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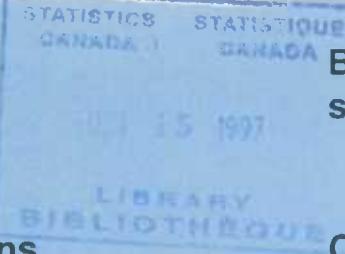
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CABLE TELEVISION STATISTICS, 1996

The cable television industry has reported revenues of \$2.7 billion in 1996, a 5.8% increase over 1995. Total revenue from basic cable television operations increased by 3.1% to \$1,903.6 million from \$1,846.1 million. Total revenue from discretionary and other services increased by 13.0% to 775.4 million from \$686.3 million.

Net operating income, before income tax has decreased to \$170.9 million from \$434.1 million in the previous year. The decrease in net operating income is explained in large part by the \$233.1 million increase in interest expenses.

There were 7.9 million subscribers (direct and indirect) in 1996, 74.0% of which subscribed to discretionary services compared to 71.1% in 1995.

For further information, contact Daniel April (613) 951-3177, Fax: (613) 951-9920, Telecommunications Section, Science and Technology Redesign Project, Statistics Canada, Ottawa, Ontario, K1A 0T6.

STATISTIQUES DE LA TÉLÉDISTRIBUTION, 1996

L'industrie de la télédistribution a enregistré des recettes totales de 2,7 milliards de \$ en 1996, ce qui représente une augmentation de 5,8 % par rapport à 1995. Les recettes totales des services de base ont augmenté de 3,1 %, passant de 1 846,1 millions de \$ en 1995 à 1 903,6 millions de \$ en 1996. Les recettes totales des services facultatifs et autres services ont augmenté de 13,0 % passant de 686,3 millions de \$ à 775,4 millions de \$.

Les bénéfices nets, avant impôts, est passé de 434,1 millions de \$ en 1995 à 170,9 millions de \$ en 1996. Cette baisse du bénéfice net s'explique en grande partie par l'augmentation de 233,1 millions de \$ des intérêts versés par l'industrie.

Il y avait 7,9 millions d'abonnés (directs et indirects) en 1996, et 74,0% de ceux-ci étaient abonnés aux services facultatifs, comparativement à 71,1% en 1995.

Pour de plus amples renseignements, s'adresser à Daniel April (613) 951-3177, Télécopieur: (613) 951-9920, Section des télécommunications, Projet de remaniement des sciences et de la technologie, Statistique Canada, Ottawa, Ontario, K1A 0T6.

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Science and Technology Redesign Project

October 1997



Statistics
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Octobre 1997

Canada

TABLE 1. Financial Summary of the Cable Television Industry, 1996**TABLEAU 1. État financier de l'industrie de la télédistribution, 1996**

| | Discretionary services ¹ | | Cable television | | Total | |
|--|-------------------------------------|--------------|----------------------|--------------|----------------------|--------------|
| | Services facultatifs ¹ | | Télédistribution | | \$ | % |
| Revenue - Recettes: | | | | | | |
| Subscriptions - Abonnements | 674,522,563 | 87.0 | 1,838,337,582 | 96.6 | 2,512,860,145 | 93.8 |
| Connection - Branchement | 7,359,906 | 0.9 | 53,239,352 | 2.8 | 60,599,258 | 2.3 |
| Converters - Câblosélecteurs | 27,122,986 | 3.5 | ... | ... | 27,122,986 | 1.0 |
| Other revenue - Autres revenus | 66,413,019 | 8.6 | 11,978,135 | 0.6 | 78,391,154 | 2.9 |
| Revenue - Total - Recettes | 775,418,474 | 100.0 | 1,903,555,069 | 100.0 | 2,678,973,543 | 100.0 |
| Expenses - Dépenses: | | | | | | |
| Affiliation payments - Paiements d'affiliation | 375,154,663 | 48.4 | 200,265,693 | 10.5 | 575,420,356 | 21.5 |
| Program origination - Production d'émissions | ... | ... | 85,541,111 | 4.5 | 85,541,111 | 3.2 |
| Technical - Services techniques | 35,671,823 | 4.6 | 442,814,336 | 23.3 | 478,486,159 | 17.9 |
| Sales and promotion - Ventes et promotion | 21,590,663 | 2.8 | 69,814,756 | 3.7 | 91,405,419 | 3.4 |
| Administration and general - Administration et frais généraux | 59,725,128 | 7.7 | 395,039,762 | 20.8 | 454,764,890 | 17.0 |
| Depreciation - Amortissement | 45,946,432 | 5.9 | 324,138,640 | 17.0 | 370,085,072 | 13.8 |
| Interest expense - Intérêts versés | 260,206,299 | 33.6 | 409,366,271 | 21.5 | 669,572,570 | 25.0 |
| Expenses - Total - Dépenses | 798,295,008 | 103.0 | 1,926,973,969 | 101.2 | 2,725,268,977 | 101.7 |
| Other adjustments-income (expense) - Autres redressements-revenu (dépense) | 19,893,933 | 2.6 | 197,221,829 | 10.4 | 217,115,762 | 8.1 |
| Net income (loss) before income taxes - Bénéfice net (perte) avant impôt sur le revenu | -2,982,601 | -0.3 | 173,882,929 | 9.1 | 170,900,328 | 6.4 |
| Provision for income taxes - Provision pour impôt sur le revenu | -19,500,123 | -2.4 | 41,486,766 | 2.2 | 21,986,643 | 0.8 |
| Net income (loss) after income taxes - Bénéfice net (perte) après impôt sur le revenu | 16,517,522 | 2.1 | 132,396,163 | 7.0 | 148,913,685 | 5.6 |
| Salaries and other staff benefits - Rémunération et avantages sociaux | 26,569,404 | 3.4 | 385,525,027 | 20.3 | 412,094,431 | 15.4 |
| Number of employees (weekly average) - Nombre de salariés (moyenne hebdomadaire) | 720 | ... | 8,733 | ... | 9,453 | ... |
| Historical cost of fixed assets - Coût d'origine des immobilisations | 540,027,016 | ... | 5,402,578,588 | ... | 5,942,605,604 | ... |
| Accumulated depreciation (recorded in accounts) - Amortissement cumulé (comptabilisé) | 229,384,562 | ... | 2,519,769,005 | ... | 2,749,153,567 | ... |
| Net book value - Valeur comptable nette | 310,642,454 | ... | 2,882,809,583 | ... | 3,193,452,037 | ... |
| Number of subscribers (unduplicated) - Nombre d'abonnés (sans duplication) | 5,818,190 | ... | 7,866,840 | ... | ... | ... |

¹ Discretionary services includes pay television and other services.¹ Services facultatifs y compris la télévision payante et autres services.**Note of Appreciation**

Canada owes the success of its statistical system to a long-standing cooperation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

Note de reconnaissance

Le succès du système statistique du Canada repose sur un partenariat bien établi entre Statistique Canada et la population, les entreprises, les administrations canadiennes et les autres organismes. Sans cette collaboration et cette bonne volonté, il serait impossible de produire des statistiques précises et actuelles.

TABLE 2. Basic Cable Television Historical Financial Performance 1994-1996**TABLEAU 2. Finances des réseaux de télédistribution de base, chiffres chronologiques, 1994-1996**

| | Cable television | | | | | |
|--|----------------------|--------------|----------------------|--------------|----------------------|--------------|
| | Télédistribution | | | | | |
| | 1996 | | 1995 | | 1994 | |
| | \$ | % | \$ | % | \$ | % |
| Revenue - Recettes: | | | | | | |
| Subscriptions (direct and indirect) - Abonnements (directs et indirects) | 1,838,337,582 | 96.6 | 1,775,087,692 | 96.2 | 1,690,701,894 | 95.9 |
| Connection (installation and re-connect) - Branchement (installation et re-branchement) | 53,239,352 | 2.8 | 55,174,856 | 3.0 | 59,004,327 | 3.3 |
| Community channel sponsorship - Parrainage de canal communautaire | 2,227,499 | 0.1 | 1,927,477 | 0.1 | 1,759,286 | 0.1 |
| Other revenue - Autres revenus | 9,750,636 | 0.5 | 13,862,401 | 0.8 | 11,653,065 | 0.7 |
| Revenue - Total - Recettes | 1,903,555,069 | 100.0 | 1,846,052,426 | 100.0 | 1,763,118,572 | 100.0 |
| Expenses - Dépenses: | | | | | | |
| Community programming - Programmation communautaire | 85,541,111 | 4.5 | 85,384,187 | 4.6 | 80,204,980 | 4.5 |
| Affiliation payments - Paiements d'affiliation | 200,265,693 | 10.5 | 184,599,394 | 10.0 | 151,203,018 | 8.6 |
| Technical - Services techniques | 442,814,336 | 23.3 | 421,068,331 | 22.8 | 416,360,405 | 23.6 |
| Sales and promotion - Ventes et promotion | 69,814,756 | 3.7 | 59,511,681 | 3.2 | 49,661,737 | 2.8 |
| Administration and general - Administration et frais généraux | 395,039,762 | 20.8 | 409,864,060 | 22.2 | 357,545,749 | 20.3 |
| Depreciation - Amortissement | 324,138,640 | 17.0 | 297,280,188 | 16.1 | 275,713,456 | 15.6 |
| Interest expense - Intérêts versés | 409,366,271 | 21.5 | 337,637,705 | 18.3 | 208,044,621 | 11.8 |
| Expenses - Total - Dépenses | 1,926,973,969 | 101.2 | 1,795,345,546 | 97.3 | 1,538,733,966 | 87.3 |
| Other adjustments-income (expense) - | | | | | | |
| Autres redressements-revenu (dépense) | 197,221,829 | 10.4 | 239,232,520 | 13.0 | 50,382,495 | 2.9 |
| Net income (loss) before income taxes - | | | | | | |
| Bénéfice net (perte) avant impôt sur le revenu | 173,882,929 | 9.1 | 289,939,400 | 15.7 | 274,767,101 | 15.6 |
| Provision for income taxes - Provision pour impôt sur le revenu | 41,486,766 | 2.2 | 63,717,944 | 3.5 | 90,180,296 | 5.1 |
| Net Income (loss) after Income taxes - | 132,396,163 | 7.0 | 226,221,456 | 12.3 | 184,586,805 | 10.5 |
| Salaries and other staff benefits - | | | | | | |
| Rémunération et avantages sociaux | 385,525,027 | 20.3 | 390,258,300 | 20.5 | 369,885,979 | 21.0 |
| Number of employees (weekly average) - Nombre de salariés (moyenne hebdomadaire) | 8,733 | ... | 9,428 | ... | 8,877 | ... |
| Number of - Nombre de: | | | | | | |
| Direct subscribers - Abonnés directs | 7,346,725 | ... | 7,231,028 | ... | 7,098,038 | ... |
| Indirect subscribers - Abonnés indirects | 520,115 | ... | 560,078 | ... | 746,319 | ... |
| Subscribers - Total - Abonnés | 7,866,840 | ... | 7,791,106 | ... | 7,844,357 | ... |
| Households served by cable - Total - Ménages desservis par le câble | 10,248,601 | ... | 10,018,536 | ... | 9,949,547 | ... |
| Households in licensed area - Total - Ménages dans le territoire attribué | 10,547,567 | ... | 10,274,613 | ... | 10,175,571 | ... |

Note: Totals may not add due to rounding.

Nota: Les chiffres ayant été arrondis, les totaux peuvent ne pas correspondre.

TABLE 3. Discretionary Services, Historical Financial Performance, 1994-1996**TABLEAU 3. Finances des réseaux de services facultatifs, chiffres chronologiques, 1994-1996**

| | 1010247648 | Discretionary services ¹ | | | | | |
|--|--------------------|-------------------------------------|---|--------------------|--------------|--------------------|--------------|
| | | 1996 | | 1995 | | 1994 | |
| | | \$ | % | \$ | % | \$ | % |
| Revenue - Recettes: | | | | | | | |
| Subscriptions - Abonnements | 674,522,563 | 87.0 | | 591,600,963 | 86.2 | 478,412,492 | 83.8 |
| Connection - Branchement | 7,359,906 | 0.9 | | 5,477,207 | 0.8 | 5,640,445 | 1.0 |
| Converters - Câblosélecteurs | 27,122,986 | 3.5 | | 32,306,702 | 4.7 | 34,700,214 | 6.1 |
| Other revenue - Autres revenus | 66,413,019 | 8.6 | | 56,858,565 | 8.3 | 51,919,109 | 9.1 |
| Revenue - Total - Recettes | 775,418,474 | 100.0 | | 686,243,437 | 100.0 | 570,672,260 | 100.0 |
| Expenses - Dépenses: | | | | | | | |
| Affiliation payments - Paiements d'affiliation | 375,154,663 | 48.4 | | 325,863,907 | 47.5 | 261,360,305 | 45.8 |
| Technical - Services techniques | 35,671,823 | 4.6 | | 32,339,222 | 4.7 | 30,793,460 | 5.4 |
| Sales and promotion - Ventes et promotion | 21,590,663 | 2.8 | | 20,390,183 | 3.0 | 20,958,939 | 3.7 |
| Administration and general - | | | | | | | |
| Administration et frais généraux | 59,725,128 | 7.7 | | 44,407,467 | 6.5 | 42,639,163 | 7.5 |
| Depreciation - Amortissement | 45,946,432 | 5.9 | | 35,114,896 | 5.1 | 28,002,282 | 4.9 |
| Interest expense - Intérêts versés | 260,206,299 | 33.6 | | 98,817,631 | 14.4 | 81,325,966 | 14.3 |
| Expenses - Total - Dépenses | 798,295,008 | 103.0 | | 556,933,306 | 81.2 | 465,080,115 | 81.5 |
| Other adjustments-income (expense) - | | | | | | | |
| Autres redressements-revenu (dépense) | 19,893,933 | 2.6 | | 14,897,002 | 2.2 | 4,707,545 | 0.8 |
| Net income (loss) before income taxes - | | | | | | | |
| Bénéfice net (perte) avant impôt sur le revenu | -2,982,601 | -0.3 | | 144,207,133 | 21.0 | 110,299,690 | 19.3 |
| Provision for income taxes - | | | | | | | |
| Provision pour impôt sur le revenu | -19,500,123 | -2.4 | | 44,522,466 | 6.5 | 35,056,580 | 6.1 |
| Net income (loss) after income taxes - | | | | | | | |
| Bénéfice net (perte) après impôt sur le revenu | 16,517,522 | 2.1 | | 99,684,667 | 14.5 | 75,243,110 | 13.2 |
| Salaries and other staff benefits - | | | | | | | |
| Rémunération et avantages sociaux | 26,569,404 | 3.4 | | 20,776,699 | 3.0 | 21,617,872 | 3.8 |
| Number of employees (weekly average) - | | | | | | | |
| Nombre de salariés (moyenne hebdomadaire) | 720 | ... | | 781 | ... | 542 | ... |
| Number of subscribers (cable) - Nombre d'abonnés (télédistribution) | 7,866,840 | ... | | 7,791,106 | ... | 7,844,357 | ... |
| Number of subscribers (discretionary) - Nombre d'abonnés (services facultatifs) | 5,818,190 | ... | | 5,543,109 | ... | 5,438,746 | ... |
| Penetration % (Discretionary Services) - Pénétration % (services facultatifs) | 74.0 | ... | | 71.1 | ... | 69.3 | ... |

¹ Pay Television includes discretionary and other services.

1 Télévision payante y compris services facultatifs et autres services.

Note: Totals may not add due to rounding.

Nota: Les chiffres ayant été arrondis, les totaux peuvent ne pas correspondre.

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