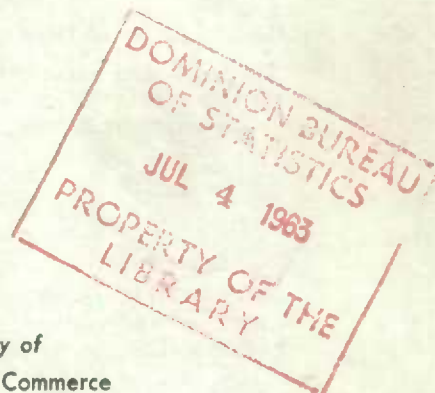




RADIO AND TELEVISION BROADCASTING

1961

First regular issue. Previously published as an occasional for the years 1956, 1957-58 and 1959-60. (DBS Catalogue Nos. 56-501, 56-502 and 56-503).



Published by Authority of
The Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Public Finance and Transportation Division
Public Utilities Section

June 1963
8506-514

Price 50 cents

Reports Published by the
Public Finance and Transportation Division
dealing with

COMMUNICATIONS

Catalogue number	Title	Price
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TABLE OF CONTENTS

	Page
Introduction	5
Review of Survey Results	5
Concepts	6
Glossary of Terms	7
Table	
1. Operating Revenue and Expenditure and Employee Statistics of the Radio and Television Broadcasting Industry, 1956-61	8
2. Operating Revenue and Expenditure and Employee Statistics of the Radio Broadcasting Industry by Province, 1961	9
3. Operating Revenue and Expenditure of the Television Broadcasting Industry by Province, 1961	10
4. Operating Revenue and Expenditure of the Privately-Owned Radio Broadcasting Industry by Revenue Group, 1961	11
5. Operating Revenue and Expenditure of the Privately-Owned Television Broadcasting Industry, by Revenue Group, 1961	12
6. Income and Surplus or (Deficit) Account of Radio and Television Broadcasting Industry, 1961	13
7. Assets and Liabilities of the Radio and Television Broadcasting Industry, 1961	13
8. Property Account of the Radio and Television Broadcasting Industry, 1961	14

INTRODUCTION

Presented herein are the results of the survey of the Canadian radio and television broadcasting industry for 1961. This is the first year that the Dominion Bureau of Statistics has co-operated with both the Board of Broadcast Governors and the Department of Transport in the collection of statistics and other information that are necessary to all three government agencies. As a result of this co-operation, the financial information in this report is presented with much greater detail and accuracy than was possible previously, and for the first time balance sheet data are available. The historical data in Table 1 of this report have been taken from the reports prepared by DBS in previous years, but the figures have been adjusted to make them comparable with those presented for 1961.

Financial and other statistics of the publicly-owned Canadian Broadcasting Corporation are published each year in the corporation's annual report and in the Canada Year Book, but there has been little information available on the 249 privately-owned stations. Most of the tables that follow refer to the operations of the whole industry, including the CBC but the operating results of privately-owned radio and television stations are reported by revenue groups in Tables 4 & 5. Data for privately owned stations are for the calendar year or for their fiscal period ended nearest to December 31, 1961, while data for the Canadian Broadcasting Corporation are for the fiscal year ended March 31, 1962.

Review of Survey Results

The radio and television broadcasting industry in Canada registered increases in operating revenue in each year during the six-year period for which information is available as shown in Table 1 of the report. The amounts shown as operating revenue for each year in Table 1 differ from the figures given for total net revenues in earlier reports. Several adjustments were made to previous years' figures to bring them into line with figures for 1961.

The total operating revenue of the broadcasting industry in 1961, increased to \$110.6 million from \$104.4 million in 1960, an increase of 6%. Of these totals the radio broadcasting sector contributed \$51.5 million in 1961 or 46.6% and television broadcasting contributed \$59.1 million or 53.4%. This compares to the results of 1960 which, on a comparable basis, showed that radio contributed \$51.5 million or 49.4% and television \$52.9 million or 50.5%.

With the advent of eight new privately-owned TV stations the broadcasting industry (including the CBC) received more revenue from local and national advertising and from advertising carried by private networks, but less was received by the private stations and the CBC from advertising carried on the publicly-operated networks of the CBC. The statistics show an increase of \$3.8 million or 9.3% in revenues from privately-operated networks and national advertising, an increase of \$3.1 million or 8.9% from local advertising, and a decrease of \$3.3 million or 13.5% from advertising carried on public networks.

Operating expenses of the broadcasting industry increased from \$157.6 million to \$181.1 million between 1960 and 1961, an increase of 15%; this increase changed an overall operating profit of \$6.1 million in 1960 to a loss of \$0.2 million in 1961. Prior to 1961, wages and salaries, artists and other talent fees, and representative agency commissions were the only expenses collected in detail; therefore, no detailed analysis can be made. However, total expenses including the classes noted above increased at a greater rate than did operating revenues.

Some broadcasting firms have sources of income and may incur expenses from other-than-broadcasting activities. In 1960 and 1961, the net of other-than-broadcasting income less expenses showed an addition to net income of \$3.8 million and \$1 million respectively (Table 1). Income taxes paid by the profitable firms amounted to \$4.9 million in 1960 and \$3.5 million in 1961. After the above adjustments, Table 1 shows that the private broadcasting industry suffered a net loss during 1961 of \$2.7 million compared to a net profit of \$5.0 million in 1960.

In 1961, there were a total of 6,130 employees engaged in radio broadcasting earning \$28.5 million, an increase of 3.1% over the total salaries and wages paid in 1960. Television broadcasting employees totalled 9,384 and were paid \$46.4 million in salaries and wages in 1961, an increase over 1960 of 20.7% in number of employees and 22.3% in their total wages and salaries.

During the latter part of 1960 and the first part of 1961, there were eight new privately-owned television stations set up in the major market areas of Canada. This is an increase of 17% in number from the previous year and accounts for a major part of the shift of television advertising revenues from "network" to "local and national". In addition the expense of starting up a commercial television station is substantial because of the cost and effort needed to build up the station's time sales to advertisers, adjustments to new equipment etc; this factor has been a major contributor to the operating loss of \$3.0 million by the television industry (Table 3).

Table 6 carries forward from Tables 2 and 3 the operating profit and loss of radio and television sections of the broadcasting industry, and shows the addition of other income not connected with operations of a broadcasting station, and the deduction of non-operating expenses. Table 6 shows the net income before taxes of the privately-owned broadcasting industry amounts of \$829,732, but the impact of income tax on those stations that made a

profit, combined with the numerous stations that suffered losses, resulted in an overall loss for the year. As shown in Table 1, this is the second year in the period from 1957 that the industry showed an overall loss. There are no CBC profits or losses in the figure of profit before taxes, because the unexpended balance of the parliamentary grant is treated as an account due to the Government of Canada.

Table 7 shows the balance sheet of the broadcasting industry in 1961. It is arrived at by combining the balance sheets of all private radio and

television broadcasting stations and the CBC together. The equity of the government of Canada in the CBC amounting to \$41 million is included in the amount shown as common stock in the statement. Detail on the breakdown of the total figure for fixed assets appears in Table 8 of the report.

The following table summarizes the breakdown of the balance sheet (Table 7) of the broadcasting industry, between the CBC and the total of the private stations; the balance sheet of the CBC is as at March 31, 1962:

	CBC	Private stations	Total
	thousands of dollars		
Current assets	15,733	28,316	44,049
Fixed assets less reserve for depreciation	32,026	56,434	88,460
Other assets	—	14,398	14,398
Total assets	47,759	99,148	146,907
Current liabilities	6,733	27,780	34,513
Long term debt	—	33,308	33,308
Sundry reserves	—	2,454	2,454
Preferred stock	—	11,163	11,163
Common stock	41,026	7,656	48,682
Surplus	—	16,787	16,787
Total	47,759	99,148	146,907

The figures in the above table dealing with the private sector of the industry are made up by combining together the balance sheets of 55 television stations and 194 radio stations. Most of these private stations are independent, although some stations have common ownership.

According to the DBS publication *Private and Public Investment in Canada, Outlook 1963* the expenditures on construction and machinery and equipment by the broadcasting industry in 1961 amounted to \$19.9 million. This compares to similar expenditures of \$13 million in 1959 and \$23 million in 1960.

Concepts

Previously the report showed the revenues and expenditures of the Canadian Broadcasting Corporation and privately-owned stations separately. This year we are showing the operating results of the industry as a whole in Tables 1, 2 and 3.

Operating Revenue

Table 1 shows broadcasting revenue of the industry as reported for the years 1956-61 by DBS. However, certain adjustments were made to the figures for revenue as reported in the previous years to make them comparable with those that we report for 1961. For the years 1956-60, we had asked that the stations segregate certain expenses incurred and paid by them on account of the advertiser and deduct these expenses from both their revenue and their expenditure for the year under review, leaving a figure of net revenue. For 1961 we did not ask

the stations to segregate these expenses so, to make the figures comparable over the period, we have added these expenses back to the appropriate revenue item and shown them as part of the industry's operating expenditure.

Table 1 shows a statement of operating expenditure of the industry for each of the years covered. Prior to 1961 three items of operating expenditure were collected on a basis comparable to our analysis for the current year, and these have been shown. All other operating expenditures for the years before 1961 are included in "other operating expenses".

All broadcasting stations were asked to report advertising revenue, net of advertising agency commissions, received from network, national and local advertising. In the case of network advertising

revenue, arrangements are generally made by the advertiser or the advertising agency directly with the Canadian Broadcasting Corporation, or with other networks; the individual stations will show as revenue only the amount that was received from the network.

National advertising revenue is revenue received directly by the station from national or regional advertisers for programs, announcements and spot advertisements, broadcast on a non-network basis. Both CBC-owned stations and privately-owned stations receive this type of revenue.

Local advertising revenue is usually received from local or district advertisers for programs or announcements broadcast on a non-network basis. Advertising of this type is usually secured by the salesmen that are employed by the individual station. Both CBC-owned stations and privately-owned stations receive this type of revenue.

Glossary of Terms

1. **Network advertising revenue** is defined as revenue received for advertising when a station is attached to a network. Arrangements are generally made by the advertiser or his agency directly with the network. In the case of a non-CBC network, arrangements may be made with the station originating the program. Since part of the revenues received by the originating station for network advertising are paid out to other stations carrying the advertising, only the net advertising revenue is reported by the originating station.

2. **National advertising revenue** is revenue received from national or regional advertisers for programs or announcements broadcast on a non-network basis.

3. **Local advertising revenue** is revenue received from local or district advertisers for programs or announcements broadcast on a non-network basis.

4. **Other non-broadcasting operating revenue** is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities, recording services) plus any broadcast revenues of a non-advertising nature.

Tables 4 and 5 provide a breakdown of the revenues and expenditures of privately-owned radio and television stations grouped according to their total operating revenue. As a result of overlapping the groups, some stations appear in two groups, and no totals are shown for the privately-owned industry. This year we are not reporting on the network affiliation of the privately-owned radio broadcasting industry because the Canadian Broadcasting Corporation has amalgamated the Trans-Canada and Dominion Networks.

Previously the results of the operations of the CBC were shown separately. This year they have been included in the industry totals, Table 1, and are included with Ontario figures in the provincial breakdown, Tables 2 and 3. The CBC publishes the results of its operations in its report to Parliament, but their statistics included in this report have been revised to agree with the overall concepts of the industry.

5. **Representative agencies** are individuals or organizations which are hired by broadcasting stations to seek the business of national and regional advertisers for them on a non-network basis. Representative agencies are distinguished from the station's own sales force (including individuals and separate sales organizations representing one station) which usually covers the local market.

6. **Advertising agencies** are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

7. **Other income** (Table 6) is income which is not normally associated with the day-to-day operation of the broadcasting station (e.g. investment income, bad debts recovered, income from extraneous sources).

8. **Other expenses** (Table 6) are expenses which are not normally associated with the day-to-day operation of the station (e.g. expenses of enterprises outside the field of broadcasting, donations).

9. **Additions and deductions to the surplus account** (Table 6). These are made up of items that do not affect the income of the business for the period under review (e.g. profit on sales of capital assets, write-offs of goodwill, incorporation expense).

**TABLE 1. Operating Revenue and Expenditure and Employee Statistics of the RADIO and TELEVISION
Broadcasting Industry 1956-61**

	1956	1957	1958	1959	1960	1961
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on publicly-operated networks	14,717,133	18,097,332	19,640,855	24,457,000	24,239,000	20,966,918
(b) Privately-operated network and national advertising	23,852,732	27,877,972	32,407,233	37,818,000	40,679,000	44,470,753
(c) Local advertising	28,921,305	26,958,334	29,293,009	33,464,000	35,323,000	38,472,015
Total broadcasting revenue	65,491,170	72,933,638	81,341,097	95,739,000	100,241,000	103,909,686
Other non-broadcasting operating revenue	956,968	3,183,950	4,020,511	4,132,000	4,142,000	6,679,486
Total operating revenue	66,448,138	76,117,588	85,381,608	99,871,000	104,383,000	110,589,172
Grants received	37,191,971	41,177,181	54,120,031	52,360,000	59,289,000	70,252,273
Total operating revenue and grants	103,640,109	117,294,769	139,481,639	152,171,000	163,672,000	180,841,445
Operating expenditure ¹ :						
Representative agency commissions	2,133,159	2,723,093	3,071,858	3,533,000	3,880,000	4,303,323
Interest charges	1,902,593
Depreciation and amortization of lease-hold improvements	6,218,805
Rent, repairs and maintenance	8,856,556
Property taxes	914,330
Fuel and electricity	2,133,581
Salaries and wages	40,115,689	47,288,044	53,624,775	59,343,000	65,519,000	74,970,241
Benefits	3,539,240
Artists' and other talent fees	10,525,260	8,555,108	10,226,194	14,837,000	16,422,000	18,650,171
Performing rights	5,647,731
Telephone and telegraph and outside services	16,511,189
Films, tapes, recordings—rental and purchased	17,617,993
Advertising and promotion	4,583,559
Taxes and licences (other than income or property)	1,293,566
Other operating expenses	41,289,426	61,134,951	61,749,748	65,397,000	71,775,000	13,926,095
Total operating expenditure	94,063,534	119,701,196	128,672,575	143,110,000	157,596,000	181,068,973
Net operating income (loss) including grants	9,576,575	(2,406,427)	10,809,064	9,061,000	6,076,000	(227,528)
Net of other income and other (expenses)	(2,663,062)	(208,413)	73,377	3,636,000	3,790,000	1,057,260
Provision for income taxes	1,042,785	4,377,585	5,671,000	4,858,000	3,504,289
Net income after taxes	(3,657,625)	6,504,856	7,026,000	5,008,000	(2,674,557)
Average monthly number of employees	10,498	11,930	12,896	13,241	13,885	15,514

¹ Does not include Advertising Agency Commissions which are estimated to be \$10,636,328 in 1961.

.. Figures not available.

TABLE 2. Operating Revenue and Expenditure and Employee Statistics of the RADIO Broadcasting Industry by Province, 1961

	Newfound- land and Prince Edward Island 5 stations	Nova Scotia 10 stations	New Brunswick 9 stations	Quebec 41 stations	Ontario ² 66 stations	Manitoba 9 stations	Saskat- chewan 14 stations	Alberta 16 stations	British Columbia 24 stations	Total 194 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on publicly- operated networks	2,306	4,999	14,157	82,093	939,584	4,543	32,304	12,272	14,523	1,106,781
(b) Privately-operated network and national advertising	373,928	673,939	434,677	5,529,118	7,767,612	1,138,661	921,398	1,434,059	2,110,921	20,384,311
(c) Local advertising	863,857	1,061,164	909,580	5,892,284	9,678,562	1,382,183	1,979,257	3,180,600	3,389,460	28,336,947
Total broadcasting revenue ..	1,240,089	1,740,102	1,358,414	11,503,495	18,385,758	2,525,387	2,932,959	4,626,931	5,514,904	49,828,039
Other non - broadcasting operating revenue	20,573	3,145	42,108	532,867	614,035	108,204	73,227	140,667	145,458	1,680,284
Portion of grant applied to radio broadcasting					18,200,033					18,200,033
Total operating revenue	1,260,662	1,743,247	1,400,522	12,036,362	37,199,826	2,633,591	3,006,186	4,767,598	5,660,362	69,708,356
Operating expenditure: ¹										
Representative agency commissions..	40,771	86,757	74,633	764,492	945,388	162,082	124,079	172,587	288,578	2,659,367
Interest charges	8,039	19,682	16,216	83,353	344,061	76,332	17,112	51,846	63,893	680,534
Depreciation and amortization of lease-hold improvements	79,401	71,819	46,234	779,782	860,655	130,567	150,869	255,732	281,637	2,656,696
Rent, repairs and maintenance	49,618	80,525	58,946	697,171	2,458,291	110,915	123,299	240,046	185,671	4,004,482
Property taxes	7,962	23,137	20,486	69,737	193,324	16,352	14,599	27,639	33,928	407,164
Fuel and electricity	22,303	37,256	46,614	110,272	280,113	42,099	76,849	82,590	112,768	810,864
Salaries and wages	516,117	834,467	699,612	4,713,162	14,208,622	1,161,736	1,416,857	2,365,830	2,628,110	28,544,513
Benefits	11,677	31,095	16,325	139,636	743,407	20,182	35,865	69,249	92,759	1,160,195
Artists' and other talent fees	14,832	25,737	19,912	937,790	4,984,946	91,302	26,819	81,300	112,642	6,295,280
Performing rights	28,784	37,059	34,383	264,995	1,475,434	44,131	71,746	99,308	92,746	2,148,586
Telephone and telegraph and outside services	94,853	136,898	150,200	902,238	4,720,341	173,860	231,494	360,289	414,306	7,184,479
Films, tapes, recordings - rental and purchased	26,134	32,421	14,730	95,087	555,394	32,359	13,556	51,377	49,623	870,681
Advertising and promotion	67,861	38,560	28,807	489,706	1,231,617	190,629	82,860	186,154	310,696	2,626,890
Taxes and licences (other than in- come or property)	15,929	21,740	13,268	179,341	202,672	49,065	33,969	68,213	109,282	693,479
Other operating expenses	125,934	138,071	95,350	1,152,742	2,987,614	352,345	251,719	429,389	628,605	6,161,769
Total operating expenditure	1,110,215	1,615,224	1,335,716	11,379,504	36,191,879	2,653,956	2,671,692	4,541,549	5,405,244	66,904,979
Net operating revenue (loss)	150,447	128,023	64,806	656,858	1,007,947	(20,365)	334,494	226,049	255,118	2,803,377
Average monthly number of employees	118	205	186	1,043	3,112	186	318	461	501	6,130

¹ Does not include advertising agency commissions which are estimated to be \$3,330,316.² Includes the results of the operations of the CBC.

TABLE 3. Operating Revenue and Expenditure of the TELEVISION Broadcasting Industry by Province, 1961

	Atlantic Area	Quebec	Ontario ²	Manitoba and Saskat- chewan	Alberta	British Columbia	Total
	8 stations	11 stations	16 stations	8 stations	7 stations	5 stations	55 stations
	dollars						
Operating revenue:							
Broadcasting revenue from:							
(a) Advertising carried on publicly-operated networks	599,029	1,099,667	16,851,552	576,536	530,606	202,747	19,860,137
(b) Privately-operated network and national advertising	1,324,207	4,627,979	13,394,703	1,782,607	2,186,657	770,289	24,086,442
(c) Local advertising	1,132,646	1,468,159	3,898,954	1,514,146	1,533,117	588,046	10,135,068
Total broadcasting revenue	3,055,882	7,195,805	34,145,209	3,873,289	4,250,380	1,561,082	54,081,647
Other non-broadcasting operating revenue	116,727	784,918	3,589,476	245,673	183,369	79,039	4,999,202
Portion of grant applied to television broad- casting			52,052,240				52,052,240
Total operating revenue	3,172,609	7,980,723	89,786,925	4,118,962	4,433,749	1,640,121	111,133,089
Operating expenditure: ¹							
Representative agency commissions	114,121	455,923	636,301	173,970	191,776	71,865	1,643,956
Interest charges	76,355	385,679	431,934	149,527	94,233	84,331	1,222,059
Depreciation and amortization of lease-hold im- provements	449,974	742,025	1,395,936	448,543	333,973	191,658	3,562,109
Rent, repairs and maintenance	271,230	518,424	3,585,989	183,885	176,588	115,958	4,852,074
Property taxes	33,021	40,409	355,212	24,647	36,073	17,804	507,166
Fuel and electricity	85,617	121,725	907,721	93,520	69,748	44,386	1,322,717
Salaries and wages	1,327,015	2,908,749	37,941,273	1,669,756	1,624,856	954,079	46,425,728
Benefits	32,898	125,488	2,104,133	46,670	56,710	13,146	2,379,045
Artists' and other talent fees	89,681	645,335	11,370,597	109,793	78,267	61,218	12,354,891
Performing rights	60,516	90,003	3,204,177	56,253	66,090	22,106	3,499,145
Telephone and telegraph and outside serv- ices	167,656	417,060	8,282,913	180,126	112,541	166,414	9,326,710
Films, tapes, recordings — rental and pur- chased	356,444	1,132,163	13,785,166	440,506	522,691	510,342	16,747,312
Advertising and promotion	117,416	286,976	1,285,209	97,965	88,478	80,625	1,956,669
Taxes and licences (other than income or prop- erty)	30,064	128,828	277,943	70,431	79,179	13,642	600,087
Other operating expenses	301,549	993,893	5,489,040	356,969	389,850	233,025	7,764,328
Total operating expenditure	3,513,557	8,992,680	91,053,544	4,102,561	3,921,053	2,580,599	114,163,994
Net operating revenue (loss)	(340,948)	(1,011,957)	(1,266,619)	16,401	512,696	(940,478)	(3,030,905)
Average monthly number of employees	276	723	7,490	378	342	175	9,384

¹ Does not include advertising agency commissions which are estimated to be \$7,306,012.² Includes the results of the operations of the CBC.

**TABLE 4. Operating Revenue and Expenditure of the Privately-Owned RADIO Broadcasting Industry
by Revenue Group, 1961**

	Under \$75,000	\$50,000 and under 100,000	\$100,000 and under 150,000	\$150,000 and under 250,000	\$200,000 and under 300,000	\$300,000 and under 400,000	\$400,000 and under 500,000	\$500,000 and under 750,000	\$750,000 and under 1,000,000	\$1,000,000 and over
	35 stations	42 stations	37 stations	52 stations	33 stations	14 stations	7 stations	13 stations	3 stations	7 stations
	dollars									
Operating revenue:										
Broadcasting revenue from:										
(a) Advertising carried on publicly-operated networks	44,681	49,853	42,067	65,359	49,393	20,300	10,988	5,875	—	3,742
(b) Privately-operated network and national advertising	376,583	551,246	1,046,745	2,834,677	2,458,902	1,678,696	1,442,478	3,193,002	1,440,684	6,959,608
(c) Local advertising	1,472,831	2,328,713	3,364,597	6,996,953	4,928,487	3,044,427	1,710,977	3,844,680	1,047,940	3,373,465
Total broadcasting revenue	1,894,095	2,929,812	4,453,409	9,896,989	7,436,782	4,743,423	3,164,443	7,043,557	2,488,624	10,336,815
Other non-broadcasting operating revenue	115,325	176,839	79,719	203,198	261,589	84,704	51,030	644,547	42,464	246,388
Total operating revenue	2,009,420	3,106,651	4,533,128	10,100,187	7,698,371	4,828,127	3,215,473	7,688,104	2,531,088	10,583,203
Operating expenditure:										
Representative agency commissions	61,055	88,728	136,218	424,609	332,756	266,454	148,551	392,410	176,111	905,096
Interest charges	50,601	50,548	87,750	150,885	114,227	43,538	207,580	66,034	25,272	4,442
Depreciation and amortization of lease-hold improvements ..	100,615	198,994	303,330	599,189	477,719	231,945	260,673	341,780	173,959	345,012
Rent, repairs and maintenance	131,387	183,657	204,235	406,831	341,109	188,184	171,548	303,428	105,751	438,896
Property taxes	19,446	25,950	38,264	95,757	64,412	41,212	27,639	44,192	3,070	56,444
Fuel and electricity	43,644	54,667	75,277	169,965	128,598	97,408	46,083	104,127	27,018	60,229
Salaries and wages	1,037,695	1,653,887	2,360,466	5,069,479	3,791,907	2,143,401	1,662,079	3,331,800	830,102	3,492,840
Benefits	9,854	21,687	39,265	128,881	90,419	69,178	60,223	96,893	2,019	268,335
Artists' and other talent fees ..	24,373	56,157	126,390	183,339	227,919	149,007	128,605	318,850	162,585	700,059
Performing rights	41,816	66,286	71,778	190,394	166,247	110,796	90,709	172,106	67,520	206,842
Telephone and telegraph and outside services	198,289	291,644	356,047	689,093	541,665	401,507	425,195	571,813	210,322	532,280
Films, tapes, recordings—rental and purchased	22,476	36,129	58,624	99,593	68,205	22,305	37,515	85,192	5,480	91,072
Advertising and promotion	39,110	61,527	211,971	333,842	291,968	151,897	190,259	378,396	259,529	542,905
Taxes and licences (other than income or property)	25,626	39,573	61,280	139,162	83,905	61,388	51,557	123,325	46,659	144,903
Other operating expenses	204,551	290,465	467,199	913,467	686,904	409,328	255,441	768,340	368,743	799,884
Total operating expenditure	2,010,540	3,119,899	4,596,094	9,594,486	7,407,960	4,387,548	3,763,657	7,098,686	2,464,140	8,589,239
Net operating revenue (loss)	(1,120)	(13,248)	(62,966)	505,701	290,411	440,579	(548,184)	589,418	66,948	1,993,964

**TABLE 5. Operating Revenue and Expenditure of the Privately-Owned TELEVISION Broadcasting Industry,
by Revenue Group, 1961**

	Under \$250,000	\$200,000 and under 450,000	\$400,000 and under 650,000	\$500,000 and under 750,000	\$750,000 and under 1,250,000	\$1,000,000 and over
	14 stations	18 stations	13 stations	9 stations	8 stations	11 stations
	dollars					
Operating revenue:						
Broadcasting revenue from:						
(a) Advertising carried on public- ly-operated networks	545,086	1,374,060	1,396,090	890,724	852,906	1,416,413
(b) Privately-operated network and national advertising	687,074	2,231,341	2,539,981	2,400,264	4,274,845	11,262,456
(c) Local advertising	934,028	2,087,752	1,855,305	1,710,604	1,992,392	3,226,682
Total broadcasting revenue	2,166,188	5,693,153	5,791,376	5,001,592	7,120,143	15,905,551
Other non-broadcasting operating revenue	92,084	217,640	539,149	560,938	843,298	3,928,033
Total operating revenue	2,258,272	5,910,793	6,330,525	5,562,530	7,963,441	19,833,584
Operating expenditure:						
Representative agency commissions	66,089	216,965	282,239	255,220	433,828	866,150
Interest charges	123,368	230,065	120,611	98,823	231,272	667,624
Depreciation and amortization of lease-hold improvements	314,783	737,166	790,277	585,790	525,465	1,684,677
Rent, repairs and maintenance	132,506	299,703	333,737	364,154	454,477	940,863
Property taxes	18,229	52,728	54,686	42,644	43,242	132,238
Fuel and electricity	73,602	142,671	353,572	89,048	148,859	232,868
Salaries and wages	1,119,869	2,381,677	2,304,486	2,155,604	3,245,900	7,553,669
Benefits	27,023	54,419	45,249	48,878	81,799	315,540
Artists' and other talent fees	34,778	178,534	200,604	148,262	506,422	1,735,207
Performing rights	14,030	78,593	102,337	106,844	120,093	352,122
Telephone and telegraph and out- side services	120,649	253,102	270,301	245,754	448,204	988,709
Films, tapes, recordings — rental and purchased	241,158	576,755	491,581	607,814	1,519,804	3,534,384
Advertising and promotion	36,262	123,071	101,567	150,289	219,952	783,454
Taxes and licences (other than in- come or property)	36,632	79,337	96,827	58,895	129,391	340,890
Other operating expenses	268,796	593,122	560,358	477,020	881,528	1,653,396
Total operating expenditure	2,627,774	5,997,910	6,108,432	5,435,039	8,990,236	21,770,791
Net operating revenue (loss)	(369,502)	(87,117)	222,093	127,491	(1,226,795)	(1,937,207)

**TABLE 6. Income and Surplus or (Deficit) Account of RADIO and TELEVISION
Broadcasting Industry, 1961**

	Dollars
Income account:	
Net operating revenue (loss) after grants:	
1. Radio	2,803,377
2. Television	(3,030,905)
3. Privately-owned industry	182,194
4. Publicly-owned industry	(409,722)
Total (1+2), (3+4)	(227,528)
Other income:	
Privately-owned industry	1,051,102
Publicly-owned industry	409,722
Total	1,460,824
Other expenses	403,564 ¹
Net income before tax	829,732
Income tax	3,504,289
Net income (loss) for current period	(2,674,557)
Surplus account:	
Surplus at beginning of current period	23,826,806
Net income (loss) for current period	(2,674,557)
Additions to surplus	1,782,880
Deductions from surplus	644,072
Dividends and withdrawals	5,504,100
Surplus at end of current period	16,786,957

¹ All remaining entries are for privately-owned industry only.

TABLE 7. Assets and Liabilities of the RADIO and TELEVISION Broadcasting Industry, 1961

	Dollars	
Assets		
Current assets:		
Cash on hand and in bank		8,239,196
Accounts and notes receivable and accrued		17,929,432
Other—including inventories, prepayments		6,384,290
Investments (stock, bonds, mortgages, etc.)		11,496,527
Total current assets		44,049,445
Fixed assets:		
Radio.....	53,777,533	
Television	94,851,838	
Sub total	148,629,371	
Less:		
Depreciation reserve	60,169,739	88,459,632
Deferred charges.....		1,886,806
Other assets, including goodwill		12,511,385
Total assets		146,907,268
Liabilities and net worth		
Current liabilities:		
Bank loans		10,482,976
Accounts and notes payable		17,903,135
Other		6,126,617
Total current liabilities		34,512,728
Long term debt		33,308,459
Reserves		2,453,731
Preferred stock		11,163,238
Common stock		48,682,155
Surplus		16,786,957
Total liabilities and net worth		146,907,268

TABLE 8. Property Account of the RADIO and TELEVISION Broadcasting Industry, 1961

	Radio	Television	Total
	dollars		
Land	3,142,306	2,960,689	6,102,995
Buildings	11,783,098	30,195,201	41,978,299
Technical and studio equipment	30,089,005	56,710,462	86,799,467
Furniture and fixtures	4,832,144	2,828,066	7,660,210
Unamortized portion of lease-hold improvements	1,119,466	401,987	1,521,453
Other ¹	2,811,514	1,755,433	4,566,947
Total fixed assets	53,777,533	94,851,838	148,629,371
Depreciation	27,602,906	32,566,833	60,169,739
Net fixed assets	26,174,627	62,285,005	88,459,632

¹ Includes motorized vehicles and equipment.

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Year	Population	Area	Population	Area	Population	Area
1900	76,098,331	3,531,870	76,098,331	3,531,870	76,098,331	3,531,870
1901	76,898,331	3,531,870	76,898,331	3,531,870	76,898,331	3,531,870
1902	77,698,331	3,531,870	77,698,331	3,531,870	77,698,331	3,531,870
1903	78,498,331	3,531,870	78,498,331	3,531,870	78,498,331	3,531,870
1904	79,298,331	3,531,870	79,298,331	3,531,870	79,298,331	3,531,870
1905	80,098,331	3,531,870	80,098,331	3,531,870	80,098,331	3,531,870
1906	80,898,331	3,531,870	80,898,331	3,531,870	80,898,331	3,531,870
1907	81,698,331	3,531,870	81,698,331	3,531,870	81,698,331	3,531,870
1908	82,498,331	3,531,870	82,498,331	3,531,870	82,498,331	3,531,870
1909	83,298,331	3,531,870	83,298,331	3,531,870	83,298,331	3,531,870
Total	832,983,331	35,318,700	832,983,331	35,318,700	832,983,331	35,318,700

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RADIO AND TELEVISION BROADCASTING