843
India	2,837	2,670	1,934	1,851	3,236	4,308	2,541	1,511	1,425	1,771
Jamaica	478	462	484	509	1,187	1,146	1,356	656	486	1,727
Austria	2,330	1,689	1,459	1,776	2,004	7,145	2,111	1,597	1,321	1,717
Barbados	297	x	x	x	x	1,022	1,915	557	x	x
Thailand	953	x	1,419	1,038	956	x	x	934	x	946
Rest of the world	113,135	155,578	276,104	363,740	117,745	138,927	358,525	374,438	441,582	519,692
<b>Total</b>	<b>1,785,426</b>	<b>2,147,660</b>	<b>2,290,712</b>	<b>2,409,447</b>	<b>2,274,139</b>	<b>2,218,733</b>	<b>2,871,199</b>	<b>3,185,347</b>	<b>3,023,594</b>	<b>2,945,317</b>

**Note(s):** Data used for culture services trade tabulations are revised by Balance of Payments Division on an annual basis. Further quality improvements are performed by the Culture Statistics Program of Demography Division. Therefore, data in this table may differ from data found in previous published versions. Version of the Balance of Payments data used for the Culture services trade: November 2, 2009 annual revision for 2007 and prior.



## Methodology

### Data sources and methodology

Type of Survey: The data are derived.

Conceptual Universe and Target Population: Culture Trade and Investment Universe.

Importers and exporters of culture products (goods, services and intellectual property).

Sampling: The survey unit is the product. Culture products are included based on the Canadian Framework for Culture Statistics. Essentially, products that represent "creative expression" are measured.

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. 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.

### Data accuracy

For services, the overall quality of estimates is deemed to be reliable. Some 40% of receipts and 35% of payments are based directly or indirectly on administrative records, and administrative data are also used to assess statistics derived from surveys and to improve coverage. Improvements to the statistics continue to be incorporated into the database and other changes (such as in definition, classification, measurement, etc.) are reflected from time to time as these are further researched and agreed to at domestic and international levels. It should be noted that unique measurement problems arise because of the intangible nature of services. See the data quality statement for the survey Canada's International Transactions in Services (reference number 1536).

### Revisions

Differences may exist between the previously released data and the current data due to a number of factors. The source data that are used to create tabular data for culture services are revised by Balance of Payments Division (BOP) of Statistics Canada on an annual basis. Differences can also result from the treatment of the trade data during processing. When trade data are transformed from a BOP conceptual framework to the culture framework, a portion of the balance of payments data that cannot be allocated to individual culture categories (primarily due to insufficient detail) are assigned to an 'unallocated' category in the culture trade tabulations. Decisions to reallocate data from the unallocated portion to more meaningful categories are made on an individual basis taking into account factors such as the characteristics of the data, as well as historical trends in the data. Additional adjustments are also applied to the data that may involve re-coding of industry data at a more detailed level than is required by Balance of Payments division. These adjustments are made in consultation with Balance of Payments Division to ensure consistency in the trade data, as it pertains to culture, between Balance of Payments Division and Culture Statistics Program of the Demography Division of Statistics Canada.

## Note to users

Data are available on the international trade in culture services, by type of service and culture framework category, along with cross-tabulations for trade between Canada and selected countries. Examples of culture services include copyright royalties, trademark royalties, film production and distribution, broadcasting, sound recording, performing arts, advertising and architecture services. Culture goods trade data are available separately.

The versions of the BOP data used for the Culture services trade are: November 2, 2009 annual revisions for 2007 and prior.

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.

For additional information on trade partners, please refer to : "The Culture Goods Trade User Guide" (81-595-MIE2006040, free) - available through the publications link above. For concepts and methods, please refer to : "Trade in Culture Services – A Handbook of Concepts and methods" (81-595-MIF2007056, free).

Release date: March 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 <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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