

Service bulletin

Film, Television and Video Production

2009



Highlights

- Businesses in the film, television and video production industry earned \$3.0 billion in operating revenues in 2009, reflecting a decline of 9.3% from 2008. In comparison with 2008 these figures reflect a decline in the revenue from television productions and feature films, but a growth in revenue from commercials and corporate and industry videos.
- Operating expenditures also declined in 2009 over 2008, by 7.2% to \$2.9 billion.
- As the decline in operating expenditures was less than the drop in operating revenues this resulted in a decrease in the operating profit margin to 2.2% in 2009 from 4.4% in the prior year.
- Firms in Ontario earned 45.3% of national operating revenues in 2009, followed by Quebec firms at 30.2% and those in British Columbia at 14.3%.
- Salaries, wages and benefits paid to employees in 2009 represented 22.0% of total industry operating expenses nationally, a decline from 23.4% in 2008.
- In 2009, television productions (60.1%) accounted for the majority of production revenues in this industry, followed by commercials (14.7%), feature films (10.7%), and corporate and industry videos (7.2%).

Statistical table

Table 1

Summary statistics for the film, television and video production industry, by province and territory, 2007-2009¹

	Operating revenue	Salaries, wages and benefits	Operating expenses	Operating profit margin
	millions of dollars			percent
2009 p				
Newfoundland and Labrador	18.7	6.5	17.5	6.7
Prince Edward Island	1.0	0.4	1.4	-36.0
Nova Scotia	80.3	13.2	75.4	6.2
New Brunswick	14.3	2.6	15.8	-10.5
Quebec	903.8	216.6	923.3	-2.2
Ontario	1,355.2	252.9	1,330.5	1.8
Manitoba	31.9	9.4	32.1	-0.8
Saskatchewan	21.6	6.0	22.1	-2.2
Alberta	137.1	30.0	133.1	2.9
British Columbia	427.2	105.4	374.1	12.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,993.1	643.6	2,927.1	2.2
2008				
Newfoundland and Labrador	8.1	1.2	7.6	6.5
Prince Edward Island	1.0	0.5	1.1	-18.8
Nova Scotia	59.8	11.8	61.9	-3.5
New Brunswick	8.7	3.5	9.8	-13.3
Quebec	932.9	204.0	950.0	-1.8
Ontario	1,359.8	255.6	1,233.0	9.3
Manitoba	43.9	12.0	45.7	-4.1
Saskatchewan	39.8	5.7	35.5	10.8
Alberta	126.8	29.7	117.2	7.6
British Columbia	717.3	212.4	689.3	3.9
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	3,299.3	736.4	3,152.6	4.4
2007				
Newfoundland and Labrador	4.3	0.9	3.8	11.1
Prince Edward Island	1.2	0.3	1.2	0.1
Nova Scotia	68.4	19.7	66.9	2.2
New Brunswick	14.5	5.4	18.8	-29.6
Quebec	829.3	174.7	816.1	1.6
Ontario	1,578.4	313.5	1,629.5	-3.2
Manitoba	39.7	10.8	43.2	-8.7
Saskatchewan	42.2	9.2	37.3	11.5
Alberta	95.1	22.3	95.3	-0.2
British Columbia	659.0	184.0	653.6	0.8
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	3,334.0	740.9	3,367.4	-1.0

1. Data are based on a fiscal year ending between April 1, of the reference year and March 31, of the following year.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512110 motion picture and video production.

Table 2
Production revenue for the film, television and video production industry, by type of production, Canada, 2008 and 2009

	2009	2008 ^f
	thousands of dollars	
Total contract and in-house production revenue by type of production		
Feature films	231,094	300,389
Television productions	1,301,398	1,690,781
Commercials	318,975	291,631
Music videos	15,092	24,394
Educational videos	16,648	27,413
Videos for government	22,177	19,080
Corporate/industry videos	155,718	122,269
All other	103,689	78,016
Total Production Revenue	2,164,790	2,553,973

Note(s): According to the North American Industry Classification System (NAICS 512110). See "Data sources, definitions and methodology" at the end of tables for definition of terms. Industry estimates are based on the surveyed portion and are augmented by administrative data for establishments that were too small to be eligible for sampling. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 88% of total industry revenue. Data for 2009 or 2008 should not be compared with data from 2006 due to differences in the proportion of surveyed establishments. Due to rounding, components may not add to total.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the Film, Television and Video Production 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 Film, Television and Video Production industry (NAICS 512110) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in producing, or producing and distributing, motion pictures, videos, television programs or commercials.

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 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 2009 was 553 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 that 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 71.3%. CVs were calculated for each estimate and are available upon request.

Related products**Selected CANSIM tables from Statistics Canada**

361-0016 Film, television and video production, summary statistics, by North American Industry Classification System (NAICS), annual (dollars unless otherwise noted) (56 series)

Survey(s)

Definitions, data sources and methods: survey number 2413, Annual Survey of Service Industries: Film, Television and Video Production.

Publications

Service Industries Newsletter, Catalogue no, 63-018-X.

Analytical paper series - Service Industries Division, Catalogue no, 63F0002XIB.

Release date: March 2011

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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