

## Service bulletin

# Film, Television and Video Production

2010



### Highlights

The Canadian Film, Television and Video Production industry generated \$3.3 billion in operating revenues in 2010, reflecting an increase of 7.6% over 2009. Operating expenditures also increased by 7.9% in 2010.

As a result of the similar rate of increase for operating revenues and operating expenses, the operating profit margin of 1.8% in 2010 showed only a slight decrease from the operating profit margin of 2.1% in 2009.

The vast majority of operating revenues for this industry in 2010 has been accounted for by firms in three provinces. Ontario led with 51.7% of the national operating revenue followed by Quebec at 27.9 % and British Columbia with 12.5 %.

In 2010, television productions accounted for the majority of production revenues in this industry (53.9%), followed by feature films (15.0%) and commercials (13.3%).

## Statistical table

Table 1

Summary statistics for the film, television and video production industry, by province and territory, 2008 to 2010

	Operating revenue	Salaries, wages and benefits	Operating expenses	Operating profit margin
	millions of dollars			percent
2010 <sup>p</sup>				
Newfoundland and Labrador	10.6	2.3	9.3	11.8
Prince Edward Island	x	x	x	x
Nova Scotia	68.7	17.8	66.4	3.3
New Brunswick	13.3	2.9	14.0	-5.0
Quebec	924.0	234.4	943.0	-2.1
Ontario	1,714.2	286.1	1,667.1	2.7
Manitoba	36.6	8.3	39.6	-8.3
Saskatchewan	26.5	4.4	33.9	-27.6
Alberta	103.5	24.0	101.8	1.7
British Columbia	412.6	105.2	373.9	9.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
<b>Canada</b>	<b>3,312.7</b>	<b>686.1</b>	<b>3,252.2</b>	<b>1.8</b>
2009 <sup>r</sup>				
Newfoundland and Labrador	16.1	6.5	17.1	-6.1
Prince Edward Island	x	x	x	x
Nova Scotia	76.9	13.2	75.4	2.0
New Brunswick	14.3	2.6	15.8	-10.5
Quebec	903.8	216.6	923.3	-2.2
Ontario	1,453.3	282.8	1,425.6	1.9
Manitoba	31.9	9.4	32.1	-0.8
Saskatchewan	21.9	5.6	20.8	5.0
Alberta	137.1	30.0	133.1	2.9
British Columbia	420.3	105.4	366.9	12.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
<b>Canada</b>	<b>3,078.5</b>	<b>673.2</b>	<b>3,013.5</b>	<b>2.1</b>
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
<b>Canada</b>	<b>3,299.3</b>	<b>736.4</b>	<b>3,152.6</b>	<b>4.4</b>

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 512110. See "Data sources, definitions and methodology" at the end of tables for definitions of terms.

**Table 2**  
**Production revenue for the film, television and video production industry, by type of production, Canada, 2008 to 2010**

	2010 <sup>p</sup>	2009 <sup>r</sup>	2008 <sup>r</sup>
	percent		
<b>Total contract and in-house production by type of production</b>			
Feature films	15.0	10.5	11.8
Television productions	53.9	60.8	66.2
Commercials	13.3	14.5	11.4
Music videos	x	x	x
Educational videos	x	x	1.1
Videos for government	1.2	1.0	x
Corporate/industry videos	7.2	7.1	4.8
All other	8.1	4.7	3.1
<b>Total Production Revenue</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Note(s):** The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 512110. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. Industry estimates are based on a weighted sample 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 95% of total industry revenue.

## 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 2010 was 584 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 comparability. In general, this includes a detailed review of individual responses (especially for the largest companies), general economic conditions, 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 72.4%. 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.

Release date: March 2012

### 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
*	significantly different from reference category ( $p < 0.05$ )

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