

Book Publishers

2008



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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

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Highlights

- Operating revenues for the book publishing industry totalled \$2.11 billion in 2008, down 1.7% from 2007.
- The book publishing industry continued to grow less rapidly than the overall Canadian economy. Between 2005 and 2008, the book publishing industry's operating revenues declined by 1.3%, while Canada's gross domestic product increased 16.5%. The decline is explained in part by the fact that Canadian households spend less than they used to on books. According to Statistics Canada's Survey of Household Spending, the average household spent \$106 on books in 2008, down from \$111 in 2005.
- Growth for book publishers in Canada also trailed that of their counterparts in the United States in recent years. From 2005 to 2008, book publishers in the United States recorded an 8.5% increase in operating revenues.
- Prior to 2008, the 2006 Annual Survey of Book Publishers was the last survey to supply detailed financial and characteristic information on the industry. Significant operating revenue declines were posted by book publishers in Alberta (26.3%) and British Columbia (34.1%) from 2006 to 2008. These were largely driven by changes in ownership, companies going out of business and by companies shifting their main business activity. Quebec on the other hand had a sizeable increase of 7.9% for some of the same reasons.
- Salaries, wages and benefits accounted for 21.3% of the industry's operating expenses for 2008. Subcontract expenses, the bulk of which are contract printing expenses, comprised 10.9% while royalties, rights, licensing and franchise fees represented another 9.0%. Other significant expense categories included cost of goods sold at 28.2% and advertising, marketing and promotions at 8.3%.

Analysis

Industry concentrated in Ontario and Quebec

The Canadian book publishing industry is concentrated in Ontario and Quebec. Collectively, firms in these two provinces accounted for 93.6% of industry operating revenues in 2008: Ontario's share was 63.2% and Quebec's 30.4%.

Ontario and Quebec were also home to all of Canada's foreign-controlled book publishers. Although small in number, they represented 42.0% of industry operating revenues in 2008, a slight increase from 41.4% in 2006.

The ten largest book publishers earned 63.7% of the industry's operating revenues in 2008, up from 61.5% in 2006. These companies primarily publish educational and trade (adult fiction and non fiction) books.

Results in the remainder of this release are based on establishments whose combined revenues accounted for about 98% of the industry's total revenues in 2008 and 95% in 2006, the last year for which detailed industry-specific characteristic information was collected by the survey.

Significant sources of revenue for book publishers

The Canadian book publishing industry earned nearly three-quarters of its overall operating revenue from domestic sales for the publishers' own titles and their exclusive agency titles. Of these sales, 42.7% were for educational books and 35.0% were for trade books. Children's books made up another 14.8%.

Returning to the industry's overall operating revenues, exports of books and other foreign book sales generated an additional 11.3% in 2008. This was down from 12.2% in 2006, in part due to an appreciation of the Canadian dollar that occurred during this period.

Other sources of operating revenue for book publishers included grants, sales of rights, book wholesaling, and marketing and fulfillment services. These comprised 14.8% of operating revenues in 2008, up from 13.3% in 2006.

Book publishers sell their books directly to a variety of customers. Sales to bookstores and other retail establishments represented 38.1% of the industry's book sales revenues in 2008. Educational institutions accounted for 23.4% of book sales revenues, while exclusive agents, distributors and wholesalers combined for 17.3%.

Compared to their foreign-controlled counterparts, Canadian-controlled publishers earned a greater share of their book sales in Canada from sales of their own titles, and a smaller share from exclusive agency titles. For foreign-controlled book publishers, own title sales represented 44% of their book sales in Canada in 2008, while the share for Canadian-controlled publishers was 77%.

Note to readers

Data for the Survey of Book Publishers are collected using a sample and typically represent results for firms that account for at least 95% of total revenues earned by the book publishing industry. Administrative data are used to account for the smallest firms.

Statistics Canada's Annual Survey of Book Publishers alternates between releasing basic financial statistics in odd survey years and more comprehensive data, including sales in Canada for own and agency titles, country of control, language and for customer category, in even years.

Data for 2006 and 2007 were revised.

The survey frame is based on a central Statistics Canada database of businesses that have been classified through the use of the North American Industry Classification System (NAICS). Self publishers, vanity publishers and print-on-demand publishers were not previously considered as book publishers, but have been included in the survey according to NAICS since 2004.

In addition, exclusive agents are included in the survey only if their revenue from book publishing exceeds 10% of their total revenues, while pure exclusive agents are excluded. Comparisons should not be made between results of this survey and the former Survey of Book Publishers and Exclusive Agents (conducted prior to 2005) due to differences in survey methodology.

Book publishers are establishments primarily engaged in carrying out various design, editing and marketing activities necessary for producing and distributing books of all kinds, such as textbooks; technical, scientific and professional books; and mass market paperback books. These books may be published in print, audio or electronic form. Some publishers also act as exclusive agents.

Exclusive agents distribute and sell works (agency titles) published by another firm, by acting as its sole representative.

Related products

Selected CANSIM tables from Statistics Canada

361-0007	Book publishers, summary statistics, by North American Industry Classification System (NAICS), annual
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Selected surveys from Statistics Canada

3105	Annual Survey of Service Industries: Book Publishers
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Statistical tables

Table 1
Summary statistics for the book publishing industry, all establishments, by province and territory, 2008¹

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit	Operating profit margin
	thousands of dollars				percent
2008 ^p					
Newfoundland and Labrador	2,753	2,689	756	65	2.3
Prince Edward Island	x	x	x	x	x
Nova Scotia	5,829	5,115	1,157	714	12.3
New Brunswick	6,251	5,786	2,171	465	7.4
Quebec	643,942	572,125	101,144	71,817	11.2
Ontario	1,337,695	1,216,165	275,415	121,530	9.1
Manitoba	6,892	6,405	1,676	487	7.1
Saskatchewan	x	x	x	x	x
Alberta	36,458	33,381	9,108	3,077	8.4
British Columbia	76,776	69,041	14,561	7,735	10.1
Territories ²	x	x	x	x	x
Canada	2,118,182	1,912,220	406,372	205,963	9.7
2007 ^r					
Newfoundland and Labrador	2,885	2,466	776	418	14.5
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,315	6,045	1,079	271	4.3
New Brunswick	4,927	4,874	2,127	54	1.1
Quebec	660,021	601,550	104,006	58,472	8.9
Ontario	1,353,988	1,183,354	268,872	170,634	12.6
Manitoba	6,606	6,648	1,775	-42	-0.6
Saskatchewan	x	x	x	x	x
Alberta	39,363	37,544	10,948	1,818	4.6
British Columbia	79,403	74,133	19,810	5,271	6.6
Territories ²	x	x	x	x	x
Canada	2,155,065	1,918,249	409,837	236,816	11.0
2006 ^r					
Newfoundland and Labrador	2,294	2,181	637	113	4.9
Prince Edward Island	x	x	x	x	x
Nova Scotia	6,477	5,915	1,075	562	8.7
New Brunswick	5,016	4,813	2,667	203	4.0
Quebec	596,767	544,579	92,268	52,188	8.7
Ontario	1,346,282	1,189,036	258,831	157,247	11.7
Manitoba	7,170	6,697	1,736	473	6.6
Saskatchewan	x	x	x	x	x
Alberta	49,456	45,916	13,224	3,540	7.2
British Columbia	116,564	110,174	26,115	6,390	5.5
Territories ²	x	x	x	x	x
Canada	2,131,451	1,910,816	396,911	220,636	10.4

1. Estimates for the most recent year are preliminary. Preliminary data are subject to revision.

2. Territories include: Yukon, Northwest Territories and Nunavut.

Note(s): See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, numbers may not sum exactly to totals.

Table 2
Operating expenses for book publishers, Canada, 2008

	2008
	percent
Total labour remuneration	21.3
Commissions paid to non-employees	F
Professional and business services fees	F
Subcontract expenses	10.9
Charges for services provided by your head office	F
Cost of goods sold	28.2
Office supplies	F
Rental and leasing	F
Repair and maintenance	F
Insurance	F
Advertising, marketing and promotions	8.3
Travel, meals and entertainment	F
Utilities and telecommunications expenses	F
Property and business taxes, licences and permits	F
Royalties, rights, licensing and franchise fees	9.0
Delivery, warehousing, postage and courier	F
Financial services fees	F
Amortization and depreciation of tangible and intangible assets	3.4
Bad debts	F
All other expenses	F

Note(s): According to the North American Industry Classification System (NAICS 51113). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, numbers may not sum exactly to totals. Estimates for the most recent year are preliminary. Preliminary data are subject to revision. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 3-1
Book publishing in Canada — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	2,131,451	100.0	2,118,182	100.0
Survey portion	2,013,792	94.0	2,067,642	98.0
Non-survey portion	117,659	6.0	50,540	2.0

1. Expressed as a percentage of total operating revenue.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 3-2
Book publishing in Canada — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	2,013,792		2,067,642	
Sales in Canada	1,501,159		1,528,412	
Of publishers' own titles	921,573		939,880	
Educational	445,382		432,732	
Children's books	76,038		82,304	
Other trade, all formats	303,578		335,247	
Other ¹	96,574		89,597	
As exclusive agents	579,586		588,533	
Educational	218,286		219,301	
Children's books	140,546		143,776	
Other trade, all formats	191,409		199,656	
Other ¹	29,345		25,800	
Exports and other foreign sales	244,699		233,292	
Other revenue ²	267,934		305,938	
Total operating expenses	1,796,725		1,866,120	
Operating profit	217,067		201,522	
	percent			
Operating profit margin		10.8		9.7
	thousands of dollars			
Salaries, wages and benefits	374,790		397,503	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 4-1
Book publishing industry for the Atlantic Region³ — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	13,863	100.0	14,870	100.0
Survey portion	12,253	88.0	13,758	93.0
Non-survey portion	1,609	12.0	1,112	7.0

1. Expressed as a percentage of total operating revenue.

3. Includes Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 4-2
Book publishing industry for the Atlantic Region³ — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	12,253		13,758	
Sales in Canada	9,220		9,899	
Of publishers' own titles	x		x	
Educational	x		x	
Children's books	x		x	
Other trade, all formats	x		x	
Other ¹	x		x	
As exclusive agents	x		x	
Educational	x		x	
Children's books	x		x	
Other trade, all formats	x		x	
Other ¹	x		x	
Exports and other foreign sales	202		x	
Other revenue ²	2,831		x	
Total operating expenses	11,606		12,621	
Operating profit	647		1,137	
	percent			
Operating profit margin	5.3		8.3	
	thousands of dollars			
Salaries, wages and benefits	4,290		4,029	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

3. Includes Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 5-1
Book publishing industry for Quebec — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	596,767	100.0	643,942	100.0
Survey portion	545,049	91.0	628,720	98.0
Non-survey portion	51,718	9.0	15,222	2.0

1. Expressed as a percentage of total operating revenue.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 5-2
Book publishing industry for Quebec — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	545,049		628,720	
Sales in Canada	362,253		414,839	
Of publishers' own titles	298,744		319,686	
Educational	118,712		125,566	
Children's books	30,711		23,700	
Other trade, all formats	113,165		148,976	
Other ¹	36,156		21,444	
As exclusive agents	63,509		95,153	
Educational	12,350		11,901	
Children's books	22,890		23,272	
Other trade, all formats	18,633		47,980	
Other ¹	9,635		12,000	
Exports and other foreign sales	37,745		52,055	
Other revenue ²	145,051		161,826	
Total operating expenses	495,472		559,164	
Operating profit	49,577		69,556	
	percent			
Operating profit margin	9.1		11.1	
	thousands of dollars			
Salaries, wages and benefits	83,208		98,943	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 6-1
Book publishing for Ontario — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	1,346,282	100.0	1,337,695	100.0
Survey portion	1,296,803	96.0	1,310,577	98.0
Non-survey portion	49,480	4.0	27,118	2.0

1. Expressed as a percentage of total operating revenue.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 6-2
Book publishing for Ontario — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	1,296,803		1,310,577	
Sales in Canada	1,025,700		1,038,441	
Of publishers' own titles	550,467		549,665	
Educational	315,864		299,894	
Children's books	40,071		50,389	
Other trade, all formats	157,258		155,805	
Other ¹	37,275		43,576	
As exclusive agents	475,232		488,776	
Educational	205,920		207,400	
Children's books	101,904		120,394	
Other trade, all formats	147,801		147,254	
Other ¹	19,607		13,727	
Exports and other foreign sales	174,380		154,963	
Other revenue ²	96,723		117,173	
Total operating expenses	1,137,340		1,190,224	
Operating profit	159,463		120,353	
	percent			
Operating profit margin		12.3		9.2
	thousands of dollars			
Salaries, wages and benefits	248,044		269,661	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 7-1
Book publishing for the Prairie Region³ — Detailed financial statistics – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	57,942	100.0	44,828	100.0
Survey portion	51,951	90.0	41,714	93.0
Non-survey portion	5,991	10.0	3,114	7.0

1. Expressed as a percentage of total operating revenue.

3. Includes Manitoba, Saskatchewan and Alberta.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 7-2
Book publishing for the Prairie Region³ — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	51,951		41,714	
Sales in Canada	37,642		30,406	
Of publishers' own titles	x		x	
Educational	x		x	
Children's books	x		x	
Other trade, all formats	x		x	
Other ¹	x		x	
As exclusive agents	x		x	
Educational	x		x	
Children's books	x		x	
Other trade, all formats	x		x	
Other ¹	x		x	
Exports and other foreign sales	6,113		6,349	
Other revenue ²	8,196		4,959	
Total operating expenses	49,127		38,183	
Operating profit	2,824		3,531	
	percent			
Operating profit margin	5.4		8.5	
	thousands of dollars			
Salaries, wages and benefits	14,539		10,707	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

3. Includes Manitoba, Saskatchewan and Alberta.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 8-1
Book publishing industry for British Columbia³ — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	116,597	100.0	76,846	100.0
Survey portion	107,736	92.0	72,873	95.0
Non-survey portion	8,861	8.0	3,973	5.0

1. Expressed as a percentage of total operating revenue.

3. Includes British Columbia, Yukon, Northwest Territories and Nunavut.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 8-2
Book publishing industry for British Columbia³ — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	107,736		72,873	
Sales in Canada	66,344		34,828	
Of publishers' own titles	x		x	
Educational	x		3,412	
Children's books	x		x	
Other trade, all formats	x		18,847	
Other ¹	x		x	
As exclusive agents	x		x	
Educational	x		x	
Children's books	x		x	
Other trade, all formats	x		x	
Other ¹	x		x	
Exports and other foreign sales	26,259		18,965	
Other revenue ²	15,133		19,080	
Total operating expenses	103,179		65,927	
Operating profit	4,557		6,946	
	percent			
Operating profit margin	4.2		9.5	
	thousands of dollars			
Salaries, wages and benefits	24,709		14,163	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

3. Includes British Columbia, Yukon, Northwest Territories and Nunavut.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 9-1
Book publishers in Canada primarily releasing English language titles — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry				
Survey portion	1,636,349	..	1,622,190	..
Non-survey portion

1. Expressed as a percentage of total revenue.

Note(s): Language is determined by the language of the largest portion of book sales. Includes other languages. When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 9-2
Book publishers in Canada primarily releasing English language titles — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	1,636,349		1,622,190	
Sales in Canada	1,196,524		1,180,388	
Of publishers' own titles	680,465		684,319	
Educational	321,227		306,446	
Children's books	53,602		67,501	
Other trade, all formats	244,338		236,421	
Other ¹	61,297		73,950	
As exclusive agents	516,059		496,069	
Educational	205,935		207,742	
Children's books	117,654		120,393	
Other trade, all formats	172,758		153,849	
Other ¹	19,710		14,084	
Exports and other foreign sales	227,225		210,742	
Other revenue ²	212,600		231,060	
Total operating expenses	1,451,687		1,466,276	
Operating profit	184,662		155,914	
	percent			
Operating profit margin	11.3		9.6	
	thousands of dollars			
Salaries, wages and benefits	308,058		324,603	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): Language is determined by the language of the largest portion of book sales. Includes other languages. When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 10-1
Book publishers in Canada primarily releasing French language titles — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry				
Survey portion	377,444	..	445,453	..
Non-survey portion

1. Expressed as a percentage of total operating revenue.

Note(s): Language is determined by the language of the largest portion of book sales. When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 10-2
Book publishers in Canada primarily releasing French language titles — Detailed financial statistics – Surveyed portion of industry

	2006 ^r	2008
	thousands of dollars	
Total operating revenue	377,444	445,453
Sales in Canada	304,635	348,024
Of publishers' own titles	241,107	255,560
Educational	124,155	126,286
Children's books	22,435	14,802
Other trade, all formats	59,240	98,826
Other ¹	35,277	15,646
As exclusive agents	63,528	92,464
Educational	12,351	11,558
Children's books	22,892	23,382
Other trade, all formats	18,651	45,807
Other ¹	9,635	11,716
Exports and other foreign sales	17,474	22,550
Other revenue ²	55,335	74,879
Total operating expenses	345,037	399,844
Operating profit	32,407	45,609
	percent	
Operating profit margin	8.6	10.2
	thousands of dollars	
Salaries, wages and benefits	66,732	72,890

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): Language is determined by the language of the largest portion of book sales. When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 11-1
Profile of Canadian-controlled establishments in Canada — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	1,238,581	100.0	1,226,378	100.0
Survey portion	1,130,906	91.0	1,177,757	96.0
Non-survey portion	107,675	9.0	48,621	4.0

1. Expressed as a percentage of total operating revenue.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 11-2
Profile of Canadian-controlled establishments in Canada — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	1,130,906		1,177,757	
Sales in Canada	768,356		803,626	
Of publishers' own titles	590,705		617,975	
Educational	242,774		244,829	
Children's books	53,508		53,706	
Other trade, all formats	206,619		239,291	
Other ¹	87,804		80,148	
As exclusive agents	177,651		185,652	
Educational	83,918		x	
Children's books	37,706		x	
Other trade, all formats	47,660		58,909	
Other ¹	8,367		12,029	
Exports and other foreign sales	231,125		220,335	
Other revenue ²	131,425		153,796	
Total operating expenses	1,034,926		1,092,760	
Operating profit	95,980		84,997	
	percent			
Operating profit margin	8.5		7.2	
	thousands of dollars			
Salaries, wages and benefits	231,630		238,902	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 12-1
Profile of foreign-controlled establishments in Canada — Operating revenues – Entire industry

	2006 ^r		2008	
	thousands of dollars	percent ¹	thousands of dollars	percent ¹
Total operating revenue				
Entire industry	882,886	100.0	889,885	100.0
Survey portion	882,886	100.0	889,885	100.0
Non-survey portion	0	0.0	0	0.0

1. Expressed as a percentage of total operating revenue.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 12-2
Profile of foreign-controlled establishments in Canada — Detailed financial statistics – Surveyed portion of industry

	2006 ^r		2008	
	thousands of dollars			
Total operating revenue	882,886		889,885	
Sales in Canada	732,803		724,786	
Of publishers' own titles	330,867		321,905	
Educational	202,608		187,903	
Children's books	22,530		28,597	
Other trade, all formats	96,959		95,956	
Other ¹	8,770		9,449	
As exclusive agents	401,936		402,881	
Educational	134,370		x	
Children's books	102,840		x	
Other trade, all formats	143,748		140,747	
Other ¹	20,978		13,771	
Exports and other foreign sales	13,574		12,957	
Other revenue ²	136,509		152,143	
Total operating expenses	761,799		773,360	
Operating profit	121,087		116,525	
	percent			
Operating profit margin		13.7		13.1
	thousands of dollars			
Salaries, wages and benefits	143,159		158,601	

1. Other includes scholarly, reference, professional and technical books.

2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): When making inter-year comparisons, users are advised to note changes in proportions of the industry surveyed. Results for the firms classified under code 51113 in the North American Industry Classification System (NAICS). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The smallest firms, in terms of revenues earned, are not included in the estimates. These firms account for a relatively small portion of total industry revenues.

Table 13-1
Net value of book sales by customer category — Net value of book sales in Canada

	2006	2008	2006	2008
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	251,631	264,689	16.8	17.3
Bookstores and other trade sales ¹	580,069	582,070	38.6	38.1
Library sales, direct and wholesale ²	74,462	75,762	5.0	5.0
Educational institutions	353,593	357,052	23.6	23.4
General public	151,974	142,680	10.1	9.3
Other ³	89,429	106,159	6.0	6.9
Total	1,501,159	1,528,412	100.0	100.0

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.
2. Includes educational libraries.
3. Includes Internet retailers.

Table 13-2
Net value of book sales by customer category — Net value of book sales in Canada by Atlantic publishers⁴

	2006	2008	2006	2008
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	x	x	x	x
Bookstores and other trade sales ¹	3,489	3,958	37.8	40.0
Library sales, direct and wholesale ²	860	813	9.3	8.2
Educational institutions	x	x	x	x
General public	x	x	x	x
Other ³	x	x	x	x
Total	9,220	9,899	100.0	100.0

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.
2. Includes educational libraries.
3. Includes Internet retailers.
4. Includes Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick.

Table 13-3
Net value of book sales by customer category — Net value of book sales in Canada by Quebec publishers

	2006	2008	2006	2008
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	107,739	116,360	29.7	28.0
Bookstores and other trade sales ¹	76,003	95,333	21.0	23.0
Library sales, direct and wholesale ²	52,914	51,351	14.6	12.4
Educational institutions	66,015	82,951	18.2	20.0
General public	x	62,914	x	15.2
Other ³	x	5,929	x	1.4
Total	362,253	414,838	100.0	100.0

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.
2. Includes educational libraries.
3. Includes Internet retailers.

Table 13-4
Net value of book sales by customer category — Net value of book sales in Canada by Ontario publishers

	2006	2008	2006	2008
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	118,556	129,111	11.6	12.4
Bookstores and other trade sales ¹	441,456	451,111	43.0	43.4
Library sales, direct and wholesale ²	16,431	20,057	1.6	1.9
Educational institutions	277,903	266,823	27.1	25.7
General public	91,107	75,761	8.9	7.3
Other ³	80,246	95,578	7.8	9.2
Total	1,025,700	1,038,441	100.0	100.0

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.
2. Includes educational libraries.
3. Includes Internet retailers.

Table 13-5
Net value of book sales by customer category — Net value of book sales in Canada by publishers in the Prairies⁴

	2006	2008	2006	2008
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	5,012	5,754	13.3	18.9
Bookstores and other trade sales ¹	17,589	15,115	46.7	49.7
Library sales, direct and wholesale ²	2,059	1,182	5.5	3.9
Educational institutions	6,823	3,429	18.1	11.3
General public	x	x	x	x
Other ³	x	x	x	x
Total	37,642	30,406	100.0	100.0

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.
2. Includes educational libraries.
3. Includes Internet retailers.
4. Includes Manitoba, Saskatchewan and Alberta.

Table 13-6
Net value of book sales by customer category — Net value of book sales in Canada by British Columbia⁴

	2006	2008	2006	2008
	thousands of dollars		percent	
Exclusive agents, distributors or wholesalers	x	x	x	x
Bookstores and other trade sales ¹	41,532	16,553	62.6	47.5
Library sales, direct and wholesale ²	2,198	2,360	3.3	6.8
Educational institutions	x	x	x	x
General public	x	x	x	x
Other ³	x	x	x	x
Total	66,344	34,828	100.0	100.0

1. Includes warehouse clubs and discount stores which are primarily retail and department stores.
2. Includes educational libraries.
3. Includes Internet retailers.
4. Includes British Columbia, Yukon, Northwest Territories and Nunavut.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the book publishers industry in Canada.

Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry.

Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

Target population

The target population consists of all establishments classified to the book publishing industry (NAICS 511130) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in book publishing.

Sampling

This is a sample survey with a cross-sectional design.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including address, industry classification, and information from administrative data sources. The frame is maintained by Statistics Canada's Business Register Division and is updated using administrative data.

The basic objective of the survey is to produce estimates for the whole industry - incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (note: the threshold varies between surveys and sometimes between industries and provinces in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected based on complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The effective sample size for reference year 2008 was 195 collection entities.

Definition

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Quebec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

An active **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible; which does not cross provincial boundaries; and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, historic trends, and comparisons with other data sources.

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.

Data accuracy

Of the units contributing to the estimate, the weighted response rate was 94.9%. CVs were calculated for each estimate and are available upon request.