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# RADIO AND TELEVISION BROADCASTING 

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Revenue, expenses, and income account; number of messages transmitted; mileage operated; and employees, salaries and wages by company.

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Number of telephones operated, by type of service and by type of switchboard; number of calls; and selected employment and financial statistics of large telephone systems.

56-203 Telephone Statistics - Annual
Number of telephones in operation by type of service, by type of switchboard and by type of organization; number of calls; assets. liabilities and net worth data; revenue, expenses and net income: eundees, saleriss anc unges and wite and pole line mileage operated by province.

Operating revenue and expenses and employee statistics of the radio and television broadcasting industry by area and by revenue group; income account and surplus account; and a statement of assets, liabilities and net worth

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## SYMBOLS

The following standard symbols are used in Dominion Bureau of Statistics publications:
.. figures not available.
... figures not appropriate or mot aplicabla.

- nil or zero.
-- amount too small to be expressert.
p preliminary figures.
r revised figures.


# RADIO AND TELEVISION <br> BROADCASTING 

## 1967

## INTRODUCTION

This publication is the result of an annual survey conducted by the Dominion Bureau of Statistics with respect to the Canadian broadcasting industry. The data presented herein were compiled from information contained in DBS questionnaires, which were completed by the Canadian Broadcasting Corporation and the licensees of the private commercial broadcasting stations in operation during 1967. These questionnaires have been designed to serve the requirements of the Board of Broadcast Governors and the Department of Transport as well as the DBS and has thereby effected economies and minimized the burden of reporting for respondents. This publication is intended to provide information to the public, but it has also proved very useful to the broadcasting industry, advertisers, advertising agencies, and various allied trades.

Table 1 is an historical table showing separate data for the years 1964 to 1967 inclusive for the Canadian Broadcasting Corporation and the privately-owned stations.

In Tables 2 to 6 inclusive, data are presented for the privately-owned sector of the industry only and does not include the CBC. Tables 7 and 8 embrace the activities of the whole industry, including the $C B C$.

When using these tables, it should be noted that information for privately-owned stations represents data for fiscal years ended within the 1967 calendar year. Data for the CBC are for the fiscal period April 1, 1967 to March 31, 1968.

## Glossary of Broadcasting Terminology

This glossary, not included in previous publiations on broadcasting statistics was discussed with and prepared by members of the National Advisory Committee on Broadcasting Statistics.

This glossary includes not only those terms found in this report but also words frequently encountered in industry publications and should prove useful to those interested in broadcasting.

## REVIEW OF SURVEV RESULTS

The radio and television broadcasting industry once again registered an increase in revenue for the year under review as compared to the previous year's operations. Between 1966 and 1967, total broadcasting revenne increaser hy $10.7 \%$ (from $\$ 180.4$ to $\$ 199.7$ million), and total operating revenue increased by $11.3 \%$ (from $\$ 192.4$ to $\$ 214.2$ million). Of the total operating revenue, radio broadcasting accounted for $\$ 90.7$ million or $42.3 \%$ and television broadcasting $\$ 123.5$ million or $57.7 \%$. In 1966 radio broadcasting accounted ivi $\$ 81.7$ million or $42.5 \%$ of total operating revenue and television $\$ 110.7$ million or $57.5 \%$.

In 196\%, reverute inom netwo.k wild imanuad advertising represented $63.5 \%$ and local advertising $36.5 \%$ of the total broadcasting revenue of $\$ 199.7$ million. Network and national advertising, and local advertising increased by $10.8 \%$ and $10.5 \%$ mspectively since 1966, while non-broadcasting revanue increased by $21.7 \%$.

Operating expenses of the broadcasting ind ustes hereased by $\$ 47.4$ million in 1967 from $\$ 285.1$
million to $\$ 332.5$ million. This increase was due mainly to increases for salaries, wages and honuses ( 20.7 million); films, tapes, recordings - rentals and purchases ( $\$ 6.1$ million); rent, repairs and maintenance, and insuraise ( $\$ 3.2$ million); depreciation and amortization ( $\$ 3.1$ million); interest chatges ( $\$ 1.9$ milliou), and wireline or microwave services ( $\$ 1.9$ million). This rapid growth of expenses was more than offset by the growth of revenue which resulted in an operating profi: ui $\$ 27.5$ million in 1967 . This is an increase of $\$ 2.1$ million in operating profit over 1966.

The following table presents an analysis of the operating revenue of the CBC for the year ended March 31, 1968. Radio operations of the Corporation account for only $6.2 \%$ of its total broadcasting revenue compared to $50.5 \%$ for the private brodcasting sector. The revenue in the table is arrived at after deducting certain payments to private stations and commissions to advertising agencies and other networks, as reported in the annual report of the $C B C$.

# Analysis of Operating Revenue of the Canadian Broadcasting Corporation for the Year Ended March 31, 1968 

|  | Radio | Television | Total |
| :---: | :---: | :---: | :---: |
|  | thousands of dollars |  |  |
| Broadcasting revenue from: <br> (a) Net work and national advertising <br> (b) Local advertising | $\begin{array}{r} 1,314 \\ 441 \end{array}$ | 25,496 | $\begin{array}{r} 26,810 \\ 1,307 \end{array}$ |
| Total broadcasting revenue | 1, 755 | 26,362 | 28, 117 |
| Non-broadcasting revenue | 219 | 1,964 | 2,183 |
| Total operating revenue | 1,974 | 28, 326 | 30,300 |

Some stations have sources of income, and expenses which are not normally associated with broadcasting operations. DBS classifies investment income and rental income in this "other income" category. "Other expenses" would include such items as life insurance and donations. In 1967, other income net of other expenses totalled $\$ 1,634,678$ compared with $\$ 1,055,756$ in 1966. Income tax paid by the profitable companies amounted to $\$ 13.5$ million in 1967 compared with $\$ 11.4$ million in 1966. In 1967 private broadcasters" profit after income tax totalled $\$ 15.6$ million representing a $3.4 \%$ increase over the profit earned in 1966.

In 1967, there were 18,946 employees engaged in the broadcasting industry, an increase of 1,021 or $5.7 \%$ over 1966 . Salaries and wages paid by the industry totalled $\$ 137.1$ million, an increase of $\$ 20.7$ million or $17.8 \%$ over 1966 . Staff benefits, which include such expenses as staff pensions and hospitalization insurance totalled $\$ 8.3$ million, an increase of $23.1 \%$ since 1966 .

Table 2 presents the operations of the pri-vately-owned radio broadcasting industry for 1967 by area. All areas showed an operating profit for the year. Net operating revenue increased in Ontario and Quebec by $\$ 572,907$ and $\$ 563,594$ respectively over 1965. On a Canada wide basis, the privatelyowned radio industry showed an operating profit of $\$ 11.6$ million in 1967 which is substantially higher than in the preceding year.

Table 3 presents the operations of the pri-vately-owned television broadcasting industry by area for 1967. All areas show an overall operating profit in 1967. The operating profit for Canada totalled $\$ 15.9$ million approximately the same as in 1966.

Tables 4 and 5 show the operating results of the privately-owned radio and television broadcasting industry by operating revenue groupings.

In Table 4, radio stations with annual revenue of less than $\$ 100,000$ lost money, averaging $\$ 5,233$ per station. Radio stations with operating revenue
exceeding $\$ 1$ million had an average profit of $\$ 304,107$. This can be compared to 1966 results which showed a loss of $\$ 5,218$ for the smallest group and a considerably smaller profit of $\$ 261,415$ per station for those with operating revenue exceeding $\$ 1$ million. For television, Table 5 shows an average loss of $\$ 15,365$ per station for stations with operating revenue under $\$ 250,000$ compared with an average loss of $\$ 17,734$ in 1966. The average profit for stations having operating revenue of $\$ 1.5$ million and over was slightly lower, $\$ 771,542$ compared with $\$ 887,106$ in 1966 .

Table 6 carries forward the operating profit from Table 1. It then shows the addition of othe: income from sources not related to broadcastins operations and the deduction of non-operating expenses. This table also shows the net income. before income tax, which amounted to $\$ 29,107,967$. After a provision of $\$ 13.5$ million for income tax, the privately-owned broadcasting industry reported a net income of $\$ 15.6$ million for 1967 . This represents an increase of $\$ 0.5$ million over the net income of $\$ 15.1$ million shown for 1966 and is a return of $9.4 \%$ of total assets ( $\$ 165.1$ million) for the private sector of the industry and a return of $19.2 \%$ on shareholders' equity and reserves.

Table 7 is a statement showing the assets, liabilities and net worth position of the broadcasting industry in 1967. The figures were compiled from the balance sheets of the private stations and the CBC. The equity of the Government of Canada in the CBC, amounting to $\$ 29.2$ million, is included in the amount shown as common stock in the statement.

The following table provides a summary analysis of the balance sheet (Table 7) of the broadcasting industry as between the CBC and the private stations. The balance sheet of the $C B C$ is as at March 31, 1968.

Table 8 provides an analysis of the amouni reported for fixed assets of the industry as shown in Table 7.

|  | CBC | Private stations | Total |
| :---: | :---: | :---: | :---: |
|  | thousands of dollars |  |  |
| Current assets ............................................................... | 30,487 | 69,128 | 99,615 |
| Fixed assets less reserve for depreciation ....................... | 87,918 | 81, I67 | 169,085 |
| Other assets | - | 14, 820 | 14,820 |
| Total assets | 118,405 | 165,115 | 283, 520 |
| Current liabilities ........................................................... | 15,101 | 43,423 | 58,524 |
| Long term debt ............................................................... | 74,125 | 40,693 | 114,818 |
| Sundry reserves ................................................................. | - | 4,654 | 4,654 |
| Preferred stock .................................................................. | - | 17,699 | 17,699 |
| Common stock...................................................................... | 29,179 | 9,662 | 38,841 |
| Capital surplus ................................................................. | - | 3,475 | 3,475 |
| Earned surplus ................................................................ | - | 45,509 | 45,509 |
| Total liabilities and net work ...................................... | 118,405 | 165,115 | 283, 520 |

## CONCEPTS

## Operating Revenue and Expenses

All broadcasting stations report advertising revenie received from network, national and local advertising, net of advertising agency commissions. In the case of network advertising revenue, arrangements are generally made by the advertiser or the advertising agency directly with the radio and television networks. The individual stations show as revenue only the amount that was received from the network to which it is affiliated.

In Table 1. "other operating expenses" for 1964 includes car, truck and other property expenses; freight, express, duty and cartage; and bad and doubtful accounts. Separate details for these expense items are not available for 1964. For the first time, the item "telephone and telegraph and outside services" has been shown in more detail. namely: telephone, telegraph and teletypewriter services; wireline or microwave services; and other payments for outside services.

The revenue and expenses of the CTV Television Network Limited is included in Ontario in Table 3; in Table 5 this network is included in the revenue grouping which is applicable. In both these tables, the CTV network not being a station
is not included in the station count. Although it is not possible to measure the average performance of stations in the particular groupings in which the CTV network is included, this weakness is outweighed by the advantages gained in obtaining true industry totals.

This survey covers the operations of all private commercial broadcasting stations. Those stations operating on a non-commercial basis such as those operated by educational institutions are not included. Tine tables showing the operating results of radio stations include the operations of all AM and FM operations. The allocation of stations by province and by revenue groupings was based on the individual returns filed, i.e., if the station filed separate returns for AM and FM operations each return was considered a separate entity for purposes of classifying the results by province and by revenue grouping. The count of stations is based on the number of broadcasting stations in operation.

The number of stations is greater than the number of returns filed because a single annual report covering the operations of an AM and FM station is counted as two stations.

## GLOSSARY OF BrOADCASTIVG IERUMNOLOTY

ICIRA. - Assoniationof Canamian Teievaion and Radio Artists, an association representing professional performers and writers in Canadian broadcasting.

AM. - Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of $535-1605 \mathrm{kHz}$ or $\mathrm{kc} / \mathrm{s}$.

Advertiser. - A company or individual who purchases broadcast time to publicize the availability of one or more products or services.

Advertiser, local. - An advertiser whose product or service is available through one or more outlets controlled by the same advertiser in not more than one trading area.

Advertiser, national. - An advertiser whose product or service is available through a number of outlets, whether or not controlled by the advertiser, in several cities or towns other than the location of its head office.

Idvertiser, regional. - See "Advertiser, national"

Advertiser, retail. - See "Advertiser, local"
Advertising agency. - Individuals or organ:zations which plan, produce and schedule thitr clients' advertising among all the advertising media.

Advertising agency commission. - Compensation allowed by stations and networks to advertising agencies in payment for professional services rendered.

Advertising, co-operative. - Advertising purchased by or otherwise arranged for on behalf of a local advertiser where financial assistance is provided by a national advertiser.

Advertising, local. - Advertising carried by radio and television stations on behalf of a local advertiser.

Idvertising, national. - Advertising carried by radio and television stations, originating from a nationaladyertiser and usually contracted through an acvertising agency and a national sales representative or a network.

Advertising, network. - Advertising sold by a network and carried by it and its affiliated stations during periods specified for network programs.

Advertising, selective. - Advertising placed on one or more stations by a national advertiser and contracted through the station's national sales representative, such business being normally scheduled during periods outside of any station network programs.

Alfiliate. - A siaton wich agrees to mroadcast or is required to bruadcast programs of at given network for a specified number of hours per week for a specified period of time.

Announcer. - One who provides information and entertainment over radio and/or television stations.

Audio. - Sound or pertaining to sound.
Audio recording. - A storage of audio information, usually on a disc or tape, for later replay. In the case of television it could be an optical sound track on film.

BMI (Canada) Limited. - Broadcast Music Incorporated, a company authorized to collect fees from broadcasting stations for the use of certain copyright musical works and to distribute those fees to the authors, composers and publishers it represents.

Broadcasting. - Any radiocommunication in which the transmissions are intended for direct public reception.

Broadcasting licence. - A licence issued under the Erondoastind Aot th carry on a broaccagilag tinciertavlos.

Broadchsting mudetaking. - lacludes a broad. casting transmitting untertaking, a broadoastins receiving undertaking and a network operation, located in whole or in part within Canada of on a ship or aircraft registered in Canada.

CAB. - The Canadian Association of Broadcasters - L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada.

CAPAC. - Composers, Authors and Publishers Association of Canada, a company authorized to collect fees from broadcasting stations for the use of certain copyright musical works and to distribute those fees to the authors, composers and publishers it represents.

CATV System. - Community antenna television system, a system for receiving signals from broadcasting stations and distributing them by cable to subscribers.

CRTC. - Canadian Radio-Television Commission, established by the Broadcasting Act. 1968 to regulate the establishment and diperation of broadcasting undertakings in Canata.

CBC. - Canadian Broadcastiag Forporstion, a Crown Corporation established in 1936 under the Canadian Broadcasting Act, for the purpose of operating a national broadcasting system.

CTV. - CTV Television Network Limited, a national television network service comprising a group of privately-owned television stations.

Call sign. - A suitable broadcasting station identification assigned by the Canadian RadioTelevision Commission, consisting of a combination of letters and when applicable numerals.

Channel. - A frequency in the radio spectrum assigned to a radio or television station.

Closed circuit television. - Program transmission by wire, for paid or private viewing of programs not involving the emission of Hertzian waves.

Coaxial cable. - A cable consisting of a central insulated conductor surrounded by a copper tube or shield and protected by an outer sheath. Used for transmission of television signals because of its relatively wide frequency bandwidth and low attenuation characteristics.

Commercial message. - Any commercial announcement, and includes any announcement that mentions an advertiser, any product or service of an advertiser, or any activity being promoted by an advertiser, including any such mention in a list of prizes, but does not include any classified announcement or any announcement made on behalf of a station or a network that does not contain the facie of any other advertiser or his products.

Copywriter. - A person who writes a program s.ript, program continuity or commercial copy for broadcast use.

DBS. - Dominion Bureau of Statistics, established in 1918 under the Statistics Act to form a centralized national statistical organization.

DOT. - Department of Transport which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate.

Day-time and night-time operation. - (a) Daytime operation in general means operation between the times of local sunrise and local sunset at the transmitter location of the station; however, in particular cases, other hours for day-time operation may be established, for which provision is made in the North American Regional Broadcasting Agreement,
(b) Night-
time operation is operation at any other time.
FCC. - Federal Communications Commission, a federal authority authorized to license and regudute all aspects of telecommunications in the U.S.A.

FM. - Frequency modulation, a method of dodulating radio waves. Generally, FM is used to describe broadcasting in the FM broadcast band of $88-108 \mathrm{MHz}$.

Facsimile. - A system of telecommunications for the transmission of fixed images with or without balf-tones, with a view to their reproduction in a permanent form.

Frequency. - The number of cycles per unit of time used in measuring the pitch of sound and alternating current where the units used in North America are cycles/second, Kilocycles/second and Megacycles/second. However, the European unit of Hertz is now coming into common use in North America, $1 \mathrm{Hertz}=1 \mathrm{cycle} / \mathrm{sec}$. Abbreviations are $\mathrm{Hz}, \mathrm{kHz}, \mathrm{MHz}$.

License. - See "Broadcasting license".
Licensee. - A person licensed by the Canadian Radio-Television Commission to carry on a broadcasting undertaking.

Management services. - Services of a managerial nature performed under contract by other than station employees.

Media. - Communication agencies used for dissemination of information such as radio, television, new spapers, magazines, posters, etc.

Microwave. - Radio frequencies generally referred to as those frequencies above $1,000 \mathrm{MHz}$. In broadcasting, microwave equipment is used to transmit TV program material from a mobile unit to a studio or from a studio to a transmitter. Identifiable by its parabolic reflectors, this equipment operates over line of sight distances up to 30 miles. Microwave equipment is also used by the communication companies for the transmission of telephone, data, TV and radio traffic.

Microwave radio relay system. - A series of microwave receivers and transmitters used to transport television programs and other types of electronic communications. Propagation may be either by line-of-sight or tropospheric scatter.

Mobile service. - A service of radiocommunication between mobile and land stations or between mobile stations.

Mobile unit. - A vehicle and equipment used to permit the production of program material at a location remote from studio facilities.

N4B. - National Association of Broadcasters, a national association of radio and television broadcasting stations and networks in the United States.

NABET. - National Association of Broadcasting Employees and Technicians (AFL/CIO-CLC).

NARBA. - North American Regional Broadcasting Agreement, concluded among Canada, Cuba, the Dominican Republic, the Bahama Islands, Jamaica and the United states to accommodate the largest number of stations in the standard broadcast band with the least interference.

NCATA. - National Community Antenna Television Association, a trade association of community antenna television systems in Canada.

National sales representative. - The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national advertisers and their agencies.

Network. - An organization consisting of a network operator and the stations with which he has affiliation agreements.

Network operator. - An organization or any person to whom permission has been granted by the Canadian Radio-Television Commission to form and to operate a network.

Newscaster. - A person who reads copy on the air as prepared by the station newsroom from copy supplied by its own newsroom staff or by the commercial news-wire services.

News services. - Companies who supply news and sports information to station subscribers, predominantly by wire facilities.

Newswriter. - A person employed by a station to develop, research and write news and sports stories for subsequent airing on radio and television.

Originate. - To broadcast a radio or television program from a specific location.

Performing rights. - A legal claim for the use of copyright broadcast material.

Principal officers. - The persons designated by by-law of the corporation such as the Chairman, President, Vice-President, Secretary, Treasurer and General Manager.

Producer. - The person responsible for the overall planning and production of a program, concerned mainly with administrative details rather than with the actual direction of the program presentation.

Program. - Presentations in sound and/or image, by broadcast stations.

Program rights. - Substantially property rights which may be acquired for broadcast purposes.

Radio. - Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 Gigacycles per second propagated in space without artificial guide.

Rate card. - Information on charges made by stations or networks for broadcast time and miscellaneous program services.

Rating. - The audience measurement for specific programs; a percentage of viewers or listeners obtained by telephone or personal interview or through diaries kept by individual viewers or listeners.

Raw tape. - Magnetic recording tape, audio and/or video, which does not contain any information, i.e., untecorded tape.

Recording services. - A business operated by the station for the production and sale of all manner of audio and video tape recordings to clients.

Remote. - The origination of program material outside of permanent broadcasting studio buildings.

Reporter. - A person assigned to develop. research and write news and sports stories, and on occasion, report on the air.

SW. - Short wave in broadcasting, is the band of frequencies in the $5,950-26,100 \mathrm{kHz}$ range that have been allocated to the broadcasting service.

Satellite. - In broadcasting, an electronic repeater station contained in a spacecraft orbiting the earth which receives Hertzian wave signals from an earth based transmitting station, amplifies and retransmits such sishats io core ar moth anem based receiving stations.

Scripwriter. - See "Garswider"
Set designer. - A person assigned to the creation of a setting in which television programming may take place.

Sponsor. - An advertiser who purchases a radio or television program or specific portion thereof.

Spot announcement. - Commercial messages, usually 60 seconds or less.

Station, broadcasting. - A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception.

Station, independent. - A licensed broadcasting station not affiliated with a network.

Station, land. - Any licensed radio station or installation of radio apparatus that is not a coast, mobile, ship or private receiving station.

Station, mobile. - Any licensed radio station, other thana shim station of private receivingstation,
 moved.

Station, nourcomatrial. ... A Geeasori broatcasting station which is operated on a non-commercial basis.

Station, rebroadcasting. - A licensed broad(asting station which does not originate programs and which is programmed exclusively by off-air pickup froma parent broadcasting station or another rebroadcasting station.

Station sales representative. - See "National sales representative".

Studio. - A specifically designed room with associated control and monitoring facilities used by a broadcaster for the origination of radio or television programs.

Tape. - A plastic based tape, coated with or containing a ferromagnetic compound used for the magnetic recording of information.

Tape recorder. - Equipment incorporating an electromagnetic transducer and means for moving the tape relative to the transducer for recording electric signals as magnetic variations on the tape. Recorders are available for both audio and video recording and most contain facilities for converting the magnetic variations back to electric signals.

Telecast. - A television broadcast.
Telecommunication. - Any transmission, emission or reception of signs, signals, writingo images, sounds or intelligence of any nature by wire, radio, H3nal or ower atectoratenctio systen.

Television. - A system of telecommunication for the transmission of transient images of fixed or moving objects.

Television channel. - A frequency in the radio spectrum assigned to a television station.

UHF. - Ultra High Frequency, the band of broadcasting frequencies ranging from 300 to 3,000 MHz . Also known as decimetric waves.

VHF. - Very High Frequency, the band of broadcasting frequencies ranging from 30 to 300 MHz . Also known as metric waves.

Video. - The visual portion of a television signal.

VTR. - Video tape recorder, a tape recorder capable of recording both the audio and video components of a TV signal.

Wire line. - The transmission facilities comprising physical metallic conductors as opposed to radio facilities. Also commonly used to describe the facilities of a press or news wire service by means of which broadcasters roceive on their


TABLE 1. Operating Revenue and Expenses and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry, 1964-67

|  |  |  |  |  |  | 66 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Private <br> stations | CBC | Private stations | CBC | Private <br> stations | CBC | Private stations | CBC |
| Cperating revenue: ${ }^{\text {a }}$ dolla |  |  |  |  |  |  |  |  |
| Broadcasting tevenue from: |  |  |  |  |  |  |  |  |
| (a) Network and national advertising | 69,425,452 | 23,051,000 | 78, 413,420 | 23,581,000 | 89,584,326 | 24,827,000 | 99,949, 239 | 26,810,000 |
| (b) Locai advertising ...................... | 51,957. 524 | 1,349,000 | 58,757,439 | 1,447,000 | 64,847,218 | 1,180, 000 | 73,644.550 | 1.307.000 |
| Total broadcasting revenue | 121.382, 976 | 24,400,000 | 137.170.859 | 25, 028, 000 | 154,431,544 | 26,007, 000 | 171. 593, 789 | 28,117,000 |
| Non-broadcasting revenue | 7.222,291 | 577.000 | 8,623,933 | 794,000 | 10,906.766 | 1,035, 000 | 12.345.158 | 2,183. 000 |
| Total operating revenue ............. | 128,605, 267 | 24,977,000 | 145, 794, 792 | 25,822,000 | 165, 338,310 | 27,042, 000 | 183, 938, 947 | 30,300, 000 |
| Grants received | - | 90, 391.000 ${ }^{\text {d }}$ | - | 99.089, $000{ }^{\text {L }}$ | - | 118,044.000 ${ }^{2}$ | - | $145,685,000^{8}$ |
| Total operating revenue including grants | 128, 605, 267 | 115,368,000 | 145, 794,792 | 124,911,000 | 165.338.310 | 145,086, 000 | 183,938, 947 | 175,985,000 |
| Operating expenses: ${ }^{2}$ |  |  |  |  |  |  |  |  |
| Representatives commissions. | 6,952,368 | 53,000 | 7,379,878 | 24,000 | 8,008. 549 | 177, 000 | 8,562,245 | - |
| Interest charges | 3.032.855 | 377.000 | 2,647,457 | 1.009.000 | 2,424.737 | 2. 203,000 | 2,810,036 | 3,760,000 |
| Depreciation and amortization of lease-hold improvements | 7,973,337 | 4,523,000 | 9,251,532 | 4,739,000 | 10,202,319 | 7,013,000 | 11.195, 865 | 9,072,000 |
| Rent, repairs and maintenance, and insurance $\qquad$ | 7,034, 166 | 5,747,000 | 7.272,720 | 5.589, 000 | 8,828,295 | 5, 565,000 | 9,782,961 | 7.842,000 |
| Property taxes | 918,363 | 458,000 | 949,899 | 487.000 | 1,072,898 | 508,000 | 1, 225,566 | 694,000 |
| Fuel, electricity and water | 1,748.253 | 974,000 | 1,675,472 | 940,000 | 1,758,181 | 1,098,000 | 1,907,241 | 1.097.000 |
| Car,truck and other property expenses | . ${ }^{\text {a }}$ | . | 694,996 | 240,000 | 842,719 | 360,000 | 917.009 | 657.000 |
| Salaries, wages and bonuses | 46.563,657 | 48,807,000 | 49,799,400 | 52,422,000 | 56,144,694 | 60,223,000 | 62,639,018 | 74,462,000 |
| Sitaff benefits. | 1,437,515 | 3.559,000 | 1,798.836 | 3.947.000 | 2,328,897 | 4, 425,000 | 2,657,430 | 5,654,000 |
| Artist and other talent fees | 4, 870,213 | 15.979,000 | 5.253,509 | 15.854,000 | 5. 399, 451 | 17,002.000 | 6,115,303 | 17, 560, 000 |
| Performing rights | 2, 559, 323 | 3,373,000 | 2,951,057 | 4.166.000 | 3.380,116 | 4.500.000 | 3,912,535 | 5, 112,000 |
| Telephone, telegraph and teletypewiter services $\qquad$ | 1,838,405 | 1.503.000 | 2.055.682 | 1,668, 000 | 2.261,040 | 2,014,000 | 2.641.257 | 2,190,000 |
| Whre line or microwave services ............ | 758,468 | 9.252,000 | 895. 165 | 9,934, 000 | 1,114, 902 | 10,230,000 | 1,476,540 | 11.810,000 |
| Other payments for outside services | 4,600,660 | 1.142.000 | 5, 409, 766 | 1.334,000 | 6.354,551 | 5, 446,000 | 7,084.417 | 6,346,000 |
| Flims, tapes, recordings - Rentals and purchases $\qquad$ | 9,431,869 | 11.975,000 | 11, 405,955 | 14,283, 000 | 13,490, 458 | 12, 333, 000 | 16,388, 235 | 15,494,000 |
| Advertising, promotion and travel .......... | 7,085,511 | 2.189,000 | 7.749,728 | 2,856.000 | 8,048,921 | 6,433, 000 | 8,773,468 | 6,511,000 |
| Taxes (other than income or property) and licenses $\qquad$ | 1,682.818 | - | 1,892,280 | 25,000 | 2,273,377 | - | 2,455,868 | - |
| Cffice supplies and expenses ............... | 2.331.297 | 1.113,000 | 1,496, 909 | 1,212,000 | 1,688,073 | 1,558,000 | 1.896.971 | 1.700,000 |
| Freight, express, duty and cartage ...... | - | - | 508,766 | 701,000 | 591.672 | 950,000 | 712.518 | 1,291,000 |
| Bad and doubtful accounts | $\cdots$ | . | 921.754 | 2.000 | 941.381 | 16.000 | 888,932 | 18,000 |
| Other operating expenses .-.................. | 2.439.852 | 4, 344,000 | 2,268.446 | 3.479.000 | 2.808.671 | 3,032,000 | 2,422,245 | 4,715,000 |
| Total operating expenses ......... | 113,258, 930 | 115, 368,000 | 124,279, 007 | 124,911,000 | 139,964.902 | 145, 086, 000 | 156,465,658 | 175,985,000 |
| Net operating revenue including grants .... | 15.346.337 | - | $21,515,785$ | - | 25,373,408 | - | 27.473.289 | - |
| Other income net of other expenses .......... | 634,243 | - | 613.030 | - | 1, 055,756 | - | 1.634.678 | - |
| Provision for income tax ...................... | 5.978,907 | - | 8,186.415 | - | 11,378,220 | - | 13, 538,629 | - |
| Net income for period .............................. | 10,001,673 | - | 13,942,400 | - | 15.050,944 | - | 15,569,338 | -- |
| Average monthly number of employees .... | 8. 503 | 8.121 | 8,945 | 7,947 | 9.450 | 8.475 | 9.911 | 9,035 |

[^0]IARLE 2. Operating Revenue and Expenses and Employee Statistics of the Privately-owned RADIO Broadcasting Industry by Area, 1967

|  | Newfoundland and Prince Edward Island <br> 10 stations | Nova Scotia $\begin{gathered} 18 \\ \text { stations } \end{gathered}$ | $\begin{gathered} \text { New } \\ \text { Brunswick } \\ \\ 10 \\ \text { statlons } \end{gathered}$ | Quebec $\begin{aligned} & 61 \\ & \text { statlons } \end{aligned}$ | Ontario $\begin{aligned} & 104 \\ & \text { stations } \end{aligned}$ | Manitoba $\begin{aligned} & 16 \\ & \text { stations } \end{aligned}$ | Saskatchewan $\stackrel{20}{\text { statlons }}$ | $\begin{aligned} & \text { Alberta } \\ & 23 \\ & \text { stations } \end{aligned}$ | British Columbia stations | $\begin{gathered} \text { Total } \\ \begin{array}{c} 305 \\ \text { stations } \end{array} \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | dollars |  |  |  |  |  |  |  |  |  |
| Operating revenue: |  |  |  |  |  |  |  |  |  |  |
| Broadcasting revenue from: |  |  |  |  |  |  |  |  |  |  |
| (a) Network and national advertising | 476,109 | 1,082,388 | 641.873 | 9,010,268 | 15,375,186 | 1,681,527 | 1,547,318 | 2.635.276 | 2.856.446 | 35, 306, 391 |
| (b) Locel advertising ...................... | 1,438,285 | 1,873,508 | 1.444,037 | 11,528,481 | 16,755, 202 | 2.364,069 | 3,202,251 | 5,239,602 | 7.551, 013 | 51,396,448 |
| Total broadcasting revenue | 1,914,394 | 2, 955, 896 | 2,085, 910 | 20.538. 749 | 32, 130,388 | 4,045, 396 | 4.749, 569 | 7.874,878 | 10.407.459 | 86.702,839 |
| Non-broadcasting revenue .................... | 15,221 | 1,185 | 21,347 | 596.501 | 989,304 | 32, 136 | 58.314 | 221.272 | 123. 012 | 2,058. 292 |
| Total operating revenue | 1,929,615 | 2,957,081 | 2,107,257 | 21.135, 2.50 | 33,119.692 | 4,078,732 | 4,807,883 | 8,096. 150 | 10, 530,471 | 88, 761,131 |
| Operating expenses: |  |  |  |  |  |  |  |  |  |  |
| Representatives commissions | 55.941 | 135,615 | 106,940 | 1,252,720 | 2.089,417 | 190,804 | 172.570 | 255, 455 | 387,304 | 4,646.766 |
| Interest charges | 11.011 | 41.590 | 28.209 | 170.713 | 355,446 | 121,314 | 24,376 | 75,077 | 182.148 | 1,009,884 |
| Depreciation and amortization of lease-hold improvements | 111.569 | 119,838 | 117. 284 | 1.007.331 | 1.424,552 | 218.051 | 190,927 | 285,525 | 519,659 | 3,994,736 |
| Rent, repairs and maintenance, and insurance $\qquad$ | 87.985 | 164.868 | 93,238 | 1.343.128 | 1,429,873 | 201.690 | 266.611 | 371,506 | 547. 584 | 4.506, 483 |
| Property taxes | 6.315 | 21,453 | 27,524 | 108.898 | 296.134 | 28, 158 | 19,427 | 31.392 | 61,709 | 601,010 |
| Rom, electricity and water .................. | 39,561 | 51,448 | 46,953 | 194.756 | 252,640 | 68.758 | 87.656 | 120.786 | 166.755 | 1,029,313 |
| Str, truck and other property expenses | 13,254 | 15,823 | 17,214 | 128,445 | 158,787 | 38,399 | 29,262 | 56,693 | 109,855 | 567,732 |
| Salaries, wages and bonuses ............... | 785,610 | 1,406.389 | 952.417 | 8.373,515 | 13,111,938 | 1,749, 949 | 2.217.974 | 3,500,853 | 4,660,046 | 36,758, 691 |
| Staff berefits | 35.251 | 52.477 | 30,089 | 352,873 | 478,313 | 63. 534 | 52,163 | 141.185 | 187. 100 | 1.392.985 |
| Artist and other talent fees | 11,342 | 14,910 | 8,414 | 822,333 | 958,926 | 56, 077 | 45.114 | 102,195 | 136. 513 | 2, 255, 824 |
| Performing flghts ...as. .a......................... | 43.871 | 67.066 | 53,360 | 559,617 | 781,483 | 61,718 | 119.922 | 171.740 | 202.002 | 2.060.777 |
| Telephone, telegraph and teletypewriter services $\qquad$ | 57,730 | 80.550 | 49,613 | 423.172 | 581,035 | 68,753 | 137,844 | 146.161 | 239.581 | 1.784, 439 |
| Wire line or microwave services ....... | 25,269 | 25,993 | 10,218 | 182, 552 | 178,958 | 16.598 | 42,522 | 54,679 | 54,623 | 591,412 |
| Other payments for outside services.... | 173,888 | 153,625 | 103,296 | 1, 142,379 | 1.736,763 | 218,108 | 228,671 | 441.129 | 594,366 | 4,792,225 |
| Films, tapes, recording - Rentals and purchases $\qquad$ | 23.702 | 39. 179 | 27.735 | 165,012 | 264,528 | 25,443 | 42,922 | 90,826 | 82,295 | 761.642 |
| Advertising, promotion and travel ....... | 71,173 | 115.770 | 55,113 | 1,204,040 | 2,411,712 | 392,606 | 272.586 | 566.308 | 605,837 | 5,695,145 |
| Taxes (other than income or property) and licenses $\qquad$ | 28,978 | 29,885 | 20,305 | 251.662 | 388.828 | 72,788 | 57,192 | 99.397 | 169.808 | 1,118, 843 |
| Office supplles and expenses ............. | 17,485 | 42.579 | 24,721 | 313,230 | 385, 251 | 71.811 | 86,490 | 120.907 | 174,082 | 1.236.556 |
| Freight, express, duty and cartage ...... | 1.919 | 4,108 | 1,569 | 51.034 | 18,002 | 752 | 2.917 | 4,336 | 4.764 | 89,401 |
| Fhad and doubtrul accounts ... | 15,347 | 31.770 | 23,635 | 208, 225 | 234,692 | 19,881 | 21.732 | 58,380 | 91.434 | 705,096 |
| Other operating expenses .................... | 6,539 | 44,609 | 42,058 | 345, 094 | 609.673 | 57,515 | 78.500 | 194,977 | 165.892 | 1,544,857 |
| Total operating expenses ......... | 1,623,740 | 2,659, 345 | 1.839,905 | 18, 700.729 | 28,146, 931 | 3, 742,705 | 4,197,378 | 6,889,507 | 9,343,35 7 | 77, 143, 817 |
| Net operating revenue ............................ | 305,875 | 297.536 | 267,352 | 2,434,521 | 4.972,741 | 335, 027 | 610.505 | 1.206,643 | 1.187.114 | 11.617.314 |
| Average monthly number of emplayees... | 176 | 262 | 186 | 1.374 | 2,042 | 288 | 433 | 519 | 718 | 5,998 |

[^1]TABLE 3. Operating Revenue and Expenses and Employee statistics of the Privately-owned TELEVISION Broadcasting Industry by Area, 1967

|  | Atlantic <br> Area $\begin{aligned} & 10 \\ & \text { stations } \end{aligned}$ | Quebec $\begin{aligned} & 13 \\ & \text { stations } \end{aligned}$ | Ontario stations | Manitaba and <br> Saskat- <br> chewan <br> $\stackrel{12}{\text { stations }}$ | Alberta stations | British Columbia stations | $\begin{gathered} \text { Total } \\ 66 \\ \text { stations } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | dollars |  |  |  |  |  |  |
| Operating revenue: |  |  |  |  |  |  |  |
| Broadcasting revenue from: |  |  |  |  |  |  |  |
| (a) Network and national adrertising ..................... | 4.022.433 | 17.149.687 | 29,498.008 | 5.376.412 | 5,194,734 | 3.401. 574 | 64,642,848 |
| (b) Local advertising ........................................... | 1.859,048 | 4.971.125 | 7,034,104 | 2.641,469 | 2.338 .192 | 1,404,164 | 20.248, 102 |
| Total broadcasting revenue ............................ | 5,881, 481 | 22,120,812 | 36,532,112 | 8.017.881 | 7,532,926 | 4, 805, 738 | 84,890,950 |
| Non-broadcasting revenue ......................................... | 218,940 | 5, 804, 792 | 3,267.851 | 237,686 | 263,849 | 483.748 | 10,286,866 |
| Total operating revenue ................................. | $6.100,421$ | 27.925,604 | 39.799.963 | 8,255,567 | 7,796,775 | 5,299.486 | 95,177.816 |
| Operating expenses: ${ }^{1}$ |  |  |  |  |  |  |  |
| Representatives commissions ...................................... | 235, 584 | 1.450.222 | 1,399,991 | 339,924 | 256, 250 | 233.508 | 3,915.479 |
| Interest charges. | 156,397 | 717.262 | 539,581 | 132.051 | 86.710 | 168.151 | 1,800. 152 |
| Depreciation and amortization of lease-hold improvements $\qquad$ | 798.850 | 1,706, 181 | 2.951.769 | 779,857 | 504, 058 | 460.414 | 7, 201,129 |
| Rent, repalrs and maintenance, and insurance ............ | 370.645 | 1,863,330 | 1.931,193 | 921,483 | 376.355 | 313.472 | 5. 276,478 |
| Property taxes ........................................................ | 81.784 | 110,901 | 271,961 | 60.832 | 49, 006 | 50,072 | 624,556 |
| Fuel, electricity and water .................................... | 125,052 | 207,890 | 242.890 | 135,743 | 93,293 | 73,060 | 877.928 |
| Car, truck and other property expenses ...................... | 40.171 | 122.048 | 100,931 | 45.789 | 28,360 | 11,978 | 349. 277 |
| Salaries, wages and bonuses .................................... | 1.856, 246 | 7.227.558 | 10,677,605 | 2,435,640 | 2.193, 835 | 1,489,641 | 25,880, 325 |
| Staff benefits | 81, 429 | 330, 799 | 634,231 | 83,117 | 83,901 | 50,968 | 1. 264,445 |
| Artist and other talent fees. | 116.115 | 2, 103,097 | 1,304.802 | 230.953 | 100,048 | 4,466 | 3,859,479 |
| Performing rights ................................................... | 131.485 | 541,864 | 789, 456 | 161.971 | 134.599 | 92.383 | 1.851.758 |
| Telephone, telegraph and teletypewriter services ...... | 6<i,939 | 207.734 | 382,474 | 78,052 | 57. 287 | 64,332 | 856.818 |
| Wire line or microwave services ......... | 138,446 | 201.017 | 353,444 | 39,518 | 2,390 | 150,313 | 885.128 |
| Other payments for outside services | 363.380 | 647.554 | 722,465 | 210,921 | 211, 862 | 136.010 | 2. 292, 192 |
| Films, tapes, recordings - Rentals and purchases .... | 728,298 | 4.214.159 | 7.435,428 | 1.159,071 | 1.288.12? | 801.514 | 15,626.593 |
| Advertising, promotion and travel ............................. | 208.735 | 516.\$12 | 1.624.656 | 303, 177 | 190.849 | 234.502 | 3.078.323 |
| Taxes (other than income or property) and licenses | 56.755 | 359,628 | 648.675 | 112.815 | 99,349 | 59,803 | 1,337,025 |
| Office supplles and expenses .................................. | 32,483 | 173.922 | 298,767 | 80.292 | 37,495 | 37.456 | 660.415 |
| Freight, express, duty and cartage ........................... | 31,158 | 104.435 | 323.546 | 63,031 | 52. 023 | 48,924 | 623.117 |
| Bad and douhtful accounts ...................................... | 30,609 | 68,797 | 44,361 | 12.718 | 10,455 | 16,896 | 183.836 |
| Other operating expenses ....................................... | 62.699 | 281,096 | 187.222 | 74.552 | 121.467 | 150.352 | 877,388 |
| Total operating expenses .............................. | 5,713,260 | 23, 155,906 | 32,865, 448 | 6,961,507 | 5,977.505 | 4,648,215 | 79,321, R41 |
| Net operating revenue ................................................. | 387.161 | 4,769,698 | 6,934,515 | 1.294.060 | 1.819,270 | 651,271 | 15,855.9\% |
| Average monthly number of employees ........................... | 348 | 1,138 | 1. 490 | 360 | 339 | 238 | 3.313 |

[^2]TABLE 4. Operating Revenue and Expenses of the Privately-owned RADIO Broadcasting Industry by Revenue Group, 1967

|  | $\begin{gathered} \text { Under } \\ \$ 100,000 \\ 45 \\ \text { stations } \end{gathered}$ | $\begin{aligned} & \$ 100,000 \\ & \text { and under } \\ & \$ 250,000 \\ & 113 \\ & \text { stations } \end{aligned}$ | $\begin{gathered} \$ 250,000 \\ \text { and under } \\ \$ 500,000 \\ 88 \\ \text { stations } \end{gathered}$ | $\begin{gathered} \$ 500,000 \\ \text { and under } \\ \$ 1.000,000 \\ 39 \\ \text { stations } \end{gathered}$ | $\$ 1.000 .000$ and over $\begin{gathered} 20 \\ \text { stations } \end{gathered}$ | $\begin{gathered} \text { Total } \\ 305 \\ \text { stations } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | dollars |  |  |  |  |  |
| Operating revenue: |  |  |  |  |  |  |
| Broadcasting revenue from: |  |  |  |  |  |  |
| (a) Network and national advertising ...................... | 581.721 | 3.269,991 | 6,901,725 | 8. 718.351 | 15,834,603 | 35.306. 391 |
| (b) Local advertising ............................................ | 1.950.105 | 12,443,822 | 15,708,560 | 12,271,895 | 9,022,066 | 51,396,448 |
| Total broadcasting revenue ........................... | 2,531,826 | 15, 713, 813 | 22,610,285 | 20.990,246 | 24, 856,669 | 86, 782, 839 |
| Non-broadcasting revenue .......................................... | 72,466 | 114,985 | 392,789 | 953. 105 | 524,947 | 2,058.292 |
| Total operating revenue ................................ | 2,604.292 | 15,828, 798 | 23,003,074 | 21,943,351 | 25, 381, 616 | 88,761,131 |
| Operating expenses: |  |  |  |  |  |  |
| Representatives cammissions ................................. | 46.778 | 410,825 | 950.463 | 1.117.440 | 2.121, 260 | 4.646.766 |
| Interest charges ....................................................... | 66,707 | 241,653 | 354. 4.42 | 221.925 | 125.157 | 1,009,884 |
| Depreciation and amortization of lease-hold im= provements ................................................................ | 218,233 | 923,037 | 1,207,195 | 766.996 | 879.275 | 3, 994, 736 |
| rent, repairs and maintenance, and insurance .......... | 220.758 | 1,035,679 | 1.234.840 | 963,422 | 1,051,784 | 4. 506,483 |
| Property taxes .....................................e.c.i............. | 20.143 | 118.370 | 172,070 | 132.358 | 158,069 | 601,010 |
| Fuel, electricity and water | 53,110 | 237.857 | 322, 211 | 275. 710 | 140,425 | 1,029,313 |
| Car, truck and other property expenses ................... | 36,890 | 130,777 | 187. 201 | 142.932 | 69.932 | 567.732 |
| Salaries, wages and bonuses ................................... | 1.467,904 | 7,898, 589 | 10,610,603 | 8,819,385 | 7,962,210 | 38,758,691 |
| Staff benefits ......................................................... | 40.002 | 265,835 | 369,473 | 379.435 | 338. 240 | 1,392,985 |
| Artist and other talent fees .................................... | 20,586 | 240,970 | 496.899 | 651. 598 | 845,771 | 2,255,824 |
| Performing rights ...o.e............................................... | 45,608 | 312.050 | 521,765 | 591,686 | 589.668 | 2,060,777 |
| Telephone, telegraph and teletypewriter services .... | 86.037 | 417.747 | 520,983 | 415.572 | 344.100 | 1.784.439 |
| Wire line or microwave services .............................. | 23.952 | 131,043 | 152.681 | 160,091 | 123.645 | 591.412 |
| Other payments for outside services ........................ | 197.822 | 903.386 | 1.178,832 | 1,370,305 | 1,141,880 | 4,792,225 |
| Films, tapes, recordings - Rentals and purchases ...... | 39.599 | 196.844 | 211,049 | 189. 086 | 125.064 | 761,642 |
| Advertising, promotion and travel ............................ | 99.650 | 783, 44.5 | 1.268,055 | 1.470,037 | 2.073 .958 | 5,695,145 |
| Taxes (other than Income or property) and licenses | 30, 128 | 180. 273 | 280. 028 | 272,940 | 355,474 | 1.118.843 |
| Office supplies and expenses ................................. | 52.908 | 274.419 | 350, 878 | 279,401 | 278,950 | 1,236,556 |
| Frelight, express, duty and cartage .......................... | 4,747 | 19,610 | 14.625 | 33, 545 | 16.874 | 89.401 |
| Bad and doubtful accounts ....................................... | 31.838 | 146.838 | 202, 478 | 170,354 | 153. 588 | 705,096 |
| Other aperating expenses .......................................... | 36.355 | 185,415 | 547,470 | 371,467 | 404.150 | 1.544 .857 |
|  | 2,839,755 | 15.054, 662 | 21.154,241 | 18, 795, 685 | 19,299,474 | 77,143,817 |
|  | $(235,463)$ | 774.136 | 1,848,833 | 3,147,666 | 6.082.142 | 11.617.314 |

TABLE 5. Operating Revenue and Expenses of the Privately-owned TELEVISION Broadcasting Industrs by Revenue Group, 1967

|  | $\begin{gathered} \text { Under } \\ \$ 250,000 \\ 9 \\ \text { stations } \end{gathered}$ | $\begin{gathered} \$ 250,000 \\ \text { and under } \\ \$ 500,000 \\ 18 \\ \text { stations } \end{gathered}$ | $\$ 500,000$ und under $\$ 1.000,000$ <br> 15 stations | \$1,000,000 and under $\$ 1,500,000$ stations | $\$ 1,500,000$ and over 17 stations | $\begin{gathered} \text { Tolal } \\ 66 \\ \text { stations } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | dollars |  |  |  |  |  |
| Operating revenue: |  |  |  |  |  |  |
| Broadcasting revenue from: |  |  |  |  |  |  |
| (a) Network and national advertising | 715,945 | 3,812,981 | 6,410,763 | 5,128,035 | 48,575,124 | 64,642,848 |
| (b) Local advertising | 667.114 | 2,250, 552 | 3,758,342 | 2,651,542 | 10.920,552 | 20, 248, 102 |
| Total broadcasting revenue .......................... | 1,383,059 | 6,063,533 | 10,169, 105 | 7,779,577 | 39,495,676 | 84,890,950 |
| Non-broadcasting revenue | 23,060 | 159,466 | 160,546 | 342,182 | 9,601,612 | 10,286, 866 |
| Total operating revenue | 1,406,119 | 6,222,999 | 10,329, 651 | 8,121,759 | 69, 097, 288 | 95, 177, 816 |
| Operating expenses: |  |  |  |  |  |  |
| Representatives commissions | 35,860 | 276,474 | 439, 268 | 315,495 | 2,848,382 | 3,915,479 |
| Interest charges | 36,605 | 174, 164 | 139,117 | 90,418 | 1,359,848 | 1,800,152 |
| Depreciation, and amortization of lease-hold improvements | 232,502 | 690, 881 | 798,638 | 1,003,375 | 4,475,733 | 7, 201, 129 |
| Rent, repairs and maintenance, and insurance ......... | 115,079 | 459.318 | 602.553 | 479.961 | $3,619,567$ | 5,276,478 |
| Property taxes .......................................................... | 8,260 | 49,268 | 95, 103 | 73,250 | 398,675 | 624.55 |
| Fuel, electricity and water | 47.460 | 132,522 | 156,708 | 122,670 | 418.568 | 877.928 |
| Car, truck and other property expenses | 16,980 | 46,123 | 81.746 | 56.400 | 148.028 | 349,277 |
| Salaries, wages and bonuses | 573,896 | 2,370,002 | 3,424,051 | 2,641,166 | 16,871,210 | 25,880.325 |
| Staff beneflts | 11,793 | 93.364 | 148,488 | 156,687 | 854.113 | 1.264.445 |
| Artist and other talent fees | 4,801 | 52,178 | 126,196 | 103.293 | 3,573, 011 | $3,859,479$ |
| Pefforming rights .................................................... | 21,334 | 101,511 | 193.422 | 167,488 | 1,368,003 | 1,851,758 |
| Telephone, telegraph and teletypewriter services ...... | 24.348 | 97,028 | 119,292 | 80.824 | 535.326 | 856,818 |
| Wire line or microwave services | 106,783 | 44, 812 | 23,142 | 32.295 | 678.096 | 885,128 |
| Other payments for outside services | 102,880 | 231.265 | 246,041 | 433,276 | 1,278,730 | 2,292,192 |
| Films, tapes, recordings - Rentals and purchases.... | 96.599 | 605,510 | 1, 029,658 | 969,611 | 12,925,215 | 15,626,593 |
| Advertising, promotion and travel .............................. | 39,346 | 230.895 | 307,818 | 260,350 | 2,239,914 | 3,078,323 |
| Taxes (other than income or property) and Hcenses | 20,441 | 72,569 | 140,648 | 98.412 | 1,004,955 | 1,337,025 |
| Orfice supplies and expenses .................................. | 14,724 | 68,863 | 78,695 | 72.578 | 425.555 | 660.415 |
| Freight. express, duty and cartage ........................... | 13,429 | 67.728 | 58,810 | 46,957 | 436,193 | 623,117 |
| Bad and doubtful accounts ........................................ | 6,317 | 23,749 | 51.089 | 22,439 | 80.242 | 183,836 |
| Other operating expenses ........................................ | 14.966 | 112.142 | 204, 047 | 104,534 | 441.699 | 877,388 |
| Total operating expenses .............................. | 1.544,403 | 6,000,366 | 8, 46i4, 530 | 7,331,479 | 55, 981, 063 | $73.2: 31,811$ |
| Net operating revenue of (expenses) ........................... | (138, 284) | 222,633 | $1,865,121$ | 790,280 | 13,116,223 | 15.855. 275 |

## TARLE 6. Income Account and Surplus Account of the Privately-owned RADIO and TELEVISION

 Broadcasting Industry, 1967|  | Dollars |
| :---: | :---: |
| Income account: |  |
| Net operating tevenue: |  |
| Radio ...... | $11,617,314$ |
| Television | $15,855,975$ |
| Total | 27,473,289 |
| Other income | 2,338,745 |
| Total net operating revenue and other income | 29,812,034 |
| Less: |  |
| Net income before income tax | 29,107,967 |
| Less: |  |
| Net income lor period | 15,569,338 |
| Surplus account: |  |
| Surplus at end of previous period | 41,412,435 |
| Net income for period. Additions to surplus | $15,569.338$ $1,214.640$ |
| Deductions from surplus | 2,454,607 |
| Dividends and withdrawals | 10,233, 175 |
| Surplus at end of period | 45, 508, 631 |

TABLE 7. Assets, Liabilities and New Worth of the RADIO and TELEVISION Broadcasting Industry, 1967


TABLE 8. Property Account of the RADIO and TELFVISION Broadcasting Industry, 1967

|  | Radio | Television | Tutal |
| :---: | :---: | :---: | :---: |
|  | dollars |  |  |
| Land | 5,041,868 | 7,086,059 | 12, 127,927 |
| Building | 18,602,978 | 54, 163,121 | 72, 766,099 |
| Technical and studjo equipment | 58,183,971 | 133,249,864 | 191,433, 835 |
| Moturized velicles and equipment | 1,962, 277 | 3,757,750 | 5,720,027 |
| firniture and fixtures cow........................ | 5. 473,948 | 7.287.063 | 12,761.011 |
| Uimmortized portion of lease-hold improvements Dher | $\begin{aligned} & 1,375,105 \\ & 2,574,028 \end{aligned}$ | $\begin{array}{r} 296,605 \\ 1,288,010 \end{array}$ | $\begin{aligned} & 1,671,710 \\ & 3,862,038 \end{aligned}$ |
| Total fixed assets | 93,214,175 | 207,128,472 | 300, 342, 647 |
| Supreciation | 45, 058,669 | 86,198,939 | 131,257,608 |
| Net fixed assets | 48, 155,506 | I20.929,533 | 169,085 039 |




[^0]:    ${ }^{8}$ The CBC charges its operations with depreciation, but deducts the charge on its pubitshed statements. The charge so made has been added to ths ${ }^{2}$ Does not include advertising agency commisstons which are estimated to be $\$ 20,298.498$ in 1966 and $\$ 23,164.429$ in 1967.

[^1]:    ${ }^{2}$ Does not include advertising agency commissions which are estimated to be $\$ 6,303.020$.

[^2]:    ${ }^{1}$ Does not include advertising agency commissions which are estimated to be $\$ 12,425,409$.

