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Seen on Screens:
Viewing Canadian Feature
Films on Multiple
Platforms 2007 to 2013

April 2015



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Summary

The Department of Canadian Heritage presents the second edition of the report on viewing Canadian feature films on multiple platforms that examines data for Canadian feature films viewed in theatres, on DVD (sales and rentals) and on television (conventional, specialty and pay) from 2007 to 2013 in Canada, as well as on video-on-demand (VOD)¹ for the years 2012 and 2013 only². The findings are based on an analysis of data from the Movie Theatre Association of Canada, Nielsen VideoScan, Rentrak, Numeris (formerly BBM Canada) and the CRTC.

The unit of measure used in this report is the number of **views**, which is the number of times a feature film is viewed on a range of platforms.

Highlights

- **Canadians watch Canadian feature films on television**
 - In 2013, there were about 97 million views of more than 800 Canadian feature film titles. Of the total 97 million views of Canadian feature films, over 87 million (or 90%) were on television.

- **The market share of views of Canadian feature films is on a downward trend**
 - The market share of views of Canadian feature films from 2007 to 2013 has fluctuated from year to year, but is trending downward.
 - The range is from 4.7% to 6.2%, with an average of 5.5%.

- **Canadian feature films had a greater market share of views in the French-language market**
 - In the French-language market, Canadian films had on average a 9% market share of views between 2007 and 2013.
 - In the English-language market, Canadian films' market share of views was lower, with an average of 4% over the same period.

¹ VOD data is from CRTC-licensed services only.

² VOD data was not available prior to 2012.

1. Introduction

In 2000, the Government of Canada announced its Canadian Feature Film Policy (CFFP), *From Script to Screen*, and introduced a performance measurement methodology that measured Canadian feature films by the market share of box office revenues in Canada. The CFFP's target was for Canadian feature films to capture 5% of box office revenues in Canada.

Canadians now view content where, when and how they want. They no longer just go to theatres to see feature films, rent DVDs, or watch programming on traditional television in their living rooms. They now go online to access audiovisual content, and they watch it on their smartphones and tablets. They are watching multiple screens simultaneously. And they are not just consuming the content: they are interacting with it, and engaging with content creators and their peers at the same time. This led the Department of Canadian Heritage to gather data on how to measure the consumption of Canadian feature films on a variety of platforms and to publish, for the first time in 2013, the report *Looking Ahead: Viewing Canadian Feature Films on Multiple Platforms*.

This second edition of the report, now called *Seen on Screens: Viewing Canadian Feature Films on Multiple Platforms*, provides the Department's key findings on how Canadians watch Canadian feature films on a number of platforms from 2007 to 2013.

Methodology

The unit of measure used in this report is the number of **views**, which is the number of times a feature film is viewed on a range of platforms. It treats all platforms equally: a view is a view, regardless of the platform. A feature film is defined as a production of 75 minutes or more whose primary market is theatres. Therefore, movies-of-the-week, made-for-television films, and straight-to-video productions are excluded. Over 95% of the films included in the data were theatrically released between 1980 and 2013, with the rest released before 1980.

The data presented includes the total views of Canadian feature films as well as the market share of views of Canadian feature films as part of the overall number of views of all feature films shown in Canada. For further details, see the Appendix.

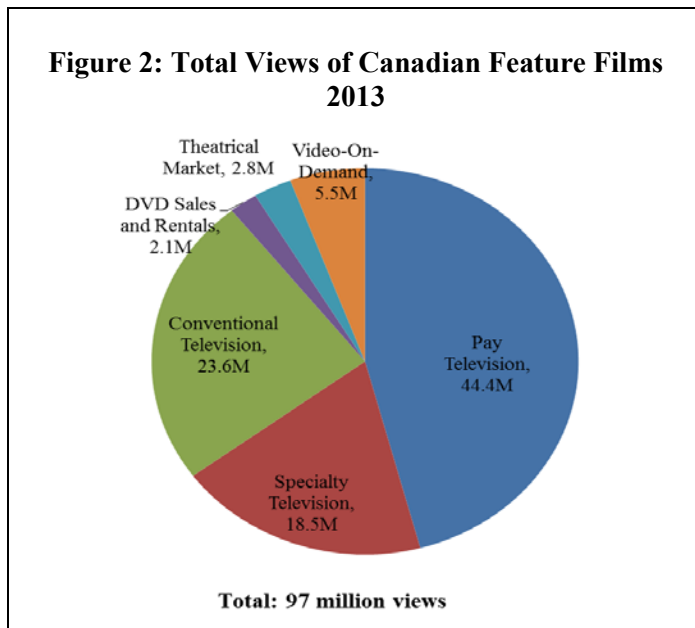
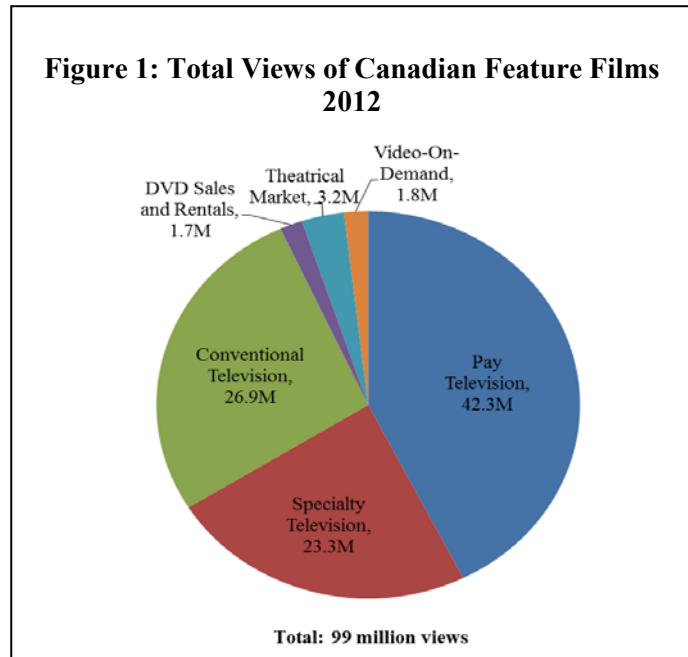
The data includes views in theatres, on DVD (sales and rentals) and on television (conventional, specialty and pay) from 2007 to 2013 in Canada, as well as on video-on-demand (VOD) for the years 2012 and 2013 only. The findings are based on an analysis of data from the Movie Theatre Association of Canada, Nielsen VideoScan, Rentrak, Numeris (formerly BBM Canada) and the CRTC.

The data does not include online services, but the methodology allows for the eventual inclusion of other platforms as reliable data becomes available.

2. Main Findings

2.1 Total Views of Canadian Feature Films across all Platforms in Canada in 2012 and 2013

In 2012, the number of views of Canadian feature films was 99 million. Of those 99 million views, over 92 million (or 93%) of Canadian feature films were on television (conventional, specialty or pay). The rest were in theatres (3.2%), on VOD (1.8%), and on DVD (1.7%) (see Figure 1).

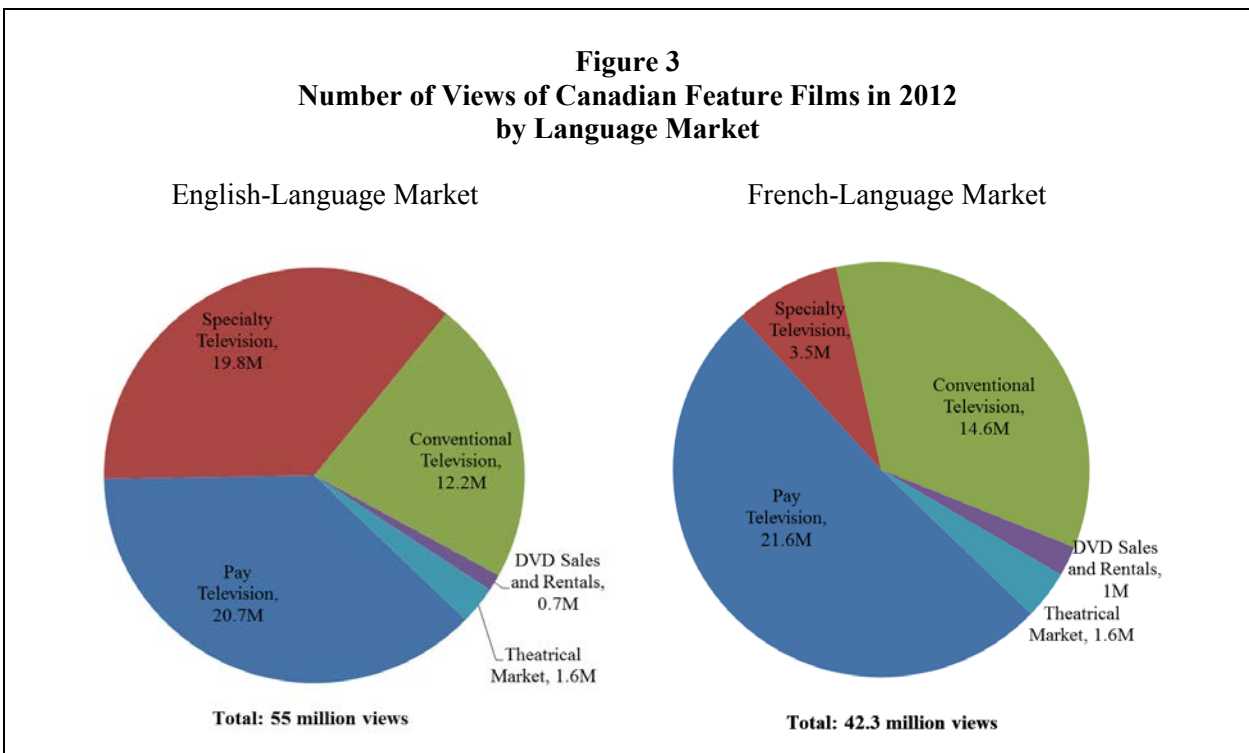


In 2013, there were approximately 97 million views of Canadian feature films. Of those 97 million views, almost 87 million (or 90%) were on television (conventional, specialty or pay). The rest were on VOD (5.7%), in theatres (2.9%), and on DVD (2.2%) (see Figure 2). There was a large increase in VOD views between 2012 (1.8 million) and 2013 (5.5 million), but results from more than two years will be needed before drawing conclusions.

2.2 Total Views of Canadian Feature Films by Language Market in 2012 and 2013

On the language market front, in 2012, the total number of views in the English-language market was 55 million, and the total number of views in the much-smaller French-language market was 42.3 million. VOD data has been made available by the CRTC only since 2012, and by language-market only since 2013.

As evidenced by the numbers of views, television represented a key platform for both language-markets in 2012. It accounted for about 52.7 million views (96%) in the English-language market and about 39.7 million views (94%) in the French-language market. DVD (sales and rentals) and the theatrical market, on the other hand, represented about 4% and 6% of views of Canadian feature films in the English and French language markets respectively.



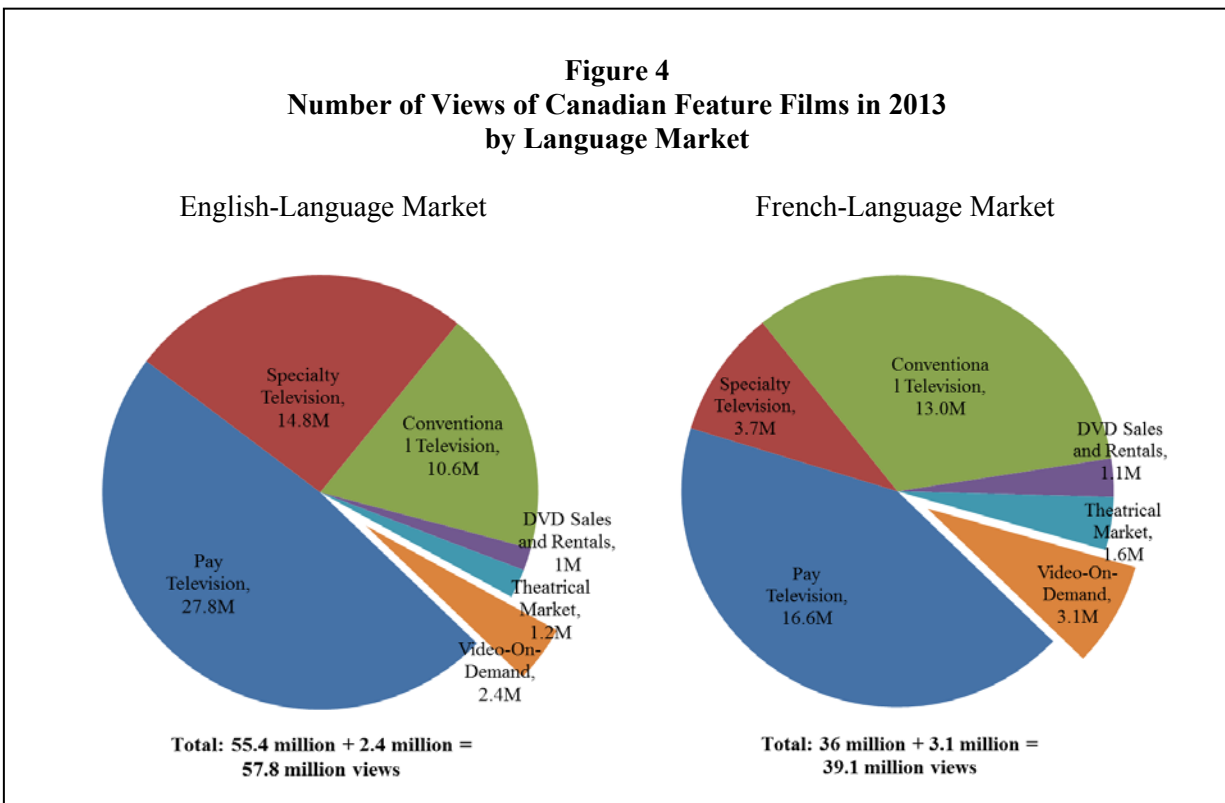
As mentioned previously, VOD data became available by linguistic market for the first time in 2013. Therefore, this new data will be kept separately in presenting comparative analysis with 2012.

The number of views of Canadian feature films in both language markets evolved differently from 2012 to 2013, particularly on television.

Compared to 2012, the total views of Canadian feature films in the English-language market on all three platforms (theatres, DVD and television) have remained stable at 55.4 million views. While the overall number did not change substantially, there was an important increase in pay television viewership (from 20.7 million to 27.8 million) in parallel to decreases in views for specialty (19.8 million to 14.8 million) and conventional (12.2 million to 10.6 million) television. The relative importance of television remained the same with 96% of total views.

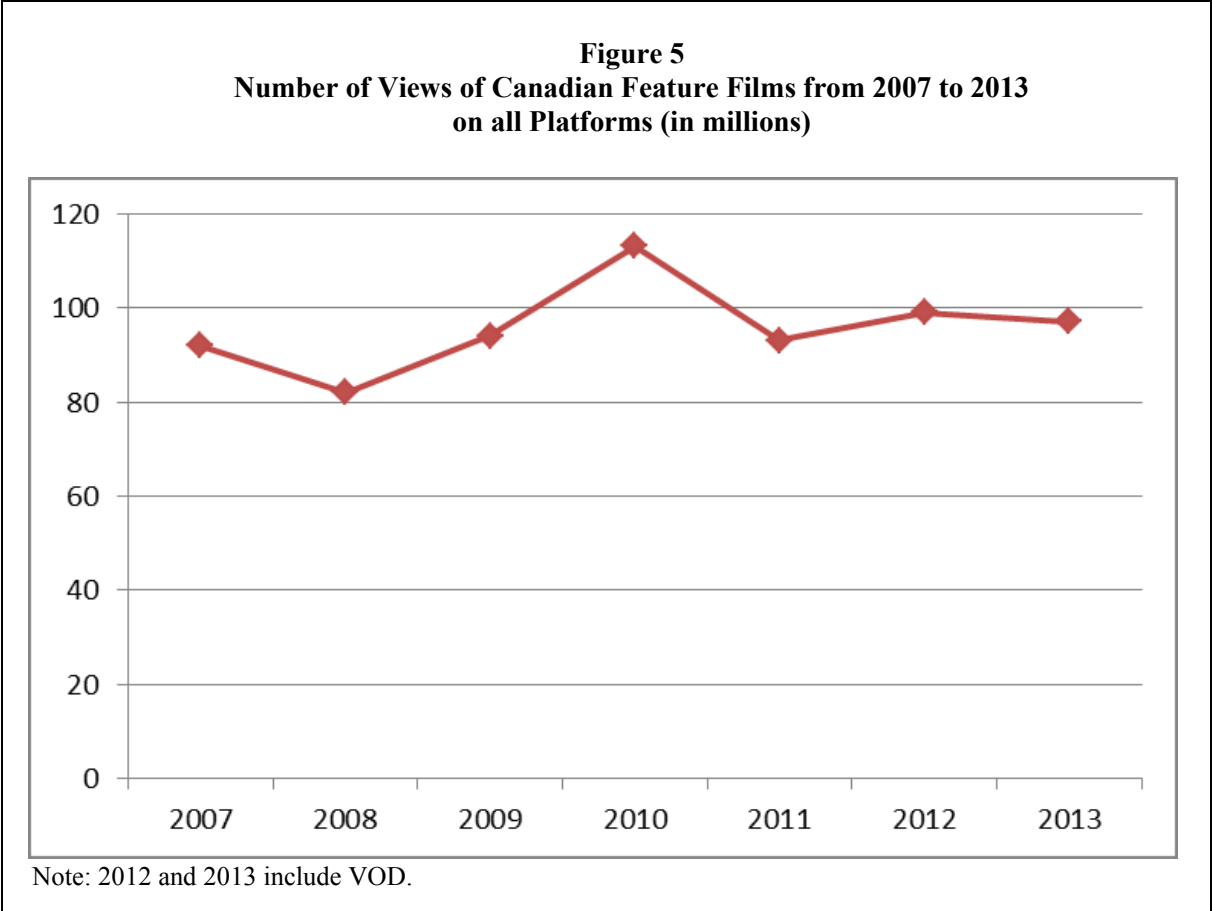
However, there was a notable decrease in total views in the French-language market. With 36 million views in 2013, the decline was in the order of 15% in comparison to 2012. The decrease was due to declines in views for pay (21.6 million to 16.6 million) and conventional (14.6 million to 13 million) television. For its part, pay television increased slightly from 3.5 million to 3.7 million between 2012 and 2013. The relative importance of television remained almost the same with 93% of total views.

When adding VOD, the new total is 57.8 million views for the English-language market and 39.1 million views for the French-language market in 2013.



2.3 Variations in the Number of Views of Canadian Feature Films from Year to Year

Overall, the total number of views of Canadian feature films has varied from a high of 113 million in 2010 to a low of 82 million in 2008, and averaging 96 million views over the past seven years.



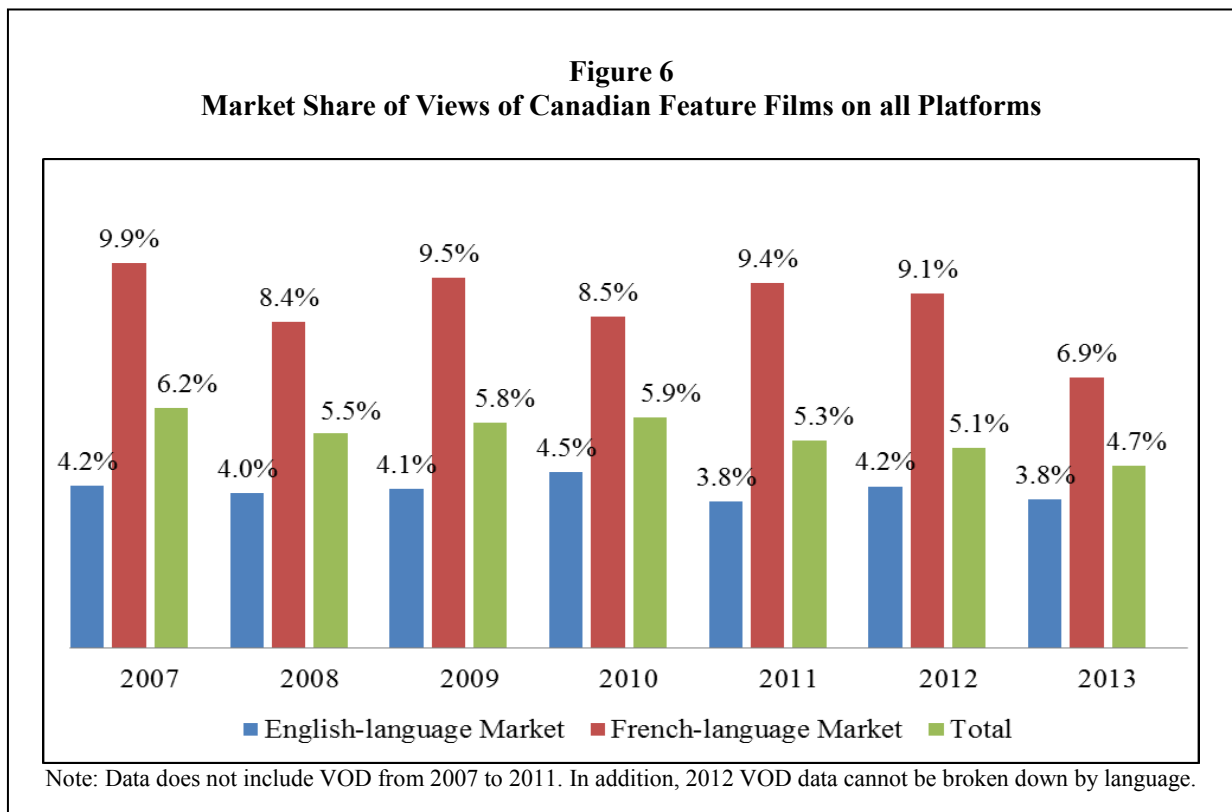
2.4 The Market Share of Views of Canadian Feature Films

As Figure 6 illustrates, the market share of views of Canadian feature films from 2007 to 2013 has undergone ups and downs, and decreased in recent years.³ The market share is the number of views of Canadian feature films relative to the overall number of views of all feature films shown in Canada.

On an overall basis, the seven-year data range shows a decrease of the market share of views of Canadian feature films, with the 2013 market share being the lowest of the past six years. The market share of views of Canadian films on all platforms also declined from 2012 (5.1%) to 2013 (4.7%).

This decrease is more important in the French-language market where, after a high market share of views in 2007 (9.9%), it dropped to 6.9% in 2013. The English-language market experienced less volatility over the same period with a slight fall of 0.4 percentage points (from 4.2% in 2007 to 3.8% in 2013).

An important finding is that Canadian feature films have a consistently larger market share in the French-language market than in the English-language market. Between 2007 and 2013, Canadian films in the French-language market had an average market share of 8.8%, compared to 4.1% in the English-language market.



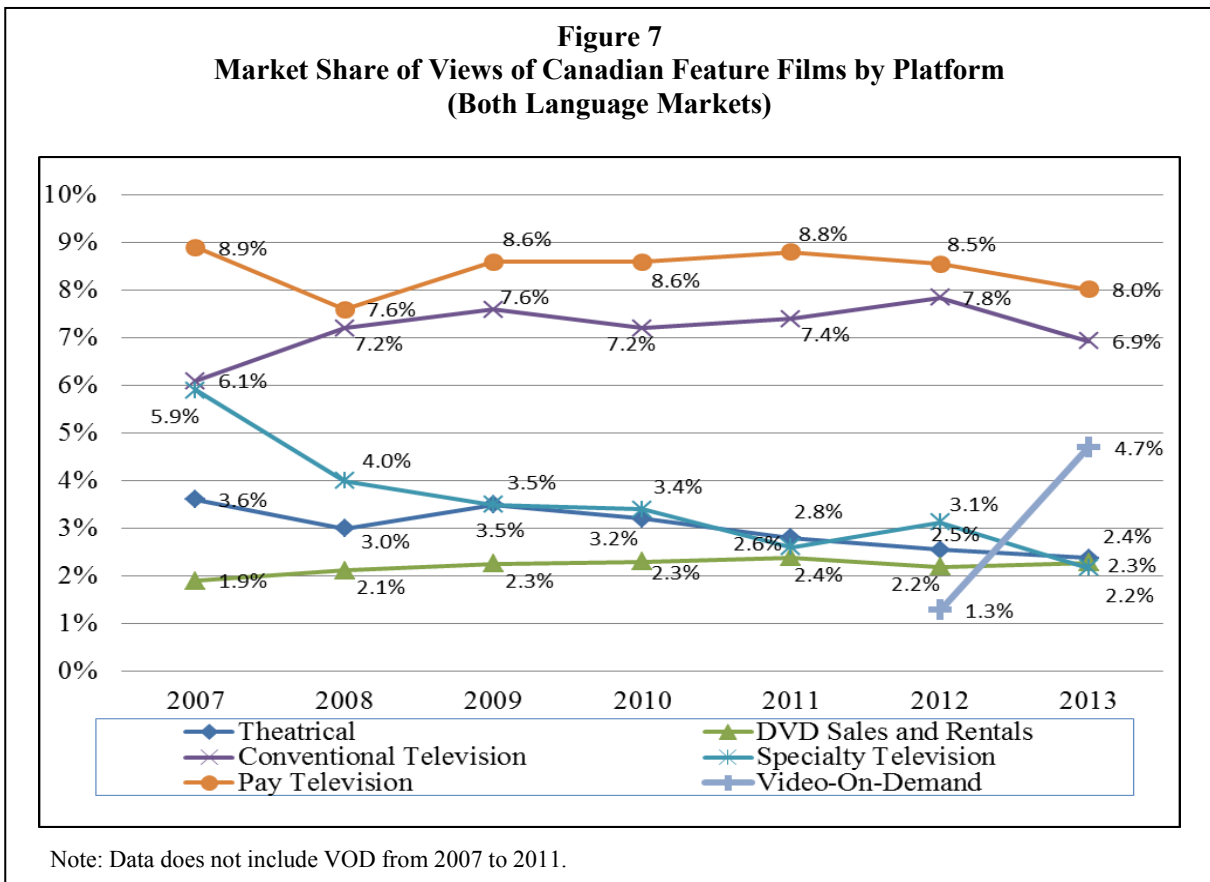
³ The inclusion of VOD data in 2012 and 2013 did not have a large impact on the market share percentages in those years, so it is still possible to make comparisons with earlier years.

2.5 Viewing of Canadian Feature Films by Platform and Market

From 2007 to 2013, the market share of Canadian feature films on each platform has remained mostly stable from year to year with the exception of specialty television.

Specialty television has experienced a gradual decline, falling from nearly 6% in 2007 to just over 2% in 2013.

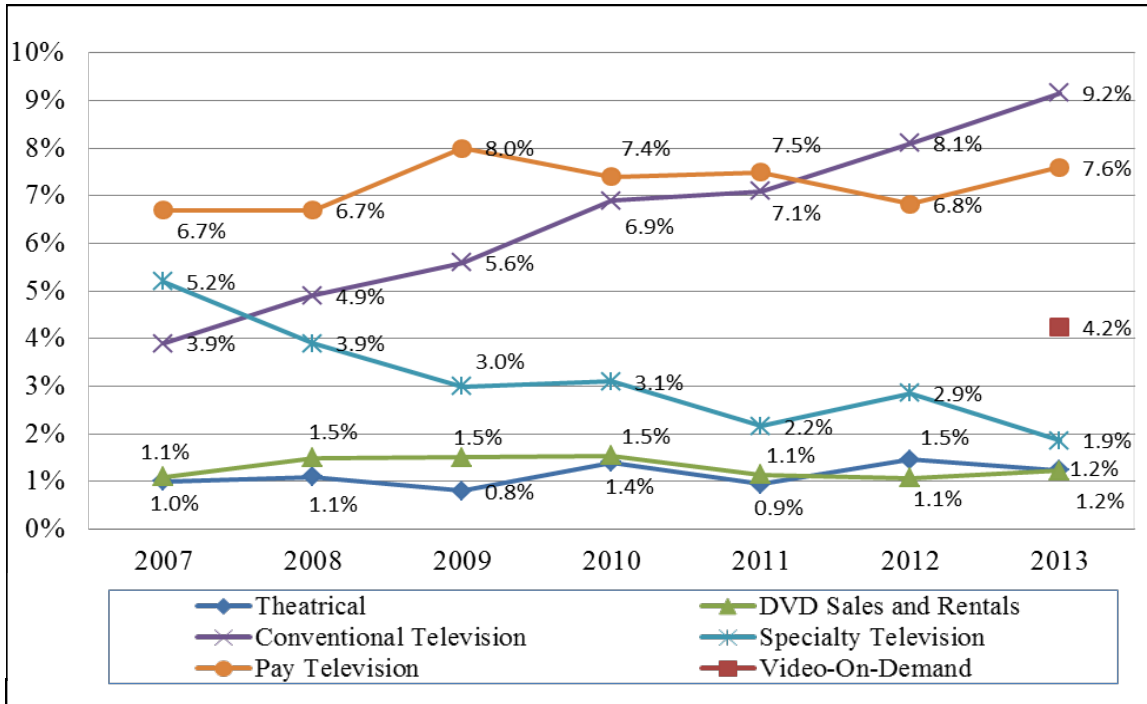
With data available as of 2012, Figure 7 also shows the overall market share of views of Canadian feature films on VOD was 1.3%, but in 2013, it experienced an important growth to 4.7%.



Canadian feature films achieved a relatively high market share of views on conventional and pay television between 2007 and 2012, with a slight decline in 2013.

The market share of views of Canadian feature films in the English-language television market has been variable over the past seven years. Conventional television has increased from 3.9% in 2007 to 9.2% in 2013 (see Figure 8).

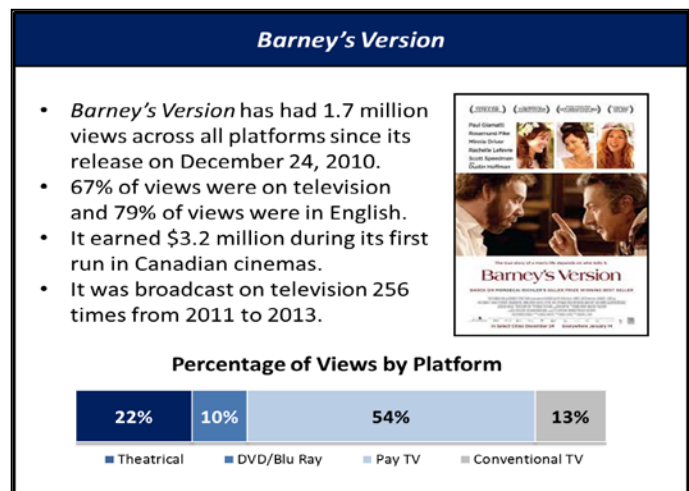
Figure 8
Market Share of Views of Canadian Feature Films by Platform
(English-Language Market)

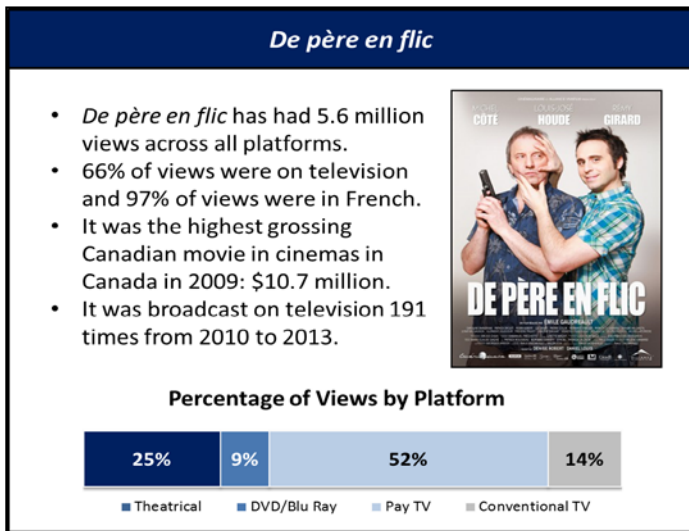


Note: Data does not include VOD from 2007 to 2011. In addition, 2012 VOD data cannot be broken down by language.

The market share of views on specialty television declined from 5.2% in 2007 to 1.9% in 2013. In addition, the market share of views on pay television went from 6.7% in 2007 to 8% in 2009, and settled at 7.6% in 2013. In the English-language market, however, Canadian feature films do not have a significant market share of views in theatres or on DVD.

The market share of views in theatres fluctuates from year to year falling below 1% in 2009 and 2011 and climbing to nearly 1.5% in 2010 and 2012. The 2013 market share of views was 1.2%, and this was due to the success of blockbusters such as the *Resident Evil* films, *Splice*, and *Barney's Version*. The inset outlines the success of *Barney's Version* on various platforms.





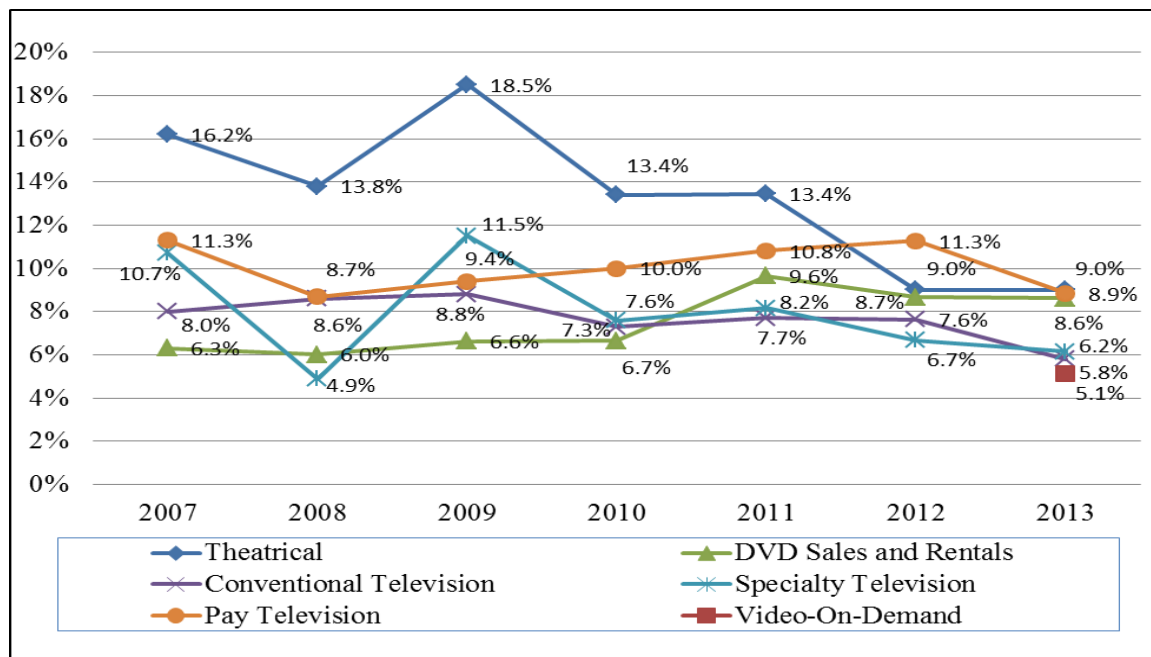
In the French-language market, Canadian feature films' market shares of views on each platform fluctuated from 2007 to 2013 (see Figure 9). The platform with the highest market share of views in 2013 was theatrical (9%) followed by pay television (8.9%).

In theatres, after climbing to a high of 18.5% in 2009, the market share of views of Canadian feature films dropped to 9% in 2013. 2009's 18.5% market share was largely due to the strong performance of a few

Canadian feature films that year (such as *De père en flic* and *Polytechnique*). The inset outlines the success of *De père en flic* on various platforms.

In 2013, the market share of views on DVD (sales and rentals) in the French-language was 8.6% and in the English-language market, 1.2%.

Figure 9
Market Share of Views of Canadian Feature Films by Platform
(French-Language Market)



Note: Data does not include VOD from 2007 to 2011. In addition, 2012 VOD data cannot be broken down by language.

3. Conclusion

The data in this report confirms assumptions that Canadian feature films are viewed in many different ways. The market share in theatres is no longer the only measure that can be used to determine the performance of Canadian feature films in Canada. As shown in this report, the market share of views on additional platforms provides a more complete picture of the consumption of Canadian feature films. Specifically, the data for 2013 demonstrates that taking all measured platforms into account, Canadian feature films had a market share of 4.7% of total views, more than double the market share at the box office for the same year.

The Department of Canadian Heritage will continue to gather data on how Canadians view feature films and intends to include online services in later versions of this report, as reliable data becomes available. The Department is also investigating possible sources for data on Canadian feature films shown in international markets.

An update of this report will be produced periodically.

Notes on Methodology

Measuring views of Canadian feature films required a common unit of measure that was applicable to all platforms. Because each platform (such as theatres, television, DVD and VOD) has its own characteristics, the performance of feature films is traditionally assessed using different methodologies (such as sampling and census) and different units of measure (revenues, number of copies sold, minutes of television viewing, etc.). For this study, the Department of Canadian Heritage converted each unit of measure to **views** (the number of times a feature film is viewed).

Figure 10: Estimating the Views of Canadian Feature Films

Platform	Data source	Data Collection Methodology	Unit of measure
Theatrical	Movie Theatre Association of Canada	census	Box office revenues of Canadian feature films divided by average ticket price (price according to Statistics Canada)
DVD sales and rentals ⁴	Rentrak	census	Number of copies multiplied by 1.5 ⁵ viewers per copy
	Nielsen VideoScan	census	Number of copies multiplied by 1.5 viewers per copy
Television (conventional, specialty and pay)	Numeris	sample	Total number of minutes watched of a film, divided by average film duration
VOD (“à la carte” service) data ⁶	CRTC	Data provided by major VOD service providers licensed by the CRTC	Number of orders multiplied by 1.5 viewers by order

⁴ Since the rental of DVDs has decreased considerably in the last few years, the data for sales and rentals has been combined.

⁵ Each movie purchased, rented on DVD or ordered on VOD is seen, on average, by 1.5 viewers. This multiplier is based on the results of public opinion research relating to the consumption habits of Canadians. The research was conducted by Quorus Consulting Group for the Department of Canadian Heritage, *Canadian Books, Film, Periodicals and Music Opinion Survey*, September 2012.

⁶ Important to note that VOD viewing data is separate from television data as one is non-linear (consumers control what they desire to watch and when) and the other linear (pre-set programming).

Calculating the Number of Views of Canadian Feature Films on Television

Numeris⁷ collects data on a program’s audience for each minute of the broadcast. For example, a 100-minute film is broadcast five times on conventional television. For the first broadcast, the film is watched by 110,000 viewers in the first minute, 105,000 viewers in the second minute, and 102,000 viewers for the third minute, etc. The Department of Canadian Heritage’s methodology adds the total audience for each minute of the broadcast (see Figure 11).

Figure 11: Example of a Numeris Views Calculation

100-Minute Feature Film	Viewers per Minute
Minute 1	110,000
Minute 2	105,000
Minute 3	102,000
Minutes 4 to 99	(...)
Minute 100	95,000
Total minutes watched (by all viewers)	10,000,000

On the basis of Numeris’ views calculation, the Department then divides total minutes watched (10,000,000) by the length of the film (100 minutes) to get an estimated number of views for the first broadcast:

$$\frac{\text{Total minutes watched}}{\text{Length of film (in minutes)}} = \frac{10,000,000 \text{ minutes}}{100 \text{ minutes}} = 100,000 \text{ views}$$

The same exercise is repeated for each broadcast of the film, and the audience of each broadcast is added to determine the total number of views for the film (see Figure 12).

Figure 12: Example of a Numeris Canada Views Calculation

Broadcasts	Number of Views
Broadcast # 1	100,000
Broadcast # 2	80,000
Broadcast # 3	50,000
Broadcast # 4	120,000
Broadcast # 5	50,000
Total	400,000

⁷ Source: Numeris meter data

- Based on calendar year, includes all persons 2+, Monday to Sunday from 2 a.m. to 2 a.m.
 - Based on Canadian services with available program level data that incorporates country of origin and program genre.

Breakdown by Language

The “French-language market” refers to all films presented in French. This includes films for which the original language of production was French, as well as other films dubbed into French or presented with French subtitles. Likewise, the English-language market refers to all films presented in English (original language, dubbed or subtitled).

The following methodology breaks down the data by language:

- **Theatrical and Television:** Data can be broken down by the language in which the film was viewed (English or French).
- **DVD Sales and Rentals:** Because data broken down by language is not available, the Department assumes that:
 - ✓ Canadian films on DVD are viewed in English or French in the same proportion as they are viewed in theatres.
 - ✓ Foreign films on DVD are viewed in English or French in the same proportion as they are viewed in theatres.
- **VOD:** Data pertaining to VOD was not available prior to 2012. Also, for 2012 only, it was not broken down by language.

Calculating the Market Share of Canadian Feature Films

The Department of Canadian Heritage measures the performance of Canadian feature films on multiple platforms in two ways:

- by **adding the number of views** on various platforms in Canada; and
- by **market share as represented by the percentage of views** of Canadian feature films as part of the overall number of views of feature films shown on various platforms in Canada.

To calculate the market share of Canadian feature films, the Department:

- adds views of Canadian feature films on all distribution platforms; and
- divides views of Canadian feature films by the total number of views (all views of foreign and Canadian feature films) for each language market.

$$\frac{CV_{\text{THEATRES}} + CV_{\text{DVD SALES}} + CV_{\text{DVD RENTALS}} + CV_{\text{TELEVISION}} + [CV_{\text{VOD}} + [CV_{\text{OTHER}}]^*}{TV_{\text{THEATRES}} + TV_{\text{DVD SALES}} + TV_{\text{DVD RENTALS}} + TV_{\text{TELEVISION}} + [TV_{\text{VOD}} + [TV_{\text{OTHER}}]^*}$$

CV: Canadian views
TV: Total views

Limited data currently available

*Data on other viewing platforms will be added as they become available

Data Limitations

The Department of Canadian Heritage's approach to measuring Canadian feature film consumption is limited by the lack of data for the following platforms and markets:

- **Internet downloads and streaming:** Though some data providers are beginning to measure Internet-based consumption of feature films in the United States, these data services have not been extended to the Canadian market. The Department is monitoring changes on this platform and has discussed options for obtaining data from potential providers.
- **VOD:** The CRTC released for VOD data for the following major service providers (more licensed service providers may be added over time) for broadcast years 2012 and 2013. The data was then analysed by the Department and integrated into its methodology.
 - ✓ Bell ExpressVu Limited Partnership
 - ✓ Cogeco Cable Canada Inc.
 - ✓ MTS Inc.
 - ✓ Rogers Communications Partnership
 - ✓ Saskatchewan Telecommunications
 - ✓ Shaw Communications Inc.
 - ✓ TELUS Communications Company
 - ✓ Videotron G.P.

VOD data collected by the CRTC does not include online services (such as YouTube or iTunes), streaming or viewing of programming on Canadian or foreign broadcasters' websites. Some countries consider online viewing as VOD services.

- **International markets:** Data on Canadian feature films in international markets is not included in the current analysis of performance measurement methodology, and may require a separate analysis.
- **Demography and provinces:** The existing data sources do not provide demographic and/or provincial breakdowns.