



# The Daily

Statistics Canada

Thursday, February 3, 2000  
For release at 8:30 a.m.

## MAJOR RELEASES

- **Film and video distribution, 1997-98** 3  
Canadian film and video productions made major inroads into foreign markets in 1997-98 as their exports surpassed the \$100-million mark for the first time. The continued surge of Canadian productions abroad, as well as strong sales of foreign film and video productions in Canada, led to record revenues of \$1.8 billion for the industry as a whole.

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### Postal code conversion file

October 1999

The October 1999 *Postal code conversion file* (PCCF) is now available. This digital file links the six-character postal code with the standard 1996 Census geographic areas (such as enumeration areas, census tracts, and census subdivisions). It also locates each postal code by longitude and latitude to support mapping applications.

The October 1999 version of the *Postal codes by federal riding file* (1996 representation order) is also available. This product, a subset of the PCCF, provides a link between the six-character postal code and Canada's Federal Electoral Districts (commonly known as federal ridings). By using the postal code as a link, data from administrative files may be organized and/or tabulated by federal riding.

The *Postal code conversion file* (92F0027XDB) and the *Postal codes by federal riding file* (92F0028XDB) are available in ASCII format on diskette or CD-ROM.

For more information, or to order these files, contact your nearest Statistics Canada Regional Reference Centre.



*The Daily*, February 3, 2000

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## MAJOR RELEASES

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### Film and video distribution

1997-98

Canadian film and video productions made major inroads into foreign markets in 1997-98, as exports surpassed the \$100-million mark for the first time. However, foreign films and videos continued to dominate the domestic market.

The continued surge of Canadian productions abroad, as well as strong sales of foreign film and video productions in Canada, led to overall record revenues of \$1.8 billion for the industry as a whole, up 13% from 1994-95.

Distributors' foreign sales of Canadian film and video productions reached a record \$101.2 million (excluding Canadian productions distributed directly to foreign sources by film and video producers). When the foreign sales of non-Canadian films are added in, total export sales in 1997-98 reached \$132.1 million, up 38% from 1994-95 and more than four times the \$31.9 million sold in 1991-92.

These sales to foreign clients accounted for more than half (57%) of the distribution revenues from Canadian-content productions in 1997-98, compared with only one-third at the beginning of the 1990s.

The growth in revenues in the industry outpaced the growth in expenses, which increased 10% to \$1.5 billion. As a result, the industry's profits as a percentage of total revenue increased from 16% in 1994-95 to 18% in 1997-98.

#### Foreign films and videos dominated the domestic market

In the domestic market for films and videos, foreign productions accounted for 90% of the \$818.8 million in total sales, a proportion that has remained virtually constant throughout the 1990s. However, in certain sectors of the industry, foreign domination was even stronger.

In the theatrical market, foreign movies shown in theatres and drive-ins accounted for 98% of the \$276.7 million in distributors' revenue. The 2% share of revenue for Canadian movies was down from 3% in 1994-95.

#### Note to readers

*This release presents results from a survey of the 178 film and video distributing and wholesale companies in Canada.*

***Film distributors** are companies primarily engaged in distributing film and video productions to motion picture theatres, television stations and commercial exhibitors. **Videos** include videocassettes, videodiscs and DVD.*

*The **home-video market** refers to the rental or sale of videos for showing films and videos on household playback machines.*

*The **pay-TV market** refers to the showing of films and videos on pay and specialty channels for which the viewer must pay either a direct or indirect special fee. The **conventional-TV market** refers to the showing of film and videos on normal broadcast television.*

*The **theatrical market** refers to the showing of films in commercial movie theatres and drive-ins.*

The same dominance was also evident in both the conventional and pay-television markets. In the conventional-TV market, foreign productions represented 84% of the \$340.1 million in distribution revenue. The 16% share for Canadian productions was up from 11% in 1994-95.

However, in the pay-TV market, the trend for Canadian-content productions went in the opposite direction. In 1997-98, their 16% share of the \$59.8 million in distribution revenue was down from 24% in 1994-95.

With respect to the home-video market, foreign productions were the overwhelming favourites of consumers, accounting for 99% of the \$812.2 million in domestic wholesale sales in 1997-98. The market for Canadian pre-recorded videos was worth only \$7.3 million.

The domination of foreign films in cinemas and their hefty publicity budgets may be spilling over into the home-video market to the benefit of foreign-content videos. Advertising and reviews related to the theatrical releases of films are often seen as an integral part of marketing videos. In addition, the limited screen time in the theatrical market may not have given Canadian films the exposure that might have encouraged consumers to buy the video versions.

**Film, video and audio-visual distribution and videocassette wholesaling<sup>1</sup>**

	1991-92	1994-95	1997-98
	\$ million		
<b>Revenue:</b>			
<b>Primary market</b>			
Domestic distribution			
Theatrical	177.8	231.3	276.7
Pay TV	29.5	64.7	59.8
Conventional TV	316.0	296.8	340.1
Home video	93.4	153.7	125.1
Non-theatrical	22.4	19.6	17.1
<b>Sub-total, domestic distribution</b>	<b>639.0</b>	<b>766.0</b>	<b>818.8</b>
Revenue from foreign clients	31.9	96.0	132.1
<b>Total distribution</b>	<b>671.0</b>	<b>862.0</b>	<b>950.9</b>
<b>Wholesaling</b>			
videocassettes	552.1	720.0	812.2
Other revenue	40.1	36.0	57.7
<b>Total revenue</b>	<b>1,263.2</b>	<b>1,617.9</b>	<b>1,820.8</b>
<b>Expenses:</b>			
Licensing costs (rights, royalties and other fees)	362.9	445.3	539.6
Videocassette wholesaling costs	378.6	480.9	508.8
Salaries and benefits	64.5	67.7	83.5
Other costs	306.6	361.7	354.0
<b>Total expenses</b>	<b>1,112.8</b>	<b>1,355.6</b>	<b>1,485.9</b>
<b>Profit (% of total revenue)</b>	<b>11.9</b>	<b>16.2</b>	<b>18.4</b>

<sup>1</sup> Figures may not add to total due to rounding.

**Canadian content increasing in non-theatrical market**

In 1997-98, Canadian-content productions captured a significantly larger share of the non-theatrical market, such as educational institutions, governments and private companies. They accounted for 36% of the \$17.1 million in sales, up from 26% in 1994-95.

The non-theatrical sector has been a shrinking market, with total revenue declining 12.8% during the same three-year period. However, in dollar terms, receipts from Canadian productions increased 22% to \$6.2 million.

**Share of royalties lower for Canadian films and videos**

Payments for licensing fees and royalties in all markets in 1997-98 were \$539.6 million, mostly paid out for foreign films and videos. Of the total payments, only 11% were for Canadian films and videos, down from 13% in 1994-95.

Video wholesaling activities, including the cost of duplication, accounted for \$508.8 million in expenses while personnel costs totalled \$83.5 million.

Overall, film and video distributors and video wholesalers reported \$1.5 billion in total expenses in 1997-98.

Selected data from the *Film and Video Distribution and Wholesaling Survey* are available in table format (87F0010XPE, \$50). A summary of the data will appear in the publication, *Canada's culture, heritage and identity: A statistical perspective* (87-211-XPB, \$31; 87-211-XIB, \$23), which will be available at a later date. See *How to order publications*.

Data from the survey are also available by province and territory. Researchers can request special tabulations on a cost-recovery basis.

For more information, to order tables, or to enquire about the concepts, methods or data quality of this release, contact Fidel Ifedi (613-951-1569; fax: 613-951-9040; [ifedfid@statcan.ca](mailto:ifedfid@statcan.ca)), Culture, Tourism and the Centre for Education Statistics. ■

## OTHER RELEASES

### Estimates of labour income

November 1999 (preliminary)

Labour income continued to rise in November, increasing 0.7% to \$41.8 billion. Over the first 11 months of 1999, labour income was 3.8% higher than in the first 11 months of 1998.

Wages and salaries posted an eighth consecutive monthly gain, rising 0.7% in November. Employment and average weekly earnings growth contributed to November's overall strength in wages and salaries. Commercial and personal services rose 1.3%, the eighteenth consecutive monthly gain. Manufacturing wages and salaries also continued to advance, pushed primarily by strength in employment. Strong growth was also noted in construction, trade, education and related services, and in mining quarrying and oil wells.

All provinces and territories registered increases in wages and salaries, with the exception of Prince Edward Island and New Brunswick, where wages and salaries were virtually unchanged from October.

**Note:** Labour income consists of wages and salaries (88%), plus supplementary labour income (12%). Wages and salaries include items such as bonuses, gratuities, taxable allowances and retroactive wage payments. Supplementary labour income consists of employers' contributions to employee welfare, pension, workers' compensation and employment insurance plans. Labour income accounts for about 52% of gross domestic product. Users of the labour income data should note that the seasonally adjusted data are revised back to January 1999.

Available on CANSIM: matrices 6597-6624.

### Wages and salaries and supplementary labour income

	Oct. 1999 <sup>r</sup>	Nov. 1999 <sup>p</sup>	Oct. to Nov. 1999
seasonally adjusted			
	\$ millions		% change
Agriculture, fishing and trapping	295.7	300.4	1.6
Logging and Forestry	257.3	258.3	0.4
Mining, quarrying and oil wells	789.3	797.1	1.0
Manufacturing	6,929.8	6,960.0	0.4
Construction	2,073.2	2,106.4	1.6
Other Utilities	604.9	607.9	0.5
Transportation, storage, communications	2,735.2	2,746.0	0.4
Trade	5,371.0	5,409.3	0.7
Finance, insurance and real estate	3,289.9	3,293.9	0.1
Commercial and personal services	6,015.9	6,091.8	1.3
Educational and related services	2,757.2	2,772.1	0.5
Health and social services	2,842.3	2,847.4	0.2
Federal administration and other government services	874.3	881.2	0.8
Provincial administration	696.1	697.5	0.2
Local administration	681.6	685.5	0.6
Military	274.0	275.4	0.5
<b>Total wages and salaries</b>	<b>36,487.5</b>	<b>36,730.2</b>	<b>0.7</b>
Supplementary labour income	5,009.2	5,040.8	0.6
<b>Labour income</b>	<b>41,496.7</b>	<b>41,771.0</b>	<b>0.7</b>

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

The November 1999 issue of the *Tables and analytical document: Estimates of labour income, monthly estimates* (13F0016XPB, \$20/\$200) is now available. See *How to order publications*.

At 8:30 a.m. on release day, data sets are available for purchase on microcomputer diskette (13F0016XDB). Seven days after the official release date, these diskettes become available at a lower cost. To purchase either of these products, contact the client services officer (613-951-3640, [iead-info-dcrrd@statcan.ca](mailto:iead-info-dcrrd@statcan.ca)), Income and Expenditure Accounts Division.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Katherine Fraser (613-951-4049; fax: 613-951-3618), Income and Expenditure Accounts Division. ■

## Consolidated government finance: Assets and liabilities

March 31, 1998

At March 31, 1998, the consolidated net debt (defined as the excess of liabilities over financial assets) of the federal, provincial, territorial and local governments reached \$847.6 billion, a 0.4% decrease of \$3.5 billion over March 31, 1997.

As a percentage of gross domestic product (GDP), the net debt of these governments also decreased from 98.8% in 1997 to 95.2% in 1998. Per capita, the net debt decreased from \$28,455 to \$28,051.

### Consolidated net debt at March 31

Year	Consolidated net debt	Net debt as a % of GDP	Per capita net debt	GDP first quarter	Population at April 1
	\$ millions	%	\$	\$ millions	thousands
1978	77,567	33.0	3,245	235,188	23,905
1979	94,370	35.7	3,911	264,620	24,129
1980	109,658	36.2	4,491	302,788	24,419
1981	129,636	37.2	5,241	348,492	24,733
1982	143,856	38.4	5,744	374,952	25,043
1983	199,759	50.6	7,895	394,420	25,301
1984	235,034	53.8	9,203	436,816	25,540
1985	291,500	61.9	11,309	470,740	25,775
1986	340,236	67.6	13,076	503,300	26,020
1987	385,553	71.7	14,632	537,376	26,350
1988	423,153	71.2	15,856	594,528	26,687
1989	455,436	71.0	16,770	641,652	27,157
1990	494,510	73.3	17,931	675,092	27,578
1991	532,636	78.8	19,065	675,876	27,938
1992	593,797	85.9	21,002	691,184	28,273
1993	667,196	93.6	23,314	712,836	28,618
1994	739,122	98.9	25,541	747,720	28,939
1995	797,582	99.9	27,258	798,300	29,261
1996	836,993	102.4	28,298	817,456	29,578
1997	851,118	98.8	28,455	861,232	29,911
1998	847,592	95.2	28,051	890,652	30,216

**Note:** The Financial Management System (FMS) provides a standardized presentation of government accounting for the federal, provincial and local governments in Canada. The individual governments' accounting systems are not directly comparable because of differing policies and structures. The FMS adjusts data from governments' Public Accounts and other records to provide detailed data that permit inter-government comparisons as well as compatible national aggregates that are consistent over time. In other words, FMS statistics may not accord with the figures published in government financial statements. A reconciliation statement of the two presentations is available.

Available on CANSIM: matrices 3254-3266.

Data are available through custom and special tabulation. For general enquiries on the products or services of the Public Institutions Division, contact Jo-Anne Thibault (613-951-0767; [jo-anne.thibault@statcan.ca](mailto:jo-anne.thibault@statcan.ca)).

For more information, or to enquire about the concepts, methods or data quality of this release, contact A.J. Gareau (613-951-1826) or Robert Larocque (613-951-1836), Public Institutions Division. ■

## Steel primary forms

Week ending January 29, 2000 (preliminary)

Steel primary forms production for the week ending January 29, 2000 totalled 318 595 tonnes, up 2.9% from the week-earlier 309 689 tonnes and up 6.2% from the year-earlier 299 857 tonnes. The cumulative total at the end of the week was 1 310 388 tonnes, a 15.1% increase compared with 1 138 793 tonnes for the same period in 1999.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Greg Milsom (613-951-7093; [milsomg@statcan.ca](mailto:milsomg@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## Light bulbs and tubes

December 1999

Light bulb and tube manufacturers sold 30.9 million light bulbs and tubes in December, a 2.5% decrease from the 31.7 million sold in December 1998.

Year-to-date sales at the end of December totalled 285.2 million light bulbs and tubes, a 3.1% decrease from the 294.4 million sold over the same period in 1998.

The December 1999 issue of *Electric lamps* (43-009-XIB, \$5/\$47) is now available. See *How to order publications*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Russell Kowaluk (613-951-0600; [kowarus@statcan.ca](mailto:kowarus@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## Electric lamps

Fourth quarter 1999

Data on manufacturers' imports, production and inventories of electric lamps for the fourth quarter of 1999 are now available.

For more information, or to enquire about the concepts, methods or data quality for this release, contact Russell Kowaluk (613-951-0600; [kowarus@statcan.ca](mailto:kowarus@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### Chicken production

1999 (preliminary)

Preliminary estimates of chicken production for 1999 are now available.

Final estimates will be released in *Production of poultry and eggs 1999*, which will be available in May. See *How to order publications*.

For more information, or to enquire about the concepts, methods or data quality for this release, contact Robert Plourde (613-951-8716), Agriculture Division. ■

### Geography working paper series

Three papers are now available from the Geography working paper series. This series was initiated to stimulate discussion on topics covering conceptual, methodological or technical work to support the development and dissemination of geographic data, products and services. Readers of the series are encouraged to contact Statistics Canada with comments, criticisms and suggestions.

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For more information about the working paper series, contact GEO-Help (613-951-3889; fax: 613-951-0569; [geohelp@statcan.ca](mailto:geohelp@statcan.ca)), Geography Division. ■

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## PUBLICATIONS RELEASED

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**Cereals and oilseeds review**, November 1999  
**Catalogue number 22-007-XPB**  
(Canada: \$15/\$149; outside Canada: US\$15/US\$149).

**Supply and disposition of crude oil and natural gas**,  
October 1999  
**Catalogue number 26-006-XPB**  
(Canada: \$19/\$186; outside Canada: US\$19/US\$186).

**Electric lamps, light bulbs and tubes**, December 1999  
**Catalogue number 43-009-XIB**  
(Canada: \$5/\$47).

**Natural gas transportation and distribution**,  
October 1999  
**Catalogue number 55-002-XIB**  
(Canada: \$13/\$125).

**Labour force information**, week ending  
January 15, 2000  
**Catalogue number 71-001-PPB**  
(Canada: \$11/\$103; outside Canada: US\$11/US\$103).  
**Available at 7 a.m. on Friday, February 4.**

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
**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are taking it less and less. In 1996, about 1.5 billion trips were taken on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 4  
Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

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- **Egg production, April 1997** 13

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