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BROADCASTING STATISTICS - RADIO AND TELEVISION (EXCLUDING CBC), 1989

The 1989 Broadcasting Statistics on Radio and Television are for the broadcasting year ended August 31, 1989.

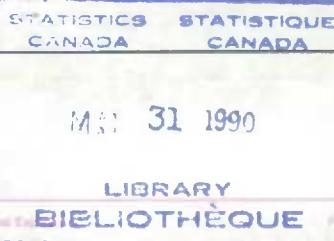
Overall broadcasting revenue was estimated at \$2,046.4 million compared to \$1,912.8 million in the previous period, an increase of 7.0%. Total expenses for private stations including departmental, depreciation and interest increased 11.9% to \$1,979.4 million from \$1,768.8 million in 1988. Total expenses in 1989 represented 96.7% of total revenue compared to 92.4% for the previous period.

Television revenues increased by 7.3% to \$1,276.0 million while operational expenses represented 94.5% of total revenue compared to 89.8% in 1988. Privately-owned television operations showed a decrease before income taxes of 35.0%, from \$146.4 million in 1988 to \$95.1 million in 1989.

Privately-owned radio broadcasting operations showed a gain in revenue from the previous year of 6.5% to \$770.4 million. Operational expenses increased by 10.3% and represented 100.3% of total revenue compared to 96.8% in 1988. Net profit before income taxes was \$24.2 million, or 3.1% of total revenue.

For further information, contact J.R. Slattery (613) 951-2205, Telecommunications Section, Services, Science and Technology Division, Statistics Canada, Ottawa, Ontario, K1A 0T6.

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STATISTIQUES DE LA RADIODIFFUSION ET DE LA TÉLÉVISION (N'INCLUANT PAS RADIO-CANADA), 1989

Les statistiques de la radiodiffusion et de la télévision de 1989 sont pour l'année se terminant le 31 août, 1989.

Les recettes globales de la radiodiffusion ont été estimées à \$2,046.4 millions contre \$1,912.8 millions pour la période précédente, soit une augmentation de 7.0%. Les dépenses totales pour les stations privées incluant les dépenses départementales, l'amortissement et les intérêts ont augmenté de 11.9%, passant de \$1,768.8 millions en 1988 à \$1,979.4 millions en 1989. Les dépenses totales représentaient 96.7% du revenu total en 1989 et 92.4% en 1988.

Les recettes de la télévision se sont accrues de 7.3% pour se situer à \$1,276.0 millions, alors que les dépenses d'exploitation représentaient 94.5% du revenu total contre 89.8% en 1988. Les entreprises privées de télévision ont déclaré une diminution avant impôts de 35.0%, de \$146.4 millions en 1988 à \$95.1 millions en 1989.

En comparaison à l'année précédente, les recettes des entreprises privées de radiodiffusion ont augmenté de 6.5% pour atteindre \$770.4 millions. Les dépenses d'exploitation ont progressé de 10.3% et représentaient 100.3% du revenu total contre 96.8% en 1988. Le bénéfice net avant l'impôt est passé à \$24.2 millions, ce qui représentait 3.1% du revenu.

Pour de plus amples renseignements, s'adresser à J.R. Slattery (613) 951-2205, Section des télécommunications, Division des services, des sciences et de la technologie, Statistique Canada, Ottawa, Ontario, K1A 0T6.

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Mai 1990

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TABLE 1. Revenue, Expenses and Employees of the Radio and Television Broadcasting Industry, 1989 and 1988

TABLEAU 1. Recettes et dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion et de la télévision, 1989 et 1988

| | 1989 | | 1988 | |
|--|----------------------|--------------|----------------------|--------------|
| | Private stations | | Private stations | |
| | Stations privées | % | Stations privées | % |
| | \$ | | \$ | % |
| Revenue - Recettes: | | | | |
| Sale of air time - Ventes de temps d'antenne: | | | | |
| Local | 890,263,899 | 43.5 | 839,887,283 | 43.9 |
| National | 844,488,390 | 41.2 | 772,224,095 | 40.3 |
| Network - Réseau | 186,128,776 | 9.0 | 186,355,725 | 9.7 |
| Sale of air time - Total - Ventes de temps d'antenne | 1,820,881,065 | 93.8 | 1,798,467,103 | 94.0 |
| Production and other - Production et autres: | | | | |
| Syndication - Ventes de droits de diffusion | 33,347,580 | 1.6 | 26,998,942 | 1.4 |
| Production | 59,928,953 | 2.9 | 60,579,329 | 3.1 |
| Other - Autres | 32,201,604 | 1.5 | 26,740,427 | 1.3 |
| Production and other - Total - Production et autres | 125,478,137 | 6.1 | 114,318,698 | 5.9 |
| Revenue - Total - Recettes | 2,046,359,202 | 100.0 | 1,912,785,801 | 100.0 |
| Expenses - Dépenses: | | | | |
| Program - Émission | 934,908,704 | 45.6 | 835,911,130 | 43.7 |
| Technical - Services techniques | 103,612,004 | 5.0 | 93,656,333 | 4.8 |
| Sales and promotion - Ventes et promotion | 327,878,134 | 16.0 | 293,790,412 | 15.3 |
| Administration and general - Administration et frais généraux | 424,333,219 | 20.7 | 394,146,001 | 20.6 |
| Depreciation - Amortissement | 80,548,672 | 3.9 | 73,869,219 | 3.8 |
| Interest expense - Intérêts versés | 108,137,371 | 5.2 | 77,460,380 | 4.0 |
| Expenses - Total - Dépenses | 1,979,418,104 | 96.7 | 1,768,833,475 | 92.4 |
| Net operating income - Recettes d'exploitation nettes | 66,941,098 | 3.2 | 143,952,326 | 7.5 |
| Other adjustments-income (expense) - Autres redressements-revenu (dépense) | 52,371,271 | 2.5 | 33,580,582 | 1.7 |
| Net profit (loss) before income taxes - Bénéfice net (perte) avant impôts sur le revenu | 119,312,369 | 5.8 | 177,532,908 | 9.2 |
| Net cost of CBC operations - Coût net d'exploitation de Radio-Canada | ... | ... | ... | ... |
| Provision for income taxes - Provision pour impôts sur le revenu | 57,637,663 | 2.8 | 90,511,122 | 4.7 |
| Net profit (loss) after income taxes - Bénéfice net (perte) après impôts sur le revenu | 61,674,706 | 3.0 | 87,021,786 | 4.5 |
| Salaries and other staff benefits - Rémunération et avantages sociaux | 727,550,617 | 35.5 | 674,899,833 | 35.2 |
| Number of employees (weekly average) - Effectifs (moyenne hebdomadaire) | 19,179 | ... | 18,504 | ... |

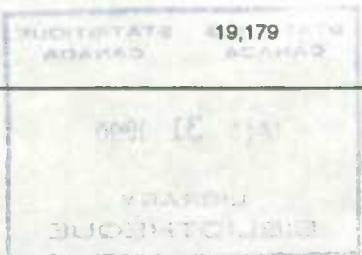


TABLE 2. Revenue, Expenses and Employees of the Radio and Television Broadcasting Industry, 1989

TABLEAU 2. Recettes et dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion et de la télévision, 1989

| | Private stations Stations privées | | | Total | | |
|---|--------------------------------------|-------|--------------------------|-------|---------------|-------|
| | Radio | | Television Télévision | | | |
| | \$ | % | \$ | % | \$ | % |
| Revenue - Recettes: | | | | | | |
| Sale of air time - Ventes de temps d'antenne: | | | | | | |
| Local | 569,980,979 | 73.9 | 320,282,920 | 25.1 | 890,263,899 | 43.5 |
| National | 179,322,344 | 23.2 | 665,166,046 | 52.1 | 844,488,390 | 41.2 |
| Network - Réseau | 1,186,542 | 0.1 | 184,942,234 | 14.4 | 186,128,776 | 9.0 |
| Sale of air time - Total - Ventes de temps d'antenne | 750,489,865 | 97.4 | 1,170,391,200 | 91.7 | 1,920,881,065 | 93.8 |
| Production and other - Production et autres: | | | | | | |
| Syndication - Ventes de droits de diffusion | 1,156,832 | 0.1 | 32,190,748 | 2.5 | 33,347,580 | 1.6 |
| Production | 8,536,392 | 1.1 | 51,392,561 | 4.0 | 59,928,953 | 2.9 |
| Other - Autres | 10,198,928 | 1.3 | 22,002,676 | 1.7 | 32,201,604 | 1.5 |
| Production and other - Total - Production et autres | 19,892,152 | 2.5 | 105,585,985 | 8.2 | 125,478,137 | 6.1 |
| Revenue - Total - Recettes | 770,382,017 | 100.0 | 1,275,977,185 | 100.0 | 2,046,359,202 | 100.0 |
| Expenses - Dépenses: | | | | | | |
| Program - Émission | 238,267,906 | 30.9 | 696,640,798 | 54.5 | 934,908,704 | 45.6 |
| Technical - Services techniques | 32,496,025 | 4.2 | 71,115,979 | 5.5 | 103,612,004 | 5.0 |
| Sales and promotion - Ventes et promotion | 192,072,125 | 24.9 | 135,806,009 | 10.6 | 327,878,134 | 16.0 |
| Administration and general - Administration et frais généraux | 224,183,934 | 29.1 | 200,149,285 | 15.6 | 424,333,219 | 20.7 |
| Depreciation - Amortissement | 29,521,339 | 3.8 | 51,027,333 | 3.9 | 80,548,672 | 3.9 |
| Interest expense - Intérêts versés | 56,243,030 | 7.3 | 51,894,341 | 4.0 | 108,137,371 | 5.2 |
| Expenses - Total - Dépenses | 772,784,359 | 100.3 | 1,206,633,745 | 94.5 | 1,979,418,104 | 96.7 |
| Net operating income - Recettes d'exploitation nettes | -2,402,342 | -0.3 | 69,343,440 | 5.4 | 66,941,098 | 3.2 |
| Other adjustments-income (expense) - Autres redressements-revenu (dépense) | 26,579,204 | 3.4 | 25,792,067 | 2.0 | 52,371,271 | 2.5 |
| Net profit (loss) before income taxes - Bénéfice net (perte) avant impôts sur le revenu | 24,176,862 | 3.1 | 95,135,507 | 7.4 | 119,312,369 | 5.8 |
| Net cost of CBC operations - Coût net d'exploitation de Radio-Canada | ... | ... | ... | ... | ... | ... |
| Provision for income taxes - Provision pour impôts sur le revenu | 13,157,498 | 1.7 | 44,480,165 | 3.4 | 57,637,663 | 2.8 |
| Net profit (loss) after income taxes - Bénéfice net (perte) après impôts sur le revenu | 11,019,364 | 1.4 | 50,655,342 | 3.9 | 61,674,706 | 3.0 |
| Salaries and other staff benefits - Rémunération et avantages sociaux | 362,404,909 | 47.0 | 365,145,708 | 28.6 | 727,550,617 | 35.5 |
| Number of employees (weekly average) - Effectifs (moyenne hebdomadaire) | 10,734 | ... | 8,445 | ... | 19,179 | ... |

TABLE 3. Revenue, Expenses and Employees of the Privately Owned Television and Radio Broadcasting Industry, by Area, 1989

| No. | | Atlantic Provinces Provinces de l'Atlantique | dollars | | |
|--------------------|---|--|--------------------|--------------------|-------------------|
| | | | Québec | | Ontario |
| | | | | | Manitoba |
| TELEVISION: | | | | | |
| 1 | Reporting units | 12 | 26 | 25 | 7 |
| | Operating revenue: | | | | |
| | Sale of air time: | | | | |
| 2 | Local time sales | 21,294,296 | 97,171,878 | 79,341,219 | 14,312,262 |
| 3 | National time sales | 23,575,503 | 124,802,193 | 342,500,546 | 19,997,465 |
| 4 | Network time sales | 14,241,728 | 53,135,125 | 56,838,860 | 5,663,817 |
| 5 | Total sale of air time | 59,111,527 | 275,109,196 | 478,680,625 | 39,973,544 |
| | Production and other: | | | | |
| 6 | Syndication | 48,750 | 13,922,420 | 15,566,900 | 480,295 |
| 7 | Production | 1,282,595 | 12,757,218 | 19,190,836 | 1,968,639 |
| 8 | Other | 169,598 | 14,930,284 | 2,744,355 | 244,135 |
| 9 | Total production and other | 1,500,943 | 41,609,922 | 37,502,091 | 2,693,069 |
| 10 | Total operating revenue | 60,612,470 | 316,719,118 | 516,182,716 | 42,666,613 |
| | Operating expenses: | | | | |
| 11 | Program | 29,348,025 | 189,275,557 | 281,830,676 | 23,201,975 |
| 12 | Technical | 8,968,704 | 17,837,983 | 23,064,567 | 3,646,384 |
| 13 | Sales and promotion | 7,642,341 | 38,047,383 | 50,985,843 | 4,611,011 |
| 14 | Administration and general | 11,540,716 | 60,446,811 | 71,932,701 | 6,005,427 |
| 15 | Depreciation | 3,818,993 | 14,987,371 | 16,852,664 | 2,118,984 |
| 16 | Interest expense | 1,360,404 | 21,578,725 | 12,783,541 | 6,147,484 |
| 17 | Total operating expenses | 62,679,183 | 342,173,830 | 457,449,992 | 45,731,265 |
| 18 | Net operating income | -2,066,713 | -25,454,712 | 58,732,724 | -3,064,652 |
| 19 | Other adjustments-income (expense) | 437,638 | 18,250,097 | -6,745,329 | 3,398,328 |
| 20 | Net profit (loss) before income taxes | -1,629,075 | -7,204,615 | 51,987,395 | 333,676 |
| 21 | Provision for income taxes | -771,057 | 1,305,111 | 24,733,550 | 130,212 |
| 22 | Net profit (loss) after income taxes | -858,018 | -8,509,726 | 27,253,845 | 203,464 |
| 23 | Salaries and other staff benefits | 22,631,682 | 103,727,092 | 126,648,724 | 13,378,990 |
| 24 | Number of employees (weekly average) | 574 | 2,229 | 2,843 | 388 |
| 25 | Reporting units showing profits | 5 | 16 | 19 | 2 |
| 26 | Reporting units showing losses | 7 | 10 | 6 | 5 |
| RADIO: | | | | | |
| 27 | Reporting units | 62 | 105 | 147 | 23 |
| | Operating revenue: | | | | |
| | Sale of air time: | | | | |
| 28 | Local time sales | 60,027,804 | 125,477,347 | 204,430,339 | 22,416,932 |
| 29 | National time sales | 9,000,113 | 40,474,995 | 68,219,920 | 6,636,548 |
| 30 | Network time sales | | 1,182,342 | | |
| 31 | Total sale of air time | 69,027,917 | 167,134,684 | 272,650,259 | 29,053,480 |
| | Production and other: | | | | |
| 32 | Syndication | | 19,165 | 945,049 | 45,258 |
| 33 | Production | 123,121 | 1,601,850 | 1,721,163 | 343,002 |
| 34 | Other | 169,827 | 4,277,946 | 1,773,739 | 110,657 |
| 35 | Total production and other | 292,948 | 5,898,961 | 4,439,951 | 498,917 |
| 36 | Total operating revenue | 69,320,865 | 173,033,645 | 277,090,210 | 29,552,397 |
| | Operating expenses: | | | | |
| 37 | Program | 21,344,550 | 56,135,708 | 77,112,051 | 11,275,263 |
| 38 | Technical | 4,016,049 | 5,624,179 | 11,387,122 | 1,277,047 |
| 39 | Sales and promotion | 14,658,571 | 40,181,123 | 70,840,278 | 6,739,047 |
| 40 | Administration and general | 22,786,085 | 52,351,485 | 78,527,742 | 7,739,978 |
| 41 | Depreciation | 2,635,660 | 5,301,606 | 11,141,830 | 1,262,336 |
| 42 | Interest expense | 3,266,965 | 7,631,626 | 28,466,404 | 2,184,483 |
| 43 | Total operating expenses | 68,707,880 | 167,225,727 | 277,475,427 | 30,478,154 |
| 44 | Net operating income | 612,985 | 5,807,918 | -385,217 | -925,757 |
| 45 | Other adjustments-income (expense) | 275,710 | 1,671,766 | 15,391,559 | 250,987 |
| 46 | Net profit (loss) before income taxes | 888,695 | 7,479,684 | 15,006,342 | -674,770 |
| 47 | Provision for income taxes | 1,340,236 | 4,329,203 | 8,254,678 | 449,576 |
| 48 | Net profit (loss) after income taxes | -451,541 | 3,150,481 | 6,751,664 | -1,124,346 |
| 49 | Salaries and other staff benefits | 35,376,059 | 77,242,453 | 124,643,076 | 15,481,313 |
| 50 | Number of employees (weekly average) | 1,179 | 2,204 | 3,540 | 492 |
| 51 | Reporting units showing profits | 37 | 59 | 78 | 11 |
| 52 | Reporting units showing losses | 25 | 46 | 69 | 12 |

TABLEAU 3. Recettes, dépenses et effectifs de l'industrie de la télévision et de la radio privée, par région, 1989

| Saskatchewan | Alberta | B.C., N.W.T. and Yukon | Total | N° |
|-------------------|--------------------|-------------------------------|--|----|
| | | C.-B., T.N.-O. et Yukon | | |
| | | dollars | | |
| | | | TÉLÉVISION: | |
| 14 | 12 | 9 | 105 Unités déclarantes | 1 |
| | | | Recettes d'exploitation: | |
| | | | Ventes de temps d'antenne: | |
| 16,820,808 | 51,393,798 | 39,948,659 | 320,282,920 | 2 |
| 20,965,810 | 68,714,040 | 64,610,489 | 665,166,046 | 3 |
| 9,112,223 | 21,056,181 | 24,894,300 | 184,942,234 | 4 |
| 46,898,841 | 141,164,019 | 129,453,448 | 1,170,391,200 | 5 |
| 65,406 | 1,642,835 | 464,142 | 32,190,748 | 6 |
| 1,072,110 | 11,795,927 | 3,325,236 | 51,392,561 | 7 |
| 796,994 | 2,199,242 | 918,068 | 22,002,676 | 8 |
| 1,934,510 | 15,638,004 | 4,707,446 | 105,585,985 | 9 |
| 48,833,351 | 156,802,023 | 134,160,894 | 1,275,977,185 | 10 |
| | | | Total des recettes d'exploitation | |
| | | | Dépenses d'exploitation: | |
| | | | Emissions | 11 |
| 23,462,000 | 72,899,967 | 76,622,598 | 696,640,798 | 12 |
| 3,888,986 | 6,951,350 | 6,758,005 | 71,115,979 | 13 |
| 6,555,457 | 16,137,301 | 11,826,673 | 135,806,009 | 14 |
| 8,086,830 | 24,261,599 | 17,875,201 | 200,149,285 | 15 |
| 2,725,771 | 6,936,922 | 3,586,628 | 51,027,333 | 16 |
| 2,078,560 | 2,820,825 | 5,124,802 | 51,894,341 | 17 |
| 46,797,604 | 130,007,964 | 121,793,907 | 1,206,633,745 | |
| 2,035,747 | 26,794,059 | 12,366,987 | 60,343,440 | 18 |
| | | | Recettes d'exploitation nettes | |
| 158,756 | 9,884,062 | 408,515 | 25,792,067 | 19 |
| 2,194,503 | 36,678,121 | 12,775,502 | 95,135,507 | 20 |
| 888,853 | 12,987,262 | 5,226,234 | 44,480,165 | 21 |
| 1,325,650 | 23,690,859 | 7,549,268 | 50,655,342 | 22 |
| | | | Bénéfice net (perte) après impôts sur le revenu | |
| 17,788,548 | 42,805,992 | 38,164,680 | 365,145,708 | 23 |
| 542 | 1,053 | 816 | 8,445 | 24 |
| | | | Rémunération et avantages sociaux | |
| 11 | 8 | 8 | 69 Unités déclarantes démontrant un profit | 25 |
| 3 | 4 | 1 | 36 Unités déclarantes démontrant une perte | 26 |
| | | | RADIO: | |
| 24 | 51 | 83 | 495 Unités déclarantes | 27 |
| | | | Recettes d'exploitation: | |
| | | | Ventes de temps d'antenne: | |
| 25,093,637 | 61,075,973 | 71,458,947 | 569,980,979 | 28 |
| 6,659,287 | 22,854,835 | 25,476,646 | 179,322,344 | 29 |
| | | 4,200 | 1,186,542 | 30 |
| 31,752,924 | 83,930,808 | 96,939,783 | 750,489,865 | 31 |
| | | | Total des ventes de temps d'antenne | |
| | | | Production et autres: | |
| 15,944 | 131,416 | 1,156,832 | 238,267,906 | 32 |
| 308,297 | 3,104,981 | 8,536,392 | 32,496,025 | 33 |
| 601,975 | 800,844 | 2,463,940 | 192,072,125 | 34 |
| 910,272 | 3,921,769 | 3,929,334 | 224,183,934 | 35 |
| 32,663,196 | 87,852,577 | 100,869,127 | 770,382,017 | 36 |
| | | | Total des recettes d'exploitation | |
| | | | Dépenses d'exploitation: | |
| 10,392,720 | 29,770,075 | 32,237,539 | 26,579,204 | 37 |
| 1,539,193 | 4,028,841 | 4,623,594 | 24,176,862 | 38 |
| 8,249,835 | 23,761,991 | 27,641,280 | 13,157,498 | 39 |
| 10,418,185 | 25,293,020 | 27,067,439 | 11,019,364 | 40 |
| 1,149,399 | 3,909,194 | 4,121,314 | 29,521,339 | 41 |
| 3,399,190 | 3,793,425 | 7,500,937 | 56,243,030 | 42 |
| 35,148,522 | 90,556,546 | 103,192,103 | 772,784,359 | 43 |
| -2,485,326 | -2,703,969 | -2,322,976 | -2,402,342 | 44 |
| | | | Recettes d'exploitation nettes | |
| 2,752,644 | 551,903 | 5,684,635 | Autres redressements-revenu (dépense) | 45 |
| 267,318 | -2,152,066 | 3,361,659 | Bénéfice net (perte) avant impôts sur le revenu | 46 |
| -619,117 | -1,211,524 | 614,446 | Provision pour impôts sur le revenu | 47 |
| 886,435 | -940,542 | 2,747,213 | Bénéfice net (perte) après impôts sur le revenu | 48 |
| | | | Rémunération et avantages sociaux | |
| 17,018,927 | 43,617,975 | 49,025,106 | 362,404,909 | 49 |
| 552 | 1,201 | 1,566 | 10,734 | 50 |
| | | | Effectifs (moyenne hebdomadaire) | |
| 12 | 22 | 55 | 274 Unités déclarantes démontrant un profit | 51 |
| 12 | 29 | 28 | 221 Unités déclarantes démontrant une perte | 52 |

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