

# Radio and television broadcasting

1977

# Radiodiffusion et télévision

1977





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## RADIO AND TELEVISION BROADCASTING

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## RADIODIFFUSION ET TÉLÉVISION

1977

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TABLE OF CONTENTS

	Page
<b>Introduction .....</b>	<b>5</b>
<b>Concepts .....</b>	<b>5</b>
<b>Survey Methodology and Quality .....</b>	<b>6</b>
<b>Analysis .....</b>	<b>9</b>
<b>Table</b>	
<b>1. Revenue, Expenses and Employees of the RADIO and TELEVISION Broadcasting Industry, 1977, 1976 and 1975 .....</b>	<b>14</b>
<b>2. Revenue, Expenses and Employees of the RADIO and TELEVISION Broadcasting Industry, 1977 .....</b>	<b>15</b>
<b>3. Balance Sheet Data of RADIO and TELEVISION Broadcasting Industry, by Area, 1977 .....</b>	<b>16</b>
<b>4. Source and Application of Funds for the Privately Owned RADIO and TELEVISION Broadcasting Industry, by Area, 1977 .....</b>	<b>18</b>
<b>5. Revenue, Expenses and Employees of Privately Owned RADIO Broadcasting Industry, by Area, 1977 .....</b>	<b>20</b>
<b>6. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Area, 1977 .....</b>	<b>22</b>
<b>7A. Detail of Property, Plant and Equipment of the Privately Owned RADIO and TELEVISION Broadcasting Industry, by Area, 1977 (Historical Cost) .....</b>	<b>24</b>
<b>7B. Detail of Property, Plant and Equipment of the Privately Owned RADIO and TELEVISION Broadcasting Industry, by Area, 1977 (Accumulated Standardized Depreciation) .....</b>	<b>24</b>
<b>7C. Detail of Property, Plant and Equipment of the Privately Owned RADIO and TELEVISION Broadcasting Industry, by Area, 1977 (Net Value) .....</b>	<b>24</b>
<b>8. Balance Sheet Data of RADIO and TELEVISION Broadcasting Industry, by Total Assets Grouping, 1977 ..</b>	<b>26</b>
<b>9. Source and Application of Funds for the Privately Owned RADIO and TELEVISION Broadcasting Industry, by Total Assets Grouping, 1977 ..</b>	<b>28</b>

TABLE DES MATIÈRES

	Page
<b>Introduction .....</b>	<b>5</b>
<b>Concepts .....</b>	<b>5</b>
<b>Méthodologie et qualité de l'enquête .....</b>	<b>6</b>
<b>Analyse .....</b>	<b>9</b>
<b>Tableau</b>	
<b>1. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1977, 1976 et 1975 .....</b>	<b>14</b>
<b>2. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, 1977 .....</b>	<b>15</b>
<b>3. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1977 .....</b>	<b>16</b>
<b>4. Provenance et utilisation des fonds de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, par région, 1977 .....</b>	<b>18</b>
<b>5. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par région, 1977 .....</b>	<b>20</b>
<b>6. Recettes, dépenses et effectifs de l'industrie de la TÉLÉVISION privée, par région, 1977 .....</b>	<b>22</b>
<b>7A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1977 (coût d'origine) .....</b>	<b>24</b>
<b>7B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1977 (amortissement normalisé accumulé) .....</b>	<b>24</b>
<b>7C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par région, 1977 (après déduction de l'amortissement accumulé) .....</b>	<b>24</b>
<b>8. Bilan de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par tranche de recettes, 1977 .....</b>	<b>26</b>
<b>9. Provenance et utilisation des fonds de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, par actifs totaux par groupe, 1977 .....</b>	<b>28</b>

TABLE OF CONTENTS - Concluded

Table	Page
10. Revenue, Expenses and Employees of the Privately Owned RADIO Broadcasting Industry, by Revenue Group, 1977 .....	30
11A. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry, by Revenue Group, 1977 (Historical Cost) .....	32
11B. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry, by Revenue Group, 1977 (Accumulated Standardized Depreciation) .....	32
11C. Detail of Property, Plant and Equipment of the Privately Owned RADIO Broadcasting Industry, by Revenue Group, 1977 (Net Value)	32
12. Revenue, Expenses and Employees of the Privately Owned TELEVISION Broadcasting Industry, by Revenue Group, 1977 .....	34
13A. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry, by Revenue Group, 1977 (Historical Cost) .....	36
13B. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry, by Revenue Group, 1977 (Accumulated Standardized Depreciation) .....	36
13C. Detail of Property, Plant and Equipment of the Privately Owned TELEVISION Broadcasting Industry, by Revenue Group, 1977 (Net Value)	36
14. Income Statement for the Privately Owned RADIO and TELEVISION Broadcasting Industry, 1977 ....	37
15. Salaries, Wages and Fringe Benefits, and Employee Statistics of the RADIO and TELEVISION Broadcasting Industry, by Staff Categories, 1977 .....	37
<u>Glossary of Terms</u>	
The Glossary of Terms at the end of this publication provides definitions for those terms which have a special or technical meaning .....	39

TABLE DES MATIÈRES - fin

Tableau	Page
10. Recettes, dépenses et effectifs de l'industrie de la RADIODIFFUSION privée, par tranche de recettes, 1977 ..	30
11A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1977 (coût d'origine) .....	32
11B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1977 (amortissement normalisé accumulé) .....	32
11C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la RADIODIFFUSION, par tranche de recettes, 1977 (après déduction de l'amortissement accumulé) .....	32
12. Recettes, dépenses et effectifs de l'industrie de la TÉLÉVISION privée, par tranche de recettes, 1977 .....	34
13A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1977 (coût d'origine) .....	36
13B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1977 (amortissement normalisé accumulé) .....	36
13C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la TÉLÉVISION, par tranche de recettes, 1977 (après déduction de l'amortissement accumulé) .....	36
14. État des revenus de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION privée, 1977 .....	37
15. Rémunerations et avantages sociaux, et effectifs de l'industrie de la RADIODIFFUSION et de la TÉLÉVISION, par catégorie de personnel, 1977 .....	37
<u>Glossaire des termes</u>	
Le glossaire des termes, qui figure à la fin de cette publication définit les termes qui ont un sens spécial ou technique .....	39

## INTRODUCTION

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-Television Commission (CRTC) to assist with its regulatory responsibilities and to provide data on broadcasting which can be compared from year-to-year and related to other forms of communication. Data are compiled on the broadcasting year from annual returns received from CRTC licensees.

In 1972 the annual return was revised in consultation with the Canadian Association of Broadcasters (CAB) and CRTC to permit better comparability between radio and television broadcasting and cable television which was developing rapidly. Although the return has been unchanged since that time, some of the tables since 1974 differ from comparable tables in previously published reports. These changes were facilitated by the computer processing of the 1974 data and are commented on under "Survey Methodology and Quality".

### Concepts

The survey from which this report is produced covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC). Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by CAB was recommended to respondents as a useful guide.

The standardized depreciation concept has been used in this survey since 1972. It is a method of depreciating fixed assets in a uniform manner by prescheduling the life of the asset and writing it off over this period. This is the fourth year that tables on standardized depreciation have been published. Standardized depreciation, differs from the depreciation carried on the licensee's books of accounts. On an annual basis it does not differ a great deal but in the long term the difference is more pronounced. Both types of depreciation are reported in this publication. The book depreciation published herein provides a link to previously published data on profitability while the standardized depreciation concept gives a uniform way of depreciating fixed assets on an industry-wide basis.

L'enquête sur la radiodiffusion et la télévision est faite chaque année par Statistique Canada, en collaboration avec le Conseil de la radio-télévision canadienne (CRTC), pour aider le Conseil à remplir son rôle de réglementation et pour fournir sur la radiodiffusion et la télévision des données qui puissent se comparer d'une année à l'autre et être comparées à celles d'autres formes de communication. Ces données sont tirées des déclarations produites chaque année par les titulaires d'une licence du CRTC.

La formule de déclaration a été révisée en 1972 de concert avec l'Association canadienne des radiodiffuseurs et le CRTC, afin de pouvoir comparer plus facilement la radiodiffusion et la télévision à la télédistribution, qui était en pleine expansion. Bien que la formule n'ait pas été modifiée depuis, certains tableaux présentés ici et dans les publications depuis 1974 diffèrent des tableaux correspondants parus dans les publications antérieures. Le traitement informatique des données de 1974 a accéléré l'implantation des changements exposés sous la rubrique "Méthodologie et qualité de l'enquête".

### Concepts

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Limited, et sur deux réseaux nationaux, CTV Television Network Limited et Radio-Canada (RC). La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises en compte.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radio-diffuseurs, a pu aider les enquêtés à remplir leur rapport annuel.

Le concept d'amortissement normalisé est utilisé dans cette enquête depuis 1972. Cette méthode permet d'amortir uniformément les immobilisations en déterminant à l'avance leur durée et en réduisant progressivement leur valeur au cours de cette période. C'est cependant la quatrième année où elle fait l'objet de tableaux. Cette méthode diffère de l'amortissement comptable figurant aux livres des titulaires d'une licence. La différence n'est pas grande sur une année, mais elle s'accentue avec le temps. Les deux genres d'amortissement sont présentés ici. L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement tandis que l'amortissement normalisé est une manière uniforme d'amortir les immobilisations à l'échelle de la branche d'activité.

### Survey Methodology and Quality

Errors may occur at almost every phase of a survey's operation. Respondents may make mistakes in completing survey forms. Errors can be introduced into the processing and tabulation of data. Improperly coded information or errors in logic in the computer system could lead to invalid selections of data for inclusion in individual cells of a tabulation or data sets. To identify and correct or minimize these errors the methods which were adopted included an initial audit of the annual returns for reasonableness. In addition, the business organization's audited financial statements were compared to the annual return. A computer edit program was created to ensure that the data were tabulated accurately and that relationships between records were cross-checked. Finally, rigid specifications were devised to control the output in order to ensure that the data appear in the proper place in the tables.

The radio and television broadcasting annual return consists of two parts. The first part of the return reports the ownership of the broadcasting undertaking while the second part records financial information which is processed to form the tables of this publication. Information on ownership is not presently published by Statistics Canada but it is available from CRTC, Ottawa. The requirements of CRTC, DOC and Statistics Canada for broadcasting statistics have been met by using a joint annual return, thus avoiding the further proliferation of returns by these government departments and easing the burden on respondents.

The Business Organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, page 16 according to the head office location of the Business Organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of Reporting Units. Reporting Units are the lowest disaggregated level at which financial data are available and the basis of this publication.

Reporting Units in radio broadcasting have been divided according to their total revenue into ten groups of approximately equal numbers because it was considered to be more statistically appropriate to have a decile presentation to these units. On the other hand, because of the smaller number of television Reporting Units it was considered more appropriate to have a quartile presentation. This permits better descriptive statements to be made in relation to the data.

### Méthodologie et qualité de l'enquête

Des erreurs peuvent se produire à presque toutes les phases de l'enquête. En effet, les enquêtés peuvent mal remplir leur formulaire; il peut se commettre des erreurs pendant le traitement et la totalisation des données; des renseignements mal codés ou des erreurs de logique peuvent entraîner un mauvais choix des données à insérer dans les cases d'un tableau ou dans des ensembles de données. Afin d'identifier et de corriger ou de minimiser ces erreurs, on a d'abord fait un premier contrôle des rapports annuels pour s'assurer qu'ils étaient raisonnables. Les états financiers vérifiés des entreprises commerciales étaient comparés à leur rapport annuel. De plus, nous avons mis sur pied un programme de contrôle informatique pour nous assurer que les données avaient été totalisées correctement et que les renvois entre fichiers avaient été vérifiés. Enfin, nous avons mis au point des directives très précises concernant le contrôle des sorties afin que les données occupent la place appropriée dans les tableaux.

La déclaration annuelle sur la radiodiffusion et la télévision se divise en deux parties. La première porte sur la propriété de l'entreprise de radiodiffusion tandis que la deuxième fournit les renseignements financiers qui servent à établir les tableaux de la présente publication. Statistique Canada ne donne aucune information sur la propriété, mais on peut obtenir ce renseignement du CRTC, à Ottawa. La déclaration annuelle commune répond aux besoins du CRTC, du ministère des Communications et de Statistique Canada, réduisant ainsi le nombre de déclarations demandées par ces organismes et allégeant le fardeau des enquêtés.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, page 16, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

Les unités déclarantes de radiodiffusion avaient été réparties, selon leurs recettes, totales, en dix groupes comprenant à peu près le même nombre d'unités parce qu'une présentation en décile semblait plus valable d'un point de vue statistique. D'autre part, à cause du nombre plus restreint d'unités déclarantes de télévision, on a préféré les répartir en quatre groupes pour une exposition plus cohérente des données.

Reporting units are allocated to revenue groups according to total operating revenues. The following shows the boundaries of the revenue groups for 1976 and 1977:

Ce sont les recettes totales d'exploitation qui déterminent le groupe où sont classées les unités déclarantes. Nous indiquons ci-dessous les tranches de recettes pour 1976 et 1977:

Radio

Total Operating Revenues - Recettes totales d'exploitation

1976

1977(1)

Group - Groupe

1. Over \$2 million - Plus de \$2 millions
2. \$1.12-\$2 million - millions
3. \$799,900-\$1.12 million - millions
4. \$655,700-\$799,900
5. \$468,700-\$655,700
6. \$390,000-\$468,700
7. \$323,000-\$390,000
8. \$223,000-\$323,000
9. \$137,000-\$223,000
10. \$137,000 and under - et moins

Group - Groupe

1. Over \$2 million - Plus de \$2 millions
2. \$1.13-\$2 million - millions
3. \$850,000-\$1.13 million - millions
4. \$670,000-\$850,000
5. \$490,000-\$670,000
6. \$411,000-\$490,000
7. \$304,400-\$411,000
8. \$221,000-\$304,400
9. \$113,000-\$221,000
10. \$113,000 and under - et moins

Television - Télévision

Total Operating Revenues - Recettes totales d'exploitation

1976

1977(2)

Group - Groupe

1. Over \$4.5 million - Plus de \$4.5 millions
2. \$2.44-\$4.5 million - millions
3. \$1.25-\$2.44 " "
4. \$1.25 and under - et moins

Group - Groupe

1. Over \$5.9 million - Plus de \$5.9 millions
2. \$2.5-\$5.9 million - millions
3. \$1.3-\$2.5 " "
4. \$1.3 and under - et moins

(1) See Table 10, page 30. - Voir le tableau 10, page 30.

(2) See Table 12, page 34. - Voir le tableau 12, page 34.

CTV Television Network Limited

The CTV Network is a co-operative undertaking of its affiliates which enables them to provide network programming to their viewing audiences. Because it operates on behalf of the affiliates at a low profit margin the average operating ratio of television broadcasting, which is the amount of operating revenue absorbed by the operating expenses, tends to be overstated. This should be taken into account when making comparisons with other forms of communication. The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics.

CTV Television Network Limited

Le réseau CTV est une entreprise coopérative par laquelle les stations affiliées peuvent présenter des émissions produites par le réseau à leurs auditoires. Parce qu'il est exploité pour le compte des stations affiliées, avec une faible marge bénéficiaire, le coefficient moyen de rentabilité de l'exploitation de la télévision, qui est le montant des recettes d'exploitation absorbées par les dépenses d'exploitation, est généralement surestimé. Il faut tenir compte de ce fait lorsqu'on établit des comparaisons avec d'autres modes de communication. La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans la statistique de la radiodiffusion.

For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. However, the CTV Balance Sheet is included with Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures were taken to reflect more adequately CTV's impact on broadcasting.

#### Canadian Broadcasting Corporation

Financial data of CBC, a crown corporation, are separated in this publication from the data of other broadcasting operations. The net cost of CBC operations as shown herein differs from the actual parliamentary grant which covers CBC annual financial requirements to the end of March. Additionally the calculation of the parliamentary grant replaces depreciation and amortization of assets with an amount required for repayment of loans to the Corporation by the Government of Canada to finance the acquisition of capital assets.

À partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Cependant, le bilan de CTV est classé avec les données sur les entreprises de l'Ontario parce que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, tout double compte des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures afin d'obtenir une meilleure image de l'importance de ce réseau dans le domaine de la radiodiffusion.

#### Société Radio-Canada

Les données financières de Radio-Canada, société de la Couronne, ne figurent pas avec les données relatives aux autres entreprises de radiodiffusion. Les coûts nets d'exploitation de Radio-Canada, indiqués ici, diffèrent des crédits actuels accordés par le Parlement pour les besoins financiers de l'année se terminant à la fin de mars. De plus, le calcul de ces crédits remplace l'amortissement des immobilisations par un montant nécessaire au remboursement des prêts consentis à cette corporation par le gouvernement du Canada pour le financement de nouvelles immobilisations.

#### Canadian Broadcasting Corporation Operating Revenues

##### Radio Canada Recettes d'exploitation

	Radio	Television — Télévision	Total
thousands of dollars — milliers de dollars			
Local time sales — Ventes de temps d'antenne (local) ...	172	8,054	8,226
National time sales — Ventes de temps d'antenne (national) .....	68	24,489	24,557
Network time sales — Ventes de temps d'antenne (réseau)	99	32,721	32,820
Syndication and production — Droits de diffusion et services de production .....	—	—	—
Other — Autres .....	9	2,893	2,907
Total .....	348	68,162	68,510

Note: Net of agency commissions and station payments. — Nota: Moins les commissions des agences de publicité et les paiements aux stations.

Although annual depreciation allowances were made and are shown in this publication, during the period under review principal and interest payments were not made on outstanding capital loans to the Corporation by Parliament.

Payment of principal and interest on loans due after March 31, 1974 has been deferred until March 31, 1979 in accordance with orders in Council. P.C. 1974-633, P.C. 1974-704 and P.C. 1974-856. Interest for the year has not been recorded in the accounts of the Canadian Broadcasting Corporation.

#### Analysis

Global Communications Limited was in a profitable position for the period with Sales Revenue of \$22 million. This contributed to reinforcing a positive cash flow situation in the broadcasting industry.

Excluding CBC, the following table shows the number of Business Organizations, Reporting Units, and Broadcasting Stations which were included in the 1977 survey. The CTV Network was counted as a Business Organization and as Reporting Units in association with its principal affiliates, but not counted as a Broadcasting Station. Global Communications Limited was however counted as a Business Organization, a Reporting Unit and a Broadcasting Station. Television rebroadcasting stations are not included in the count of TV stations.

Bien que des provisions annuelles pour amortissement aient été faites et figurent dans cette publication, aucun versement de principal et d'intérêts n'a été fait au titre des prêts consentis à la société par l'État.

Les versements de principal et d'intérêts au titre des prêts venant à échéance après le 31 mars 1974 ont été différés jusqu'au 31 mars 1979 en vertu des décrets C.P. 1974-633, C.P. 1974-704 et C.P. 1974-856. Les intérêts pour l'année ne figurent pas dans les comptes de la Société Radio-Canada.

#### Analyse

La société Global Communications a réalisé des bénéfices pendant la période, avec un chiffre d'affaires de \$22 millions. Cela a contribué à maintenir positifs les mouvements de trésorerie de l'industrie de la radiodiffusion.

Sauf pour Radio-Canada, le tableau suivant indique le nombre d'entreprises commerciales, d'unités déclarantes et de stations de radiodiffusion qui ont été prises en compte dans l'enquête de 1977. Le réseau CTV est compté comme entreprise commerciale et unité déclarante avec ses principales stations affiliées, mais non comme une station de radiodiffusion. Par ailleurs, le réseau Global a été considéré comme entreprise commerciale, unité déclarante et station de radiodiffusion. Les réémetteurs de télévision ne sont pas considérés comme stations de télévision.

#### Classification of Survey Universe

#### Classification de l'univers de l'enquête

	Radio	Television — Télévision	Total
Business organizations — Entreprises commerciales	...	...	279
Reporting units — Unités déclarantes .....	307	65	372

Excluding CBC, the following table shows the number of radio stations included in the 1977 survey and their relation to the reporting units.

Le tableau suivant indique le nombre de stations de radio prises en compte dans l'enquête de 1977 ainsi que leurs liens avec les unités déclarantes; il ne tient pas compte de Radio-Canada.

Radio

	Reporting units — Unités déclarantes	Stations
Single stations — Stations uniques .....	226	226
AM/FM combinations — Ensembles MA et MF .....	46	92
Other combinations of radio stations — Autres ensembles de stations de radiodiffusion .....	35	101
Total .....	307	419

Radio and Television Broadcasting operating revenues increased from the previous year by 14.2%. Revenue from the sale of air time was \$644.6 million in 1977 compared to \$564.4 million in 1976. Total Revenue in 1977 was \$671.2 million compared to \$604.5 million in 1976 an increase of 11.0%.

Les recettes d'exploitation de la radiodiffusion et de la télévision ont dépassé de 14.2 % celles de l'année précédente. Les recettes provenant de la vente de temps d'antenne se chiffraient à \$644.6 millions en 1977 contre \$564.4 millions en 1976; les recettes totales en 1977 s'établissaient à \$671.2 millions et ont dépassé de 11.0 % les \$604.5 millions enregistrés en 1976.

Revenue from Sale of Air Time by Source and Sector

Recettes provenant de la vente de temps d'antenne, selon la source et le secteur

	Radio	Television — Télévision	Total	Per cent — Pourcentage
thousands of dollars — milliers de dollars				
Private stations — Stations privées .....	268,740	310,300	579,040	89.8
Canadian Broadcasting Corporation (CBC) — Radio Canada (RC) .....	339	65,264	65,603	10.2
Total .....	269,079	375,564	644,643	100.0
Per cent — Pourcentage .....	41.7	58.3	100.0	

Radio revenue from sale of air time increased 11.3% to \$269.1 million in 1977 from \$241.8 million in 1976. Television revenue from air time sales increased 16.4% to \$375.6 million in 1977 from \$322.6 million in 1976.

Les recettes de radiodiffusion provenant de la vente de temps d'antenne sont passées de \$241.8 millions en 1976 à \$269.1 millions en 1977 une augmentation de 11.3 %. Les recettes de télévision provenant de la vente de temps d'antenne ont, pour leur part, progressé de 16.4 %, passant de \$322.6 millions en 1976 à \$375.6 millions en 1977.

Air Time Sales by Type of Advertising and Source

Ventes de temps d'antenne, selon le genre de publicité et la source

	Radio				Television - Télévision			
	Private - Privée	Canadian Broad- casting Corpo- ration - Radio- Canada	Total	Per cent - Pour centage	Private - Privée	Canadian Broad- casting Corpo- ration - Radio- Canada	Total	Per cent - Pour- centage
thousands of dollars - milliers de dollars								
Local .....	195,874	172	196,046	72.8	88,859	8,054	96,913	25.8
National .....	72,237	68	72,305	26.9	172,848	24,489	197,337	52.5
Network - Réseau .....	630	99	729	.3	48,593	32,721	81,314	21.7
Total .....	268,741	339	269,080	100.0	310,300	65,264	375,564	100.0
Per cent - Pourcentage	99.9	0.1	100.0		82.6	17.4	100.0	

Note: Slight discrepancies in tables are due to rounding. — Note: Légères divergences dans les tableaux à cause de l'arrondissement des chiffres.

Air Time Sales by Type of Advertising

Ventes de temps d'antenne, selon le genre de publicité

	Radio	Television - Télévision	Total	Per cent - Pourcentage
thousands of dollars - milliers de dollars				
Local .....	196,046	96,913	292,959	45.5
National .....	72,305	197,337	269,642	41.8
Network - Réseau .....	729	81,314	82,043	12.7
Total .....	269,080	375,564	644,644	100.0

Local time sales increased from \$258.1 million in 1976 to \$293.0 million in 1977 or 13.5%. National time sales increased from \$231.7 million in 1976 to \$269.6 million in 1977 or 16.4% while network time sales increased 10.1% from \$74.5 million in 1976 to \$82.0 million in 1977.

Les ventes de temps d'antenne à l'échelle locale sont passées de \$258.1 millions en 1976 à \$293.0 millions en 1977, ce qui représente une hausse de 13.5 % pendant que les ventes au niveau national passaient de \$231.7 millions en 1976 à \$269.6 millions en 1977 (+ 16.4 %) et que les ventes à l'échelle du réseau, qui étaient de \$74.5 millions en 1976 atteignaient \$82.0 millions en 1977 (+ 10.1 %).

Operating expenses in the industry totalled \$923.7 million in 1977 compared to \$800.8 million in 1976 an increase of 15.3%. Depreciation was \$46.1 million in 1977 compared to \$39.1 million in 1976 an increase of 17.9%. Interest expense was \$14.0 million compared to \$12.2 million in 1976; an increase of 14.8%. The net cost of CBC operations increased 18.8% to \$396.8 million in 1977 from \$333.9 million in 1976. In private broadcasting, additions to income from other operations were \$11.0 million in 1977, compared to \$8.0 million in 1976. The net profit before income taxes in 1977 was \$97.1 million compared to \$96.2 million in 1976, an increase of .9%. Provision for income taxes amounted to \$46.3 million in 1977 compared to \$43.7 million in 1976. The net profit from operations after provision for income taxes was \$50.8 million compared to \$52.5 million in 1976, a decrease of 3.2%.

In 1977 there were, on average, 25,651 employees directly employed in broadcasting compared to 24,680 in 1976 an increase of 971 employees. Salaries, wages, director's fees and fringe benefits paid were \$481.0 million in 1977 compared to \$413.7 million in 1976 an increase of \$67.3 million.

The tables of the 1977 publication have been slightly rearranged to enhance the presentation of the data. Tables 7A, B, and C, have been added to this publication to replace Table 10 in the previous publication. These new tables give more detail than previous publications on fixed assets and accumulated standardized depreciation by area.

Les dépenses d'exploitation de cette branche d'activité se chiffraient à \$923.7 millions en 1977 en comparaison de \$800.8 millions en 1976, ce qui représente un gain de 15.3 %. Les amortissements atteignaient \$46.1 millions en 1977, dépassant de 17.9 % le chiffre de \$39.1 millions enregistré en 1976. Les intérêts atteignaient \$14.0 millions en 1977 dépassant de 14.8 % le chiffre de \$12.2 millions en 1976. Les coûts nets d'exploitation de Radio-Canada se sont chiffrés à \$396.8 millions en 1977, soit une progression de 18.8 % par rapport aux \$333.9 millions de 1976. Dans le secteur privé, les recettes provenant des autres opérations ont atteint \$11.0 millions en 1977 en comparaison de \$8.0 millions en 1976. Le bénéfice net avant impôts s'établissait à \$97.1 millions en 1977 contre \$96.2 millions en 1976, un augmentation de .9 %. La provision pour impôts, qui était de \$46.3 millions en 1977, totalisait \$43.7 millions en 1976. Après déduction de la provision pour impôts, le bénéfice net provenant de l'exploitation s'établissait à \$50.8 millions, ce qui représente une baisse de 3.2 % par rapport à celui de \$52.5 millions observé en 1976.

Le nombre moyen d'employés travaillant directement à la radiodiffusion était de 25,651 en 1977, soit 971 de plus qu'en 1976. Traitements, salaires, rémunération des administrateurs et avantages sociaux ont figuré pour \$481.0 millions en 1977, dépassant de \$67.3 millions le chiffre de \$413.7 millions enregistré en 1976.

Les tableaux de la publication de 1977 ont été légèrement modifiés de manière à rehausser la présentation des données. Les tableaux 7A, B et C sont nouveaux et remplacent le tableau 10 de la publication antérieure. Ils donnent une ventilation plus détaillée que par le passé des immobilisations et de l'amortissement accumulé normalisé par région.

STATISTICAL TABLES

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TABLEAUX STATISTIQUES

TABLE 1. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, 1977, 1976 AND 1975

TABLEAU 1. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, 1977, 1976 ET 1975

	1977		1976		1975
	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIOS-CANADA	PRIVATE STATIONS - STATIONS PRIVEES	CBC - RADIOS-CANADA	PRIVATE STATIONS - STATIONS PRIVEES
DOLLARS					
<b>OPERATING REVENUE - RECETTES D'EXPLOITATION:</b>					
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:					
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL) ....	284,733,024	8,226,000	249,311,056	8,837,000	210,618,323
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL) ....	245,084,280	24,557,000	210,497,045	21,234,000	172,419,546
NETWCRK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU) ...	49,223,081	32,820,000	45,870,268	28,649,000	37,423,736
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	579,040,385	65,603,000	505,678,369	58,720,000	420,461,605
PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:					
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION ....	1,129,439	0	531,657	0	1,945,797
PRODUCTION REVENUE - RECETTES DE PRODUCTION .....	18,434,587	0	16,291,966	300,000	13,841,680
OTHER REVENUE - AUTRES RECETTES .....	4,131,028	2,507,000	4,041,646	18,492,000	3,560,128
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES .....	23,494,054	2,507,000	30,385,069	18,793,000	31,347,906
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION .....	602,736,396	68,510,000	526,543,438	77,513,000	441,809,511
DEPARTMENTAL EXPENSES - DEPENSES INTERNES:					
PROGRAM - EMISSIONS .....	218,081,128	262,824,000	179,396,073	230,364,000	154,481,916
TECHNICAL - SERVICES TECHNIQUES	39,620,325	56,410,000	33,660,574	67,831,000	30,399,876
SALES AND PROMOTION - VENTES ET PROMOTION .....	87,750,836	17,171,000	76,175,056	15,199,000	65,850,127
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX	135,005,246	106,862,000	117,990,646	80,166,000	100,993,650
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES .....	480,457,535	443,267,000	407,222,349	393,560,000	351,725,569
DEPRECIATION - AMORTISSEMENT ....	22,200,787	23,913,000	19,003,349	20,114,000	17,338,636
INTEREST EXPENSE - INTERETS VERSES	13,966,732	0	12,178,346	0	9,412,199
OTHER ADJUSTMENTS - INCOME (EXPENSE-) - AUTRES REDRESSEMENTS - REVENU (DEPENSE-) .....	10,951,321	1,891,000	8,049,494	1,759,000	7,225,372
NET PROFIT (LOSS-) BEFORE INCOME TAXES - BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU .....	97,062,663	***	96,188,398	***	70,558,479
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIOS-CANADA .....	***	396,779,000	***	333,952,000	***
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU .....	40,295,078	***	43,683,978	***	36,369,090
NET PROFIT (LOSS-) AFTER INCOME TAXES - BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU .....	50,767,585	***	52,524,410	***	34,189,389
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS .....	13,942	11,683	12,194	11,422	12,912
					10,371

TABLE 2. REVENUE, EXPENSES AND EMPLOYEES OF THE RADIO AND  
TELEVISION BROADCASTING INDUSTRY, 1977TABLEAU 2. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA  
RADIODIFFUSION ET DE LA TELEVISION, 1977

	PRIVATE STATIONS - STATIONS PRIVEES	CBC	TOTAL
	RADIO	TELEVISION	RADIO-CANADA
DOLLARS			
<b>OPERATING REVENUE - RECETTES D'EXPLOITATION:</b>			
REVENUE FROM SALE OF AIR TIME - RECETTES DE LA VENTE DE TEMPS D'ANTENNE:			
LOCAL TIME SALES - VENTES DE TEMPS D'ANTENNE (LOCAL) .....	195,873,764	88,859,260	284,733,024
NATIONAL TIME SALES - VENTES DE TEMPS D'ANTENNE (NATIONAL) .....	72,236,637	172,847,643	245,084,280
NETWORK TIME SALES - VENTES DE TEMPS D'ANTENNE (RESEAU) .....	630,041	48,593,040	49,223,081
REVENUE FROM SALE OF AIR TIME - TOTAL - RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	268,740,442	310,299,943	579,040,385
REVENUE FROM SALE OF AIR TIME - TOTAL - RECETTES DE LA VENTE DE TEMPS D'ANTENNE ..	268,740,442	310,299,943	579,040,385
<b>PRODUCTION AND OTHER REVENUE - RECETTES DE PRODUCTION ET AUTRES RECETTES:</b>			
SYNDICATION REVENUE - VENTES DE DROITS DE DIFFUSION .....	24,479	1,104,960	1,129,439
PRODUCTION REVENUE - RECETTES DE PRODUCTION ..	1,402,559	17,032,028	18,434,587
OTHER REVENUE - AUTRES RECETTES .....	1,591,147	2,540,838	4,131,985
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	3,018,185	20,677,826	23,696,021
PRODUCTION AND OTHER REVENUE - TOTAL - RECETTES DE PRODUCTION ET AUTRES RECETTES	3,018,185	20,677,826	23,696,021
<b>OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION</b>			
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION .....	271,758,627	330,977,769	602,736,396
OPERATING REVENUE - TOTAL - RECETTES D'EXPLOITATION .....	271,758,627	330,977,769	602,736,396
<b>DEPARTMENTAL EXPENSES - DEPENSES INTERNES:</b>			
PROGRAM - EMISSIONS .....	80,033,147	138,047,981	218,081,128
TECHNICAL - SERVICES TECHNIQUES .....	12,187,966	27,432,359	39,620,325
SALES AND PROMOTION - VENTES ET PROMOTION .....	56,361,152	31,369,684	87,750,836
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX .....	77,403,695	57,601,551	135,005,246
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES .....	225,985,960	254,471,575	480,457,535
SUB-TOTAL, DEPARTMENTAL EXPENSES - TOTAL PARTIEL, DEPENSES INTERNES .....	225,985,960	254,471,575	480,457,535
DEPRECIATION - AMORTISSEMENT .....	8,098,213	14,102,574	22,200,787
INTEREST EXPENSE - INTERETS VERSES .....	5,674,328	8,292,404	13,966,732
OTHER ADJUSTMENTS - INCOME (EXPENSE) - AUTRES REDRESSEMENTS - REVENU (DEPENSE) .....	3,820,625	7,130,696	10,951,321
NET PROFIT (LOSS) BEFORE INCOME TAXES - BENEFICE NET (PERTE) AVANT IMPOTS SUR LE REVENU .....	35,820,751	61,241,912	97,062,663
NET COST OF CBC OPERATIONS - COUT NET D'EXPLOITATION DE RADIO-CANADA .....	...	...	...
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU .....	16,879,826	29,415,252	46,295,078
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU .....	16,879,826	29,415,252	46,295,078
NET PROFIT (LOSS) AFTER INCOME TAXES - BENEFICE NET (PERTE) APRES IMPOTS SUR LE REVENU .....	18,940,925	31,826,660	50,767,585
NET PROFIT (LOSS) AFTER INCOME TAXES - BENEFICE NET (PERTE) APRES IMPOTS SUR LE REVENU .....	18,940,925	31,826,660	50,767,585
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS .....	8,286	5,482	13,568
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS .....	8,286	5,482	13,568
AVERAGE NUMBER OF EMPLOYEES - EFFECTIFS MOYENS .....	8,286	5,482	13,568

TABLE 3. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1971

No.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO	MANITOBA	
1	BUSINESS ORGANIZATIONS .....			15	10	68	80
	ASSETS			DOLLARS			12
	CURRENT:						
2	CASH .....	140,203	1,112,319	407,057	1,741,762	3,618,082	4,148,306
3	SECURITIES .....	104,211	2,136,700	145,005	17,520,582	2,493,770	0
4	RECEIVABLES (NET) .....	1,868,526	4,155,822	3,228,555	27,786,478	42,083,161	4,700,019
5	INVENTORIES .....	113,414	5,216	2,500	1,580,851	4,501,258	26,905
6	PREPAID EXPENSES .....	194,328	13,052	35,112	3,937,335	10,763,300	0
7	OTHER .....	113,847	109,129	664,437	8,141,733	16,761,979	305,495
8	TOTAL CURRENT ASSETS .....	2,534,229	7,532,238	4,482,666	60,708,741	80,221,550	9,180,725
	INVESTMENTS AND ADVANCES:						
9	ASSOCIATED COMPANIES .....	0	3,012,985	1,570,211	15,224,644	39,956,856	1,536,851
10	OTHER .....	145,624	514,627	2,413,494	1,898,312	2,084,654	598,145
11	TOTAL INVESTMENTS AND ADVANCES .....	145,624	3,527,512	3,983,705	17,122,956	42,041,510	2,134,996
	FIXED ASSETS, BROADCASTING:						
12	LAND, PROPERTY AND EQUIPMENT .....	7,055,870	8,887,646	14,484,984	94,647,467	128,887,938	27,874,959
13	LESS: ACCUMULATED DEPRECIATION .....	4,450,222-	5,679,755-	9,655,128-	38,294,360-	68,809,734-	13,592,170-
14	NET FIXED ASSETS, BROADCASTING .....	2,605,648	3,207,891	4,829,856	56,353,107	60,078,204	14,282,789
15	NET FIXED ASSETS, NON-BROADCASTING .....	222,321	91,504	37,714	423,995	3,981,341	252,113
16	INTANGIBLE ASSETS .....	15,000	710,767	214,023	15,363,822	14,728,299	6,070,252
17	OTHER ASSETS .....	37,471	63,551	45,959	2,298,627	11,960,480	3,072,190
18	TOTAL FIXED AND OTHER ASSETS .....	2,880,440	4,073,713	5,127,552	74,439,551	90,748,324	23,677,346
19	TOTAL NON-CURRENT ASSETS .....	3,026,064	7,601,225	9,111,257	91,562,507	132,789,834	25,812,343
20	TOTAL ASSETS .....	5,560,293	15,133,463	13,593,923	152,271,248	213,011,384	34,993,063
	LIABILITIES						
	CURRENT:						
21	BANK LOANS .....	655,215	260,753	715,356	2,965,288	13,718,180	322,884
22	OTHER LOANS .....	0	30,459	445,000	7,726,235	1,650,466	655,982
23	ACCOUNTS PAYABLE AND ACCRUED .....	1,026,223	937,435	641,582	14,727,179	22,146,096	1,820,760
24	INCOME TAX PAYABLE .....	130,421	349,463	214,713	1,986,091	2,584,039	491,714
25	DIVIDENDS PAYABLE .....	0	1,168	0	38,546	208,480	600,000
26	UNEARNED INCOME .....	0	0	0	109,219	55,420	795,982
27	CURRENT PORTION LONG-TERM DEBT .....	59,167	30,160	156,388	3,742,477	2,016,255	251,969
28	OTHER .....	187,825	2,703,582	0	2,271,456	19,275,610	718,585
29	TOTAL CURRENT LIABILITIES .....	2,066,851	4,313,020	2,373,039	33,570,491	61,654,546	5,557,876
	NON-CURRENT LIABILITIES:						
	LONG-TERM DEBT:						
30	NOTES .....	248,878	19,582	3,789,796	14,957,547	17,926,288	243,502
31	MORTGAGES AND BONDS .....	290,276	316,972	100,100	16,979,873	2,616,234	633,712
32	DEBENTURES .....	0	0	0	12,770,000	28,322,396	6,975,613
33	LESS: CURRENT PORTION .....	59,167-	30,160-	156,388-	3,742,477-	2,016,255-	251,969-
34	TOTAL LONG-TERM DEBT .....	479,987	306,394	3,733,508	40,964,943	46,848,663	7,600,858
35	DEFERRED INCOME TAXES .....	151,143	57,449	36,181	5,324,381	7,848,199	2,261,966
36	OTHER LIABILITIES .....	154,561	1,063,910	446,154	6,344,581	13,682,174	1,121,087
37	TOTAL NON-CURRENT LIABILITIES .....	785,691	1,427,753	4,215,843	52,633,905	68,379,036	10,983,911
38	TOTAL LIABILITIES .....	2,852,542	5,740,773	6,588,882	86,204,396	130,033,582	16,641,787
	SHAREHOLDERS' EQUITY:						
	SHARE CAPITAL ISSUED:						
39	PREFERRED .....	47,500	72,770	251,250	6,819,879	16,990,386	215,225
40	COMMON .....	272,610	481,806	161,003	22,890,889	12,487,054	4,226,864
41	RETAINED EARNINGS (ACCUMULATED DEFICIT) AT AUGUST 31 .....	2,387,641	7,969,399	6,587,975	36,311,027	50,169,997	13,891,293
42	OTHER SURPLUS .....	0	868,715	4,813	45,057	3,330,365	17,896
43	TOTAL SHAREHOLDERS' EQUITY .....	2,707,751	9,392,690	7,005,041	66,066,852	82,977,802	18,351,278
44	TOTAL LIABILITIES AND EQUITY ...	5,560,293	15,133,463	13,593,923	152,271,248	213,011,384	34,993,063

NOTE: LINE 40, CBC, REPRESENTS THE EQUITY OF THE GOVERNMENT OF CANADA IN THE CBC.

TABLEAU 3. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977

SASKATCHEWAN ALBERTA	BRITISH COLUMBIA AND YUKON	SUB-TOTAL PRIVATE STATIONS		TOTAL, PRIVATE STATIONS AND CBC		NO	
		- COLOMBIE- BRITANNIQUE ET YUKON		- TOTAL, PARTIEL, STATIONS PRIVEES			
		CBC	RADIO-CANADA	TOTAL, STATIONS PRIVEES ET RADIO-CANADA			
17	28	44	279	1	280	ENTREPRISES .....	
DOLLARS							
ACTIF							
1,409,563	1,853,411	2,270,060	16,700,763	4,115,000	20,815,763	DISPONIBILITES:	
7,500,436	4,417,712	342,097	34,660,513	0	34,660,513	ENCAISSE .....	
4,476,009	11,622,229	11,228,281	111,149,080	14,307,000	125,456,080	VALEURS MOBILISEES .....	
128,273	771,762	1,971,095	9,101,274	51,832,000	60,933,274	COMPTES A RECEVOIR INETS .....	
47,213	5,654,887	1,219,693	21,864,620	8,950,000	30,814,620	STOCKS .....	
257,920	2,249,287	2,172,339	30,776,166	2,796,000	33,572,166	FRAIS PAYES D'AVANCE .....	
13,819,414	26,569,288	19,203,565	224,252,416	82,000,000	306,252,416	AUTRES .....	
4,462,471	12,935,957	2,116,312	80,816,187	2,368,000	83,184,187	TOTAL, DISPONIBILITES .....	
588,484	3,246,564	1,105,093	12,994,997	0	12,994,997	PLACEMENTS ET AVANCES:	
5,450,955	16,182,521	3,221,405	93,811,184	2,368,000	96,179,184	SOCIETES AFFILIEES .....	
19,507,617	29,661,858	40,438,899	371,447,238	472,195,000	843,642,238	IMMOBILISATIONS, RADIODIFFUSION:	
8,738,573-	17,045,626-	19,062,392-	185,328,360-	187,680,000-	373,308,360-	TERAINS, INSTALLATIONS ET MATERIEL .....	
10,768,644	12,616,232	21,376,507	186,118,878	284,515,000	470,633,878	MOINS: AMORTISSEMENT ACCUMULE .....	
269,116	227,460	3,444,334	8,949,898	0	8,949,898	IMMOBILISATIONS NETTES, RADIODIFFUSION .....	
1,121,680	549,267	1,942,472	40,715,582	0	40,715,582	IMMOBILISATIONS INCORPORELLES .....	
127,027	1,454,816	1,958,159	21,018,280	0	21,018,280	AUTRES ELEMENTS D'ACTIF .....	
13,266,467	14,847,775	28,721,472	256,802,638	284,515,000	541,317,638	TOTAL, IMMOBILISATIONS ET AUTRES .....	
17,737,422	31,030,296	31,942,877	350,613,822	286,883,000	637,496,822	ELEMENTS D'ACTIF .....	
1,556,836	57,599,584	51,146,442	574,866,238	368,883,000	943,749,238	TOTAL, ACTIF NON DISPONIBLE .....	
6,476,123	18,520,441	19,569,556	154,201,943	31,828,000	186,029,943	TOTAL, ACTIF .....	
PASSIF							
2,055,383	2,845,670	5,759,343	29,298,072	0	29,298,072	EXIGIBILITES:	
281,320	55,000	3,915	10,850,377	0	10,850,377	EMPREINTS BANCAIRES .....	
1,552,818	4,186,208	5,700,773	52,941,079	31,828,000	84,769,079	AUTRES EMPREINTS .....	
1,836,682	699,413	995,559	9,298,495	0	9,298,495	COMPTES A PAYER ET PASSIF COURU .....	
251,282	225,000	521,321	1,845,797	0	1,845,797	IMPOTS SUR LE REVENU A PAYER .....	
0	116,256	94,958	1,169,835	0	1,169,835	DIVIDENDES A VERSER .....	
333,373	2,214,764	3,201,859	12,006,412	0	12,006,412	REVENU DIFFERE .....	
165,265	8,178,130	3,291,423	36,791,676	0	36,791,676	PARTIE EXIGIBLE DE LA DETTE A LONG TERME .....	
6,476,123	18,520,441	19,569,556	154,201,943	31,828,000	186,029,943	AUTRES .....	
5,762,520	11,241,296	6,834,051	61,023,460	0	61,023,460	TOTAL, EXIGIBILITES .....	
379,504	744,616	1,656,004	23,717,291	0	23,717,291	PASSIF NON EXIGIBLE:	
159,998	1,357,508	2,128,061	51,753,976	0	51,753,976	DETTE A LONG TERME:	
333,373-	2,214,764-	3,201,859-	12,006,412-	0	12,006,412-	BILLETS .....	
6,008,649	11,129,056	7,416,257	124,488,315	0	124,488,315	HYPOTHEQUES ET OBLIGATION GARANTIES .....	
666,262	340,644	1,071,658	17,777,883	0	17,777,883	OBLIGATION NON GARANTIES .....	
156,817	4,407,741	2,730,908	30,107,933	0	30,107,933	MOINS: LA PARTIE EXIGIBLE .....	
6,351,728	15,877,441	11,218,823	172,374,131	0	172,374,131	TOTAL, DETTE A LONG TERME .....	
13,327,851	34,397,882	30,788,379	326,576,074	31,828,000	358,404,074	TOTAL, PASSIF NON EXIGIBLE .....	
138,300	447,600	3,849,511	28,532,421	0	28,532,421	TOTAL, PASSIF .....	
765,653	907,285	5,303,496	47,496,660	337,055,000	284,551,660	AVOIR DES ACTIONNAIRES:	
13,745,301	21,712,139	11,025,761	163,800,533	0	163,800,533	CAPITAL-ACTIONS EMIS:	
3,579,731	134,678	179,295	8,160,550	0	8,160,550	ACTIONS PRIVELEGIES .....	
18,228,985	23,201,702	20,358,063	248,290,164	337,055,000	585,345,164	ACTIONS ORDINAIRES .....	
1,556,836	57,599,584	51,146,442	574,866,238	368,883,000	943,749,238	BENEFICES NON REPARTIS DEFICIT .....	
						ACCRUE-1 AU 31 AOUT .....	
						AUTRES SURPLUS .....	
						TOTAL, AVOIR DES ACTIONNAIRES .....	
						43	
						TOTAL, PASSIF ET AVOIR DES ACTIONNAIRES .....	
						44	

NOTE: LIGNE 40. RADIO-CANADA REPRESENTE L'AVOIR PROPRE DU GOUVERNEMENT DU CANADA A RADIO-CANADA.

TABLE 4. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-OU- PRINCE- EDOUARD	NOUVELLE- ÉCOSSE	NOUVEAU- BRUNSWICK		
1 BUSINESS ORGANIZATIONS .....	5	15	10	8	5
		DOLLARS			
SOURCE OF FUNDS:					
OPERATIONS:					
2 NET PROFIT (LOSS) FROM BROADCAST OPERATIONS AFTER INCOME TAXES.	191,250	1,604,637	1,225,674	11,917,265	19,930,108
3 NET PROFIT (LOSS) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	0	26,548	25,762	300,220-	403,215-
EXPENSES NOT REQUIRING OUTLAY OF FUNDS:					
4 DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	453,865	598,486	824,328	5,438,340	9,369,169
5 DEFERRED INCOME TAXES .....	47,499-	5,769	26,453	1,643,656	527,044
6 TOTAL FUNDS PROVIDED FROM OPERATIONS .....	597,616	2,235,440	2,102,217	18,699,041	29,423,106
OTHER:					
7 INCREASE IN LONG TERM DEBT .....	12,000	0	2,140,750	4,713,492	20,121,214
B PROCEEDS FROM SALE OF SHARE CAPITAL .....	0	0	4,021	1,876,065	1,049,144
9 DECREASE IN FIXED ASSETS:					
(A) BROADCAST ONLY .....	51,155	11,083	3,531	550,588	643,314
10 (B) NON-BROADCASTING .....	1,566	203	4,186	20,655	556,281
11 DECREASE IN INVESTMENTS AND ADVANCES .....	2,904	16,397	102,384	1,114,476	3,920,360
12 OTHER SOURCES OF FUNDS .....	154,561	112,598	123,591	2,371,215	2,147,174
13 TOTAL, OTHER FUNDS PROVIDED .....	222,186	140,281	2,378,463	10,646,591	28,438,352
14 TOTAL FUNDS PROVIDED .....	819,802	2,375,721	4,480,680	29,345,632	57,861,458
APPLICATION OF FUNDS:					
ADDITIONS TO FIXED ASSETS:					
15 (A) BROADCAST ONLY .....	428,461	931,101	1,559,058	14,655,126	15,145,937
16 (B) NON-BROADCASTING .....	20,559	5,408	15,281	428,406	3,831,574
17 ADDITIONS TO INVESTMENTS AND ADVANCES .....	0	15,000	1,510,282	3,545,777	4,987,468
18 DEFERRED EXPENDITURES .....	1,960	0	0	131,509	1,864,890
DIVIDENDS DECLARED:					
19 (A) COMMON SHARES .....	137,471	575,106	54,000	2,394,527	8,352,304
20 (B) PREFERRED SHARES .....	0	1,733	12,900	184,868	691,221
21 REDUCTION OF LONG TERM DEBT .....	33,817	28,597	377,155	2,899,468	9,980,081
22 REDEMPTION OF SHARES .....	0	0	0	224,000	561,641
23 OTHER APPLICATION OF FUNDS .....	69,465	16,540	6,078	862,052	5,087,850
24 TOTAL FUNDS USED .....	861,733	1,573,485	3,536,754	25,325,753	51,022,945
25 INCREASE (DECREASE) IN WORKING CAPITAL .....	158,069	802,236	943,926	4,019,879	6,838,512
26 WORKING CAPITAL AT BEGINNING OF YEAR .....	309,309	2,416,982	1,165,701	23,118,371	11,728,492
27 WORKING CAPITAL AT AUGUST 31 .....	467,378	3,218,212	2,109,667	27,138,250	12,367,064

TABLEAU 4. PROVENANCE ET UTILISATION DES FONDS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, PAR REGION, 1977

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON		TOTAL	%
			-	COLombie- BRITANNIQUE ET YUKON		
2,592,611	3,310,856	7,026,418	2,968,766	50,767,585		49
1,348,893	301,290-	66,341	251,614	694,433		
DOLLARS						
PROVENANCE DES FONDS:						
					EXPLOITATION:	
					BENEFICE NET (PERTE-) PROVENANT DE L'EX- PLOITATION DES ENTREPRISES DE RADO- DIFFUSION, APRES IMPOTS SUR LE REVENU.	2
					BENEFICE NET (PERTE-) PROVENANT D'ACTI- VITES AUTRES QUE LA RADIODIFFUSION, APRES IMPOTS SUR LE REVENU.	3
2,009,690	1,425,532	2,052,059	3,138,359	25,309,828		
353,682	62,423	229,356	156,763	2,957,648		
6,304,877	4,497,521	9,374,174	6,495,502	79,729,494	DEPENSES NE NECESSITANT PAS DE MISE DE FONDS:	
					DEPRECIAISON ET AMORTISSEMENT (COMPTABILISE).	4
					IMPOTS SUR LE REVENU DIFFERES .....	5
					TOTAL DES FONDS PROVENANT DE L'EX- PLOITATION.	6
330,748	5,695,352	1,214,028	3,583,686	37,811,890		
286,527	0	0	80,883	3,716,645		
44,803	3,999,251	244,598	1,009,064	6,557,691	AUTRES:	
589	0	3,076	90,071	676,607	AUGMENTATION DE LA DETTE A LONG TERME .....	7
119,440	136,926	2,166,123	303,101	7,788,149	PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ...	8
177,424	1,150,106	907,252	1,237,912	8,381,851	DIMINUTION DES IMMOBILISATIONS:	
					(A) ACTIVITES DE RADIODIFFUSION SEULEMENT.	9
1,735,531	10,981,635	4,535,077	6,304,717	64,932,833	(B) AUTRES QUE LA RADIODIFFUSION .....	10
7,590,408	15,479,156	13,909,251	12,800,219	144,662,327	DIMINUTION DES PLACEMENTS ET DES AVANCES	11
					AUTRES SOURCES DE FONDS .....	12
					ENSEMBLE DES AUTRES FONDS FOURNIS .....	13
					TOTAL DES FONDS FOURNIS .....	14
UTILISATION DES FONDS:						
					ADDITIONS AUX IMMOBILISATIONS:	
					(A) ACTIVITES DE RADIODIFFUSION SEULEMENT	15
3,238,831	6,388,167	3,719,763	6,667,303	52,753,747	(B) AUTRES QUE LA RADIODIFFUSION .....	16
3,530	11,287	12,271	90,361	4,418,677		
739,102	1,607,884	197,377	135,797	12,738,687	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES	17
109,529	3,500	43,080	86,355	2,260,823	DEPENSES DIFFERES .....	18
					DIVIDENDES DECLARES:	
1,275,460	492,780	3,458,360	2,555,332	19,765,340	(A) ACTIONS ORDINAIRES .....	19
1,236	11,698	0	7,307	910,963	(B) ACTIONS PRIVILEGIEES .....	20
491,037	372,255	2,811,221	2,896,785	19,890,416	DIMINUTION DE LA DETTE A LONG TERME .....	21
47	20,517	94,760	1,389,383	2,290,348	RACHAT D'ACTIONS .....	22
223,410	1,904,375	950,734	334,936	9,457,940	AUTRES UTILISATIONS DES FONDS .....	23
6,082,182	10,812,963	11,287,566	14,183,559	124,486,941	TOTAL DES FONDS UTILISES .....	24
1,508,226	4,666,193	2,621,685	1,383,340-	20,175,386	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.	25
2,014,623	2,677,058	5,427,162	1,017,349	49,875,087	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE .....	26
3,522,849	7,343,291	8,048,847	365,991-	70,050,473	FONDS DE ROULEMENT AU 31 AOUT .....	27

TABLE 5. REVENUE, EXPENSES AND EMPLOYEES OF PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY AREA, 1977

	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-DU PRINCE-EPOUDRE	NOUVELLE- ECOSSE	NOUVEAU- BRUNSWICK		
1. REPORTING UNITS .....					
				DOLLARS	
OPERATING REVENUE:					
REVENUE FROM SALE OF AIR TIME:					
2. LOCAL TIME SALES .....	5,617,523	7,041,734	5,495,502	39,005,472	68,342,997
3. NATIONAL TIME SALES .....	871,020	1,640,415	1,098,691	16,590,464	31,218,159
4. NETWORK TIME SALES .....	512,392	0	0	10,459	8,894
5. TOTAL REVENUE FROM SALE OF AIR TIME ..	7,000,935	8,682,149	6,594,193	55,606,395	99,270,050
PRODUCTION AND OTHER REVENUE:					
SYNDICATION REVENUE .....	0	0	0	8,180	16,185
PRODUCTION REVENUE .....	0	0	34,244	687,312	136,754
OTHER REVENUE .....	15,475	84,364	20,973	344,977	421,513
9. TOTAL PRODUCTION AND OTHER REVENUE .....	15,475	84,364	55,027	1,040,469	574,452
10. TOTAL OPERATING REVENUE .....	7,016,410	8,766,513	6,649,220	56,646,864	99,844,502
DEPARTMENTAL EXPENSES:					
11. PROGRAM .....	2,339,648	2,479,017	1,912,073	17,791,880	47,933,218
12. TECHNICAL .....	522,986	574,608	359,937	2,339,100	4,472,859
13. SALES AND PROMOTION .....	1,097,182	1,764,675	1,106,424	11,906,961	21,538,377
14. ADMINISTRATION AND GENERAL .....	2,354,743	2,886,121	1,960,477	18,785,751	25,943,118
15. SUB-TOTAL: DEPARTMENTAL EXPENSES .....	6,314,559	7,704,421	5,338,911	50,823,692	79,987,973
16. DEPRECIATION .....	320,352	359,879	255,950	1,667,368	2,800,488
17. INTEREST EXPENSE .....	80,219	54,576	236,913	1,259,502	2,512,967
18. OTHER ADJUSTMENTS - INCOME (EXPENSE) .....	19,913	148,162	47,420	658,646	1,699,473
19. NET PROFIT (LOSS) BEFORE INCOME TAXES .....	212,693	795,799	864,866	3,554,948	16,242,547
20. PROVISION FOR INCOME TAXES .....	183,254	344,963	311,930	2,545,508	7,210,899
21. NET PROFIT (LOSS) AFTER INCOME TAXES .....	129,439	450,836	552,936	1,009,440	9,031,648
22. SALARIES AND BENEFITS INCLUDED IN EXPENSES	3,680,057	4,677,849	3,547,626	25,746,769	43,412,385
23. AVERAGE NUMBER OF EMPLOYEES .....	241	351	221	1,824	2,875

TABLEAU 5. RECHETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR REGION, 1977

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON		TOTAL	NO
			-	COLMBIE-BRITANNIQUE ET YUKON		
13	17	28	53	307	UNITES DECLARANTES .....	1
					DELLARS	
					RECHETTES D'EXPLOITATION:	
					RECHETTES DE LA VENTE DE TEMPS D'ANTENNE:	
8,944,742	9,983,856	22,811,806	28,930,129	195,873,764	VENTES DE TEMPS D'ANTENNE (LOCAL) .....	2
2,498,772	2,456,383	6,588,208	9,272,525	72,236,637	VENTES DE TEMPS D'ANTENNE (NATIONAL) ....	3
2,268	0	66,888	29,140	630,041	VENTES DE TEMPS D'ANTENNE (RESEAU) .....	4
11,445,782	12,442,242	29,466,902	38,231,794	268,740,442	TOTAL, RECHETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
					RECHETTES DE PRODUCTION ET AUTRES RECHETTES:	
0	0	114	0	24,479	VENTES DE DROITS DE DIFFUSION .....	6
84,120	86,021	299,998	74,110	1,402,559	RECHETTES DE PRODUCTION .....	7
61,004	105,656	185,500	351,875	1,591,147	AUTRES RECHETTES .....	8
145,124	191,677	485,612	425,985	3,018,185	TOTAL, RECHETTES DE PRODUCTION ET AUTRES RECHETTES.	9
11,590,906	12,633,919	29,952,514	38,657,779	271,758,627	TOTAL, RECHETTES D'EXPLOITATION .....	10
					DEPENSES INTERNES:	
3,743,323	3,671,360	7,881,377	11,980,371	80,033,147	EMISSIONS .....	11
564,255	631,312	1,149,931	1,577,368	12,181,966	SERVICES TECHNIQUES .....	12
2,471,224	2,527,157	9,187,132	7,661,330	56,361,123	VENTES ET PROMOTION .....	13
2,050,297	2,595,631	7,985,674	10,561,832	77,403,695	ADMINISTRATION ET FRAIS GENERAUX .....	14
5,829,689	10,725,970	23,199,134	32,061,611	225,905,960	TOTAL PARTIEL, DEPENSES INTERNES .....	15
439,553	365,646	797,022	1,073,455	8,098,213	AMORTISSEMENT .....	16
133,405	132,194	360,049	904,503	5,674,328	INTERETS VERSES .....	17
49,451	228,810	462,926	505,784	3,820,625	AUTRES REDRESSEMENTS - REVENU (DEPENSE-) ....	18
1,237,750	1,634,919	6,059,235	5,117,994	35,820,751	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
681,557	724,352	2,877,609	1,995,754	16,879,826	PROVISION POUR IMPOTS SUR LE REVENU .....	20
556,192	910,567	3,181,626	3,118,240	18,940,925	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
5,721,897	6,350,383	13,130,412	18,582,660	124,850,038	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
401	451	815	1,107	8,286	EFFECTIFS MOYENS .....	23

TABLE 6. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY AREA, 1977

NO.		ATLANTIC PROVINCES	SUB-SEC.	ONTARIO
		PROVINCES DE L'ATLANTIQUE		
1	REPORTING UNITS .....	6	13	17
		DOLLARS		
	OPERATING REVENUE:			
	REVENUE FROM SALES OF AIR TIME:			
2	LOCAL TIME SALES .....	7,029,269	29,949,082	13,198,046
3	NATIONAL TIME SALES .....	7,063,517	38,624,890	86,851,302
4	NETWORK TIME SALES .....	4,246,351	8,389,458	17,844,192
5	TOTAL REVENUE FROM SALE OF AIR TIME .....	18,339,137	76,963,430	117,893,540
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE .....	0	126,782	781,301
7	PRODUCTION REVENUE .....	541,676	3,684,245	9,892,280
8	OTHER REVENUE .....	52,966	468,730	507,288
9	TOTAL PRODUCTION AND OTHER REVENUE .....	594,642	4,279,857	11,180,869
10	TOTAL OPERATING REVENUE .....	18,933,779	81,243,287	129,074,409
	DEPARTMENTAL EXPENSES:			
11	PROGRAM .....	5,433,167	37,436,932	58,437,198
12	TECHNICAL .....	2,259,192	8,812,004	7,547,762
13	SALES AND PROMOTION .....	2,113,495	6,682,700	12,085,361
14	ADMINISTRATION AND GENERAL .....	3,206,473	16,213,694	20,125,362
15	SUB-TOTAL DEPARTMENTAL EXPENSES .....	14,417,661	59,645,650	100,256,164
16	DEPRECIATION .....	857,594	3,599,944	5,454,724
17	INTEREST EXPENSE .....	94,453	2,345,040	3,697,811
18	OTHER ADJUSTMENTS - INCOME (EXPENSE)-I .....	144,085	3,786,585	2,372,848
19	NET PROFIT (LOSS)-I BEFORE INCOME TAXES .....	3,718,356	19,439,838	22,038,558
20	PROVISION FOR INCOME TAXES .....	1,762,253	8,426,337	11,388,392
21	NET PROFIT (LOSS)-I AFTER INCOME TAXES .....	1,956,103	11,013,501	10,650,166
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES .....	5,981,842	26,112,151	33,583,181
23	AVERAGE NUMBER OF EMPLOYEES .....	374	1,467	1,961

TABLEAU 6. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PRIVEE, PAR REGION, 1977

PROVINCE TERRITOIRE	ALBERTA	BRITISH COLUMBIA AND YUKON	TOTAL	NO.
SASKATCHEWAN				
				10
				10
				9
				65 UNITES DECLARANTES .....
				1
				DOLLARS
				RECETTES D'EXPLOITATION:
				RECETTES DE LA VENTE DE TEMPS D'ANTENNE:
11,622,058	17,105,228	9,955,577	88,859,260	VENTES DE TEMPS D'ANTENNE (LOCAL) .....
10,360,124	13,654,570	16,293,240	172,847,643	VENTES DE TEMPS D'ANTENNE (NATIONAL) .....
5,914,514	6,662,249	6,136,276	48,593,040	VENTES DE TEMPS D'ANTENNE (RESEAU) .....
27,856,656	36,822,047	32,385,093	310,299,943	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE ....
				5
				RECETTES DE PRODUCTION ET AUTRES RECETTES:
0	184,677	12,200	1,104,960	VENTES DE DROITS DE DIFFUSION .....
340,619	2,282,766	290,342	17,032,028	RECETTES DE PRODUCTION .....
713,250	427,852	370,712	2,540,838	AUTRES RECETTES .....
1,053,909	2,895,295	673,254	20,677,826	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES
28,950,605	39,717,342	33,058,347	330,977,769	TOTAL, RECETTES D'EXPLOITATION .....
				10
				DEPENSES INTERNES:
11,552,078	16,575,853	16,767,902	138,047,981	EMISSIONS .....
2,442,448	2,328,768	2,384,773	27,432,356	SERVICES TECHNIQUES .....
3,111,247	5,124,386	3,271,991	31,384,684	VENTES ET PROMOTION .....
4,630,570	7,276,308	6,149,144	57,601,551	ADMINISTRATION ET FRAIS GENERAUX .....
21,736,543	30,662,545	27,753,812	254,471,575	TOTAL PARTIEL, DEPENSES INTERNES .....
1,210,246	1,261,304	1,718,762	14,102,574	AMORTISSEMENT .....
574,775	593,924	596,401	8,292,404	INTERETS VERSES .....
217,196	733,011	123,025-	7,130,696	AUTRES REDRESSEMENTS - REVENU (DEPENSE-) .....
5,646,237	7,532,580	2,866,343	61,241,912	BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU .....
2,069,401	3,226,346	2,542,520	29,415,252	PROVISION POUR IMPOTS SUR LE REVENU .....
3,576,836	4,306,231	323,823	31,826,660	BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU .....
8,973,102	11,087,698	11,036,966	96,774,940	REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.
563	672	523	5,482	EFFECTIFS MOYEN .....
				23

TABLE 7A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,  
BY AREA, 1977 (HISTORICAL COST)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOUVELLE- ÉCOSSE	NOUVEAU- BRUNSWICK		
DOLLARS					
1 LAND .....	391,401	274,299	331,028	3,161,511	5,071,121
2 LAND IMPROVEMENTS AND BUILDINGS .....	1,221,370	1,665,137	2,791,675	21,544,143	18,038,041
3 TOWER AND ANTENNA SYSTEM .....	1,131,179	743,993	991,508	14,374,859	14,465,082
4 TRANSMITTER EQUIPMENT .....	1,572,631	1,781,588	4,264,433	11,809,457	25,043,641
5 STUDIO AND TECHNICAL EQUIPMENT .....	1,752,336	3,327,223	4,601,218	29,680,550	50,074,010
6 MOBILE EQUIPMENT .....	163,534	33,653	99,830	2,129,915	1,972,345
7 AUTOMOBILES AND TRUCKS .....	219,510	190,433	171,759	865,893	1,526,476
8 FURNITURE AND FIXTURES .....	504,229	508,012	506,320	4,479,095	7,006,521
9 OTHER PROPERTY, PLANT AND EQUIPMENT .....	8,214	107,271	48,079	1,572,412	1,384,865
10 LEASEHOLD IMPROVEMENTS .....	528,073	255,937	240,527	5,029,632	4,784,288
11 TOTAL PROPERTY, PLANT AND EQUIPMENT .....	7,492,477	8,887,646	14,048,377	94,647,467	129,366,390

TABLE 7B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,  
BY AREA, 1977 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOUVELLE- ÉCOSSE	NOUVEAU- BRUNSWICK		
DOLLARS					
1 LAND .....	***	***	***	***	***
2 LAND IMPROVEMENTS AND BUILDINGS .....	457,102	862,749	1,380,339	5,022,197	9,408,392
3 TOWER AND ANTENNA SYSTEM .....	635,454	421,749	501,796	2,538,667	7,541,579
4 TRANSMITTER EQUIPMENT .....	1,201,523	1,228,873	2,397,511	7,388,234	12,226,972
5 STUDIO AND TECHNICAL EQUIPMENT .....	1,346,439	2,197,848	3,326,238	18,230,394	29,317,977
6 MOBILE EQUIPMENT .....	89,827	18,351	31,556	1,464,071	1,228,220
7 AUTOMOBILES AND TRUCKS .....	98,634	121,734	84,625	465,983	369,706
8 FURNITURE AND FIXTURES .....	325,593	318,763	320,118	2,414,766	4,105,140
9 OTHER PROPERTY, PLANT AND EQUIPMENT .....	8,214	15,226	36,627	887,278	525,048
10 LEASEHOLD IMPROVEMENTS .....	366,425	93,131	41,982	1,518,562	2,248,080
11 TOTAL PROPERTY, PLANT AND EQUIPMENT .....	4,529,311	5,278,424	8,126,692	39,930,152	67,471,114

TABLE 7C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,  
BY AREA, 1977 (NET VALUE)

NO.	NEWFOUNDLAND AND PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO
	TERRE-NEUVE ET ILE-DU- PRINCE-EDOUARD	NOUVELLE- ÉCOSSE	NOUVEAU- BRUNSWICK		
DOLLARS					
1 LAND .....	391,401	274,299	331,028	3,161,511	5,071,121
2 LAND IMPROVEMENTS AND BUILDINGS .....	764,268	802,488	1,405,436	16,521,946	8,629,649
3 TOWER AND ANTENNA SYSTEM .....	475,725	322,244	489,712	11,836,192	6,923,503
4 TRANSMITTER EQUIPMENT .....	371,108	552,715	1,866,922	4,421,223	12,816,669
5 STUDIO AND TECHNICAL EQUIPMENT .....	405,897	1,129,375	1,274,980	11,450,156	20,756,033
6 MOBILE EQUIPMENT .....	73,707	15,302	65,274	665,844	744,123
7 AUTOMOBILES AND TRUCKS .....	121,076	68,699	87,134	399,910	656,770
8 FURNITURE AND FIXTURES .....	178,636	189,249	189,202	2,064,329	2,901,381
9 OTHER PROPERTY, PLANT AND EQUIPMENT .....	0	92,045	11,452	685,134	859,817
10 LEASEHOLD IMPROVEMENTS .....	161,648	162,806	198,545	3,511,070	2,536,208
11 TOTAL PROPERTY, PLANT AND EQUIPMENT .....	2,763,466	3,609,222	5,921,685	54,717,315	61,895,275

TABLEAU 7A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977 (COUT D'ORIGINE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON		TOTAL	NO
			COLombie- BRITANNIQUE ET YUKON	TOTAL		
DOLLARS						
341,896	391,058	900,474	1,666,213	12,529,001	TERRAINS .....	1
2,382,467	2,221,812	3,929,226	7,593,504	61,387,415	AMELIORATIONS FONCIERES ET BATIMENTS .....	2
2,025,868	3,078,513	2,066,557	3,518,112	42,395,691	INSTALLATIONS DE PYLONES ET D'ANTENNES .....	3
3,250,989	5,174,299	7,575,849	9,928,453	70,401,340	MATERIEL EMETTEUR .....	4
6,102,983	6,553,222	12,131,906	14,774,973	128,998,421	MATERIEL TECHNIQUE ET DE STUDIO .....	5
282,850	11,125	1,072,075	315,122	6,080,449	CARS DE REPORTAGE .....	6
108,547	303,237	487,554	388,662	4,262,471	VOITURES ET CAMIONS .....	7
662,726	937,162	1,107,117	1,665,805	17,378,987	MEUBLES ET ARTICLES D'AMEUBLEMENT .....	8
10,241,805	76,689	730,931	369,671	14,539,937	AUTRES IMMOBILISATIONS CORPORELLES .....	9
199,722	186,194	764,769	1,484,384	13,473,526	AMELIORATIONS LOCATIVES .....	10
25,599,813	18,933,311	30,766,858	41,704,899	371,447,238	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977 (AMORTISSEMENT NORMALISE ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON		TOTAL	NO
			COLombie- BRITANNIQUE ET YUKON	TOTAL		
DOLLARS						
1,300,357	1,715,370	1,016,480	2,657,742	24,837,284	TERRAINS .....	1
1,144,323	1,684,746	1,290,808	2,292,743	18,051,865	AMELIORATIONS FONCIERES ET BATIMENTS .....	2
1,113,226	3,454,469	4,294,618	5,065,239	38,370,665	INSTALLATIONS DE PYLONES ET D'ANTENNES .....	3
3,374,498	4,206,756	7,628,757	7,675,934	77,304,841	MATERIEL EMETTEUR .....	4
79,606	6,858	611,316	199,840	3,723,685	MATERIEL TECHNIQUE ET DE STUDIO .....	5
48,814	139,535	212,653	213,907	2,255,395	CARS DE REPORTAGE .....	6
391,429	718,853	711,684	924,276	10,230,622	VOITURES ET CAMIONS .....	7
5,261,526	33,194	274,000	126,303	7,167,116	MEUBLES ET ARTICLES D'AMEUBLEMENT .....	8
67,210	124,120	288,682	841,609	5,589,801	AUTRES IMMOBILISATIONS CORPORELLES .....	9
12,781,485	12,694,101	17,328,998	19,997,293	187,537,274	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLEAU 7C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR REGION, 1977 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

MANITOBA	SASKATCHEWAN	ALBERTA	BRITISH COLUMBIA AND YUKON		TOTAL	NO
			COLombie- BRITANNIQUE ET YUKON	TOTAL		
DOLLARS						
341,896	391,058	900,474	1,666,213	12,529,001	TERRAINS .....	1
1,081,550	496,286	1,912,746	4,535,762	36,550,131	AMELIORATIONS FONCIERES ET BATIMENTS .....	2
881,565	1,393,767	775,749	1,225,369	24,343,826	INSTALLATIONS DE PYLONES ET D'ANTENNES .....	3
2,137,763	1,719,830	3,281,231	4,863,214	32,030,675	MATERIEL EMETTEUR .....	4
5,728,455	2,346,466	4,503,149	7,595,339	51,693,582	MATERIEL TECHNIQUE ET DE STUDIO .....	5
203,244	4,227	460,755	115,282	2,350,764	CARS DE REPORTAGE .....	6
59,733	163,658	275,301	174,755	2,037,076	VOITURES ET CAMIONS .....	7
271,297	218,309	395,433	741,529	7,148,365	MEUBLES ET ARTICLES D'AMEUBLEMENT .....	8
4,980,279	43,495	456,931	243,668	7,372,821	AUTRES IMMOBILISATIONS CORPORELLES .....	9
132,512	62,574	476,087	642,775	7,883,725	AMELIORATIONS LOCATIVES .....	10
12,818,324	6,839,210	13,437,860	21,707,606	183,909,964	TOTAL, TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL.	11

TABLE 8. BALANCE SHEET DATA OF RADIO AND TELEVISION BROADCASTING INDUSTRY, BY TOTAL ASSETS GROUPING, 1977

NO.	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	GROUP 5 - GROUPE 5	GROUP 6 - GROUPE 6
	28	28	28	28	28	28
DOLLARS						
ASSETS						
CURRENT:						
2 CASH .....	6,083,768	4,988,055	2,507,837	1,109,796	470,999	615,027
3 SECURITIES .....	29,417,962	641,301	2,207,182	1,317,963	263,889	521,191
4 RECEIVABLES (NET) .....	56,186,438	18,654,663	12,298,127	7,427,684	5,116,876	3,133,997
5 INVENTORIES .....	8,477,999	410,496	48,016	49,883	9,044	17,850
6 PREPAID EXPENSES .....	18,568,495	2,466,292	231,176	53,994	3,016	13,114
7 OTHER .....	18,439,105	6,203,851	2,136,334	1,620,293	1,163,551	347,592
8 TOTAL CURRENT ASSETS .....	137,573,771	32,864,658	19,428,672	11,579,613	7,027,375	4,649,571
INVESTMENTS AND ADVANCES:						
9 ASSOCIATED COMPANIES .....	68,883,562	2,851,946	3,577,793	2,599,951	589,265	1,330,079
10 OTHER .....	3,527,322	5,623,624	1,405,903	1,356,759	393,204	348,866
11 TOTAL INVESTMENTS AND ADVANCES .....	72,410,884	8,475,570	4,983,696	3,956,710	982,469	1,678,945
FIXED ASSETS, BROADCASTING:						
12 LAND, PROPERTY AND EQUIPMENT .....	183,976,619	62,984,136	45,023,350	23,206,867	15,028,829	12,546,275
13 LESS: ACCUMULATED DEPRECIATION .....	78,561,350-	36,588,162-	26,633,299-	12,412,017-	7,801,218-	6,854,516-
14 NET FIXED ASSETS, BROADCASTING .....	105,415,269	26,395,974	18,300,051	10,794,850	7,227,611	5,691,759
15 NET FIXED ASSETS, NON-BROADCASTING .....	2,593,289	4,764,585	331,021	248,613	400,299	212,106
16 INTANGIBLE ASSETS .....	28,346,921	5,885,368	2,742,942	551,454	1,970,998	612,670
17 OTHER ASSETS .....	9,318,248	7,683,844	929,598	1,368,035	511,381	556,627
18 TOTAL FIXED AND OTHER ASSETS .....	145,674,327	44,729,771	22,393,612	12,962,952	10,110,289	7,073,182
19 TOTAL NON-CURRENT ASSETS .....	218,085,211	53,205,341	27,377,308	16,919,662	11,092,758	8,752,187
20 TOTAL ASSETS .....	355,658,982	86,069,999	46,805,980	28,499,275	18,120,133	13,401,678
LIABILITIES						
CURRENT:						
21 BANK LOANS .....	13,335,305	5,399,414	1,835,736	1,045,722	2,443,031	1,392,484
22 OTHER LOANS .....	7,509,701	716,057	2,081,460	55,000	17,985	60,095
23 ACCOUNTS PAYABLE AND ACCRUED .....	31,666,036	6,591,629	4,550,937	3,371,523	1,890,951	1,664,337
24 INCOME TAX PAYABLE .....	5,094,193	1,736,365	1,061,366	487,999	361,657	126,920
25 DIVIDENDS PAYABLE .....	27,500	600,000	911,282	225,000	0	142
26 UNEARNED INCOME .....	954,374	21,155	23,845	21,398	7,440	53,192
27 CURRENT PORTION LONG-TERM DEBT .....	4,893,215	4,727,929	523,165	628,530	280,701	359,881
28 OTHER .....	24,390,813	8,933,677	597,713	916,072	591,800	326,797
29 TOTAL CURRENT LIABILITIES .....	87,865,137	28,726,226	11,585,504	6,751,244	5,593,565	3,983,848
NON-CURRENT LIABILITIES:						
LONG-TERM DEBT:						
30 NOTES .....	34,412,427	16,249,436	2,659,352	3,136,763	1,340,830	1,140,249
31 MORTGAGES AND BONDS .....	13,843,080	1,815,443	574,508	1,978,879	721,914	1,832,779
32 DEBENTURES .....	45,048,002	1,818,972	1,791,228	1,016,100	134,380	605,841
33 LESS: CURRENT PORTION .....	4,893,215-	4,727,929-	523,165-	628,530-	280,701-	359,881-
34 TOTAL LONG-TERM DEBT .....	88,410,294	15,155,922	4,501,923	5,503,212	1,916,429	3,218,988
35 DEFERRED INCOME TAXES .....	13,579,628	2,264,818	901,580	432,922	241,919	112,851
36 OTHER LIABILITIES .....	14,753,716	5,545,636	1,337,816	2,374,347	2,807,573	1,473,652
37 TOTAL NON-CURRENT LIABILITIES .....	116,743,638	22,966,376	6,741,319	8,310,481	4,965,921	4,805,491
38 TOTAL LIABILITIES .....	204,608,775	51,692,602	18,326,823	15,061,725	10,559,486	8,789,339
SHAREHOLDERS' EQUITY:						
SHARE CAPITAL ISSUED:						
39 PREFERRED .....	10,593,932	5,027,189	1,665,759	1,936,708	1,192,850	452,850
40 COMMON .....	30,316,197	12,122,856	735,288	990,841	589,970	535,394
41 RETAINED EARNINGS (ACCUMULATED DEFICIT-) AT AUGUST 31 .....	97,219,272	16,988,838	25,578,869	10,244,161	5,759,943	3,582,660
42 OTHER SURPLUS .....	6,920,806	238,514	499,241	265,840	17,884	41,435
43 TOTAL SHAREHOLDERS' EQUITY .....	151,050,207	34,377,397	28,479,157	13,437,550	7,560,647	4,612,339
44 TOTAL LIABILITIES AND EQUITY .....	355,658,982	86,069,999	46,805,980	28,499,275	18,120,133	13,401,678

TABLEAU 8. BILAN DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR TRANCHE DE PECETTES, 1977

GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL	
					NO
28	28	28	27	279 ENTREPRISES .....	1
DOLLARS					
ACTIF					
475,345	645,375	155,439	148,322	16,700,763	2
50,362	0	163,862	36,801	34,660,513	3
3,064,155	2,369,578	1,893,807	1,003,315	111,149,080	4
67,575	5,718	2,190	12,503	9,101,274	5
115,260	6,558	4,255	2,056	21,884,620	6
319,393	263,197	226,214	56,636	30,776,166	7
4,132,130	3,291,226	2,445,767	1,259,633	224,252,416	8
425,281	474,609	69,928	13,773	80,816,187	9
33,379	181,024	69,298	55,618	12,994,997	10
458,660	655,633	139,226	69,391	93,811,184	11
10,677,572	8,891,147	6,037,926	3,074,517	371,447,238	12
5,901,755-	5,021,596-	3,573,444-	2,080,603-	185,328,360-	13
4,875,817	3,869,151	2,464,482	593,914	186,118,878	14
143,226	34,383	207,692	14,684	8,949,898	15
429,737	64,729	74,194	36,569	40,715,582	16
317,584	158,777	145,711	27,875	21,018,280	17
5,766,364	4,127,040	2,892,079	1,073,042	256,802,638	18
6,225,D24	4,782,673	3,031,305	1,142,433	350,613,822	19
10,357,154	8,073,899	5,477,072	2,402,066	574,866,238	20
PASSIF					
1,425,149	1,004,085	889,354	527,792	29,298,072	21
66,464	103,805	222,000	17,810	10,850,377	22
1,181,362	932,467	710,401	387,436	52,941,079	23
186,111	102,002	114,663	27,219	9,298,495	24
0	35,958	5,289	40,626	1,845,797	25
22,713	28,932	35,171	1,615	1,169,835	26
155,667	280,103	139,881	17,340	12,006,412	27
62,475	279,663	327,171	365,695	36,791,876	28
3,069,941	2,767,C15	2,443,930	1,385,533	154,201,963	29
PASSIF NON EXIGIBLE:					
DETTE A LONG TERME:					
954,664	765,680	265,706	118,353	61,023,460	30
963,202	1,261,374	374,941	351,171	23,717,291	31
516,447	404,889	358,111	60,000	51,753,976	32
155,667-	280,103-	139,881-	17,340-	12,006,412-	33
2,218,646	2,131,E40	858,877	512,184	124,488,315	34
104,291	81,249	47,254	11,371	17,777,883	35
565,059	0	242,721	190,700	16,556,206	36
3,016,961	2,509,585	1,190,519	1,123,860	172,374,131	37
6,116,902	5,276,600	3,634,449	2,509,373	326,576,074	38
AVOIR DES ACTIONNAIRES:					
CAPITAL-ACTIONS EMIS:					
667,683	551,680	412,870	310,900	28,832,421	39
687,256	328,418	693,845	496,595	47,496,660	40
2,824,044	1,797,275	735,114	929,643-	163,800,533	41
41,269	119,926	794	14,841	8,160,550	42
4,240,252	2,797,299	1,842,623	107,307-	248,290,164	43
10,357,154	8,073,899	5,477,072	2,402,066	574,866,238	44
TOTAL PASSIF ET AVOIR DES ACTIONNAIRES					

TABLE 9. SOURCE AND APPLICATION OF FUNDS FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY,  
BY TOTAL ASSETS GROUPING, 1977

NO.		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
		GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6
1	BUSINESS ORGANIZATIONS .....	28	28	28	28	28	28
DOLLARS							
<b>SOURCE OF FUNDS:</b>							
<b>OPERATIONS:</b>							
2	NET PROFIT (LOSS-) FROM BROADCAST OPERATIONS AFTER INCOME TAXES.	30,464,446	8,832,103	5,169,027	3,515,119	1,262,424	650,066
3	NET PROFIT (LOSS-) FROM NON-BROADCAST OPERATIONS AFTER INCOME TAXES.	1,123,393	509,120-	618-	29,398-	12,909-	51,331
<b>EXPENSES NOT REQUIRING OUTLAY OF FUNDS:</b>							
4	DEPRECIATION AND AMORTIZATION (RECORDED IN ACCOUNTS).	12,926,370	4,338,805	2,770,756	1,614,345	981,701	842,268
5	DEFERRED INCOME TAXES .....	2,580,481	274,929	112,651	41,307-	68,425	5,914-
6	TOTAL FUNDS PROVIDED FROM OPERATIONS.	47,094,690	12,936,717	8,051,816	5,058,759	2,299,641	1,537,751
<b>OTHER:</b>							
7	INCREASE IN LONG TERM DEBT .....	21,031,517	8,064,169	1,718,804	2,836,500	1,334,447	387,338
8	PROCEEDS FROM SALE OF SHARE CAPITAL.	986,650	1,642,882	19,027	82,385	755,776	0
<b>DECREASE IN FIXED ASSETS:</b>							
9	(A) BROADCAST ONLY .....	4,114,561	983,421	178,500	81,039	971,931	113,318
10	(B) NON-BROADCASTING .....	544,760	0	0	93,147	15,000	6,300
11	DECREASE IN INVESTMENTS AND ADVANCES	3,988,527	2,380,623	325,433	465,900	155,415	324,719
12	OTHER SOURCES OF FUNDS .....	3,682,813	2,403,874	346,288	534,874	529,137	340,915
13	TOTAL, OTHER FUNDS PROVIDED .....	34,348,828	15,474,969	2,588,052	4,093,845	3,761,706	1,672,082
14	TOTAL FUNDS PROVIDED .....	81,443,518	28,411,686	10,639,868	9,152,604	6,061,347	3,209,833
<b>APPLICATION OF FUNDS:</b>							
<b>ADDITIONS TO FIXED ASSETS:</b>							
15	(A) BROADCAST ONLY .....	23,692,001	10,681,788	6,928,255	4,238,006	2,766,977	1,580,346
16	(B) NON-BROADCASTING .....	2,391,785	1,385,559	202,131	66,706	152,775	32,088
17	ADDITIONS TO INVESTMENTS AND ADVANCES.	7,684,865	2,784,556	250,656	1,020,157	116,374	597,018
18	DEFERRED EXPENDITURES .....	1,428,755	330,577	246,951	52,548	171,219	4,598
<b>DIVIDENDS DECLARED:</b>							
19	(A) COMMON SHARES .....	8,018,255	6,263,558	2,261,096	1,395,281	563,635	189,033
20	(B) PREFERRED SHARES .....	586,200	120,942	5,288	55,372	5,250	114,277
21	REDUCTION OF LONG TERM DEBT .....	9,750,481	5,873,988	1,304,761	912,972	415,776	627,385
22	REDEMPTION OF SHARES .....	1,988	0	266	155,742	1,916,763	209,317
23	OTHER APPLICATION OF FUNDS .....	6,961,744	1,171,487	133,955	276,171	264,130	81,025
24	TOTAL FUNDS USED .....	60,516,114	28,612,455	11,333,359	8,172,955	6,372,899	3,435,089
25	INCREASE (DECREASE-) IN WORKING CAPITAL.	20,927,404	200,769-	693,491-	979,649	311,552-	225,256-
26	WORKING CAPITAL AT BEGINNING OF YEAR	28,781,230	4,339,201	8,536,659	3,848,720	1,745,362	990,979
27	WORKING CAPITAL AT AUGUST 31 .....	49,708,634	4,138,427	7,943,168	4,828,369	1,432,810	685,783

TABLEAU 9. PROVENANCE ET UTILISATION DES FONDS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE,  
PAR ACTIFS TOTAUX PAR GROUPE, 1977

GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL	
28	28	28	27	279	ENTREPRISES ..... 1
DOLLARS					PROVENANCE DES FONDS:
					EXPLOITATION:
624,019	336,353	278,457	364,429-	50,767,585	BENEFICE NET (PERTE-) PROVENANT DE L'EX- PLORATION DES ENTREPRISES DE RADIODIF- FUSION, APRES IMPOTS SUR LE REVENU. 2
32,942-	81,553	22,986	157	694,433	BENEFICE NET (PERTE-) PROVENANT D'ACTIVI- TIES AUTRES QUE LA RADIODIFFUSION, APRES IMPOS SUR LE REVENU. 3
649,947	592,024	397,563	195,649	25,309,828	DEPENSES NE NECESSITANT PAS DE MISE DE FONDS: DEPRECIACTION ET AMORTISSEMENT ..... 4
72,584-	7,887	26,846	6,234	2,957,648	(COMPTABILISE). IMPOTS SUR LE REVENU DIFFERES ..... 5
1,168,440	1,017,817	726,252	162,389-	79,729,494	TOTAL DES FONDS PROVENANT DE L'EX- PLORATION. 6
					AUTRES:
335,740 203,725	958,363 26,200	400,381 0	244,131 0	37,811,890 3,716,645	AUGMENTATION DE LA DETTE A LONG TERME .... 7 PRODUIT DE LA VENTE DU CAPITAL-ACTIONS ... 8
					DIMINUTION DES IMMOBILISATIONS:
11,466 1,300	10,867 1,151	34,106 8,997	5,590 2,252	6,557,691 676,607	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT 9 (B) AUTRES QUE LA RADIODIFFUSION ..... 10
88,962 22,006	16,302 49,154	36,927 45,508	5,341 227,642	7,788,149 8,381,851	DIMINUTION DES PLACEMENTS ET DES AVANCES .... 11 AUTRES SOURCES DE FONDS ..... 12
314,899	1,062,577	525,919	484,956	64,932,833	TOTAL DES AUTRES FONDS FOURNIS ..... 13
2,088,339	2,080,394	1,252,171	322,567	144,662,327	TOTAL DES FONDS FOURNIS ..... 14
					UTILISATION DES FONDS:
					ADDITIONS AUX IMMOBILISATIONS:
1,331,000 49,755	764,663 35,183	521,696 92,701	249,013 9,994	52,753,747 4,418,677	(A) ACTIVITES DE RADIODIFFUSION SEULEMENT 15 (B) AUTRES QUE LA RADIODIFFUSION ..... 16
57,459	149,120	23,482	15,000	12,738,687	ACCROISSEMENT DES PLACEMENTS ET DES AVANCES .. 17
22,589	761	2,785	0	2,260,823	DEPENSES DIFFEREEES ..... 18
					DIVIDENDES DECLARES:
307,635 6,990	387,522 6,034	280,908 3,610	98,417 7,000	19,765,340 910,963	(A) ACTIONS ORDINAIRES ..... 19 (B) ACTIONS PRIVILEGIÉES ..... 20
408,162 3,625 82,891	307,190 647 119,700	250,363 2,000 281,666	39,338 0 85,163	19,890,416 2,290,348 9,457,940	DIMINUTION DE LA DETTE A LONG TERME ..... 21 RACHAT D'ACTIONS ..... 22 AUTRES UTILISATIONS DES FONDS ..... 23
2,310,106	1,770,828	1,459,211	503,925	124,486,941	TOTAL DES FONDS UTILISES ..... 24
221,767-	309,566	207,040-	181,358-	20,175,386	AUGMENTATION (DIMINUTION-) DU FONDS DE ROULEMENT.
1,253,956 1,032,189	214,645 524,211	208,877 1,837	55,458 125,900-	49,875,087 70,050,473	FONDS DE ROULEMENT AU DEBUT DE L'ANNEE ..... 26 FONDS DE ROULEMENT AU 31 AOUT ..... 27

TABLE 1C. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY, BY REVENUE GROUP, 1973

	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	GROUP 5 - GROUPE 5	GROUP 6 - GROUPE 6
NO.						
1 REPORTING UNITS .....	30	31	31	31	31	30
				DOLLARS		
OPERATING REVENUE:						
REVENUE FROM SALE OF AIR TIME:						
2 LOCAL TIME SALES .....	70,941,456	34,552,213	23,939,457	18,485,438	14,933,476	11,119,190
3 NATIONAL TIME SALES .....	40,632,495	12,164,514	6,120,635	4,454,607	2,678,105	2,076,990
4 NETWORK TIME SALES .....	9,477	344,522	37,142	131,182	2,506	0
5 TOTAL REVENUE FROM SALES OF AIR TIME.	111,583,428	47,061,249	30,097,234	23,071,227	17,614,087	13,196,180
PRODUCTION AND OTHER REVENUE:						
SYNDICATION REVENUE .....	0	0	16,185	114	8,180	0
7 PRODUCTION REVENUE .....	671,066	180,346	213,967	108,007	52,072	73,800
8 OTHER REVENUE .....	463,033	227,215	276,195	137,102	122,381	80,517
9 TOTAL PRODUCTION AND OTHER REVENUE.	1,134,099	407,561	506,347	245,224	182,633	154,407
10 TOTAL OPERATING REVENUE.	112,717,527	47,468,810	30,603,581	23,316,451	17,796,720	13,350,587
DEPARTMENTAL EXPENSES:						
11 PROGRAM .....	30,322,569	14,734,672	8,846,040	7,563,815	5,345,919	4,327,518
12 TECHNICAL .....	3,324,161	2,413,299	1,630,856	1,277,724	1,000,673	836,105
13 SALES AND PROMOTION .....	23,773,670	10,503,153	6,425,711	4,653,200	3,570,057	2,159,310
14 ADMINISTRATION AND GENERAL .....	26,703,058	12,679,351	9,620,984	7,060,951	6,394,599	4,394,180
15 SUB-TOTAL, DEPARTMENTAL EXPENSES.	84,123,458	40,330,475	26,523,591	20,555,690	16,311,248	11,717,018
16 DEPRECIATION .....	2,100,317	1,573,555	877,018	804,741	785,529	581,472
17 INTEREST EXPENSE .....	2,152,587	510,904	764,283	639,823	398,637	411,582
18 OTHER ADJUSTMENTS - INCOME (EXPENSE-).	556,679	781,866	253,333	615,097	599,115	195,134
19 NET PROFIT (LOSS) BEFORE INCOME TAXES.	24,900,844	5,835,742	2,692,022	1,961,294	900,421	835,654
20 PROVISION FOR INCOME TAXES ...	11,937,182	2,487,589	993,187	789,938	320,286	236,846
21 NET PROFIT (LOSS) AFTER INCOME TAXES.	12,963,662	3,348,153	1,698,835	1,171,356	580,135	598,808
22 SALARIES AND BENEFITS INCLUDED IN EXPENSES.	42,087,739	22,449,159	15,644,094	12,212,146	9,840,297	7,137,435
23 AVERAGE NUMBER OF EMPLOYEES ..	2,049	1,385	1,097	826	743	612

TABLEAU 10. RECETTES, DEPENSES ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION PRIVEE, PAR TRANCHE DE RECETTES, 1977

GROUP 7 - GROUPE 7	GROUP 8 - GROUPE 8	GROUP 9 - GROUPE 9	GROUP 10 - GROUPE 10	TOTAL	NO
31	31	31	30	307 UNITES DECLARANTES .....	1
		DOLLARS			
				RECETTES D'EXPLOITATION:	
				RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
9,039,311	6,733,219	4,346,753	1,783,251	195,873,764	
1,858,261	1,171,578	770,644	308,808	72,236,637	
67,248	37,750	214	0	630,041	
10,964,820	7,942,547	5,117,611	2,092,059	268,740,442	
				VENTES DE TEMPS D'ANTENNE (LOCAL) .....	2
				VENTES DE TEMPS D'ANTENNE (NATIONAL) .....	3
				VENTES DE TEMPS D'ANTENNE (RESEAU) .....	4
				TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE.	5
				RECETTES DE PRODUCTION ET AUTRES RECETTES:	
0	0	0	0	24,479	
48,588	1,337	46,803	6,483	1,402,559	
95,262	55,566	99,415	34,459	1,591,147	
143,851	56,903	146,218	40,942	3,018,185	
				TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES.	9
11,108,671	7,999,450	5,263,829	2,133,001	271,758,627	
				TOTAL RECETTES D'EXPLOITATION .....	10
				DEPENSES INTERNES:	
3,525,744	2,622,732	1,997,229	746,909	80,033,147	
621,893	517,702	340,095	225,458	12,187,966	
3,094,785	1,687,095	1,037,705	456,562	56,361,152	
5,085,320	3,267,781	2,125,899	1,071,572	77,403,695	
10,327,746	8,095,310	5,500,928	2,500,501	225,985,960	
				TOTAL PARTIEL, DEPENSES INTERNES .....	15
480,252	365,941	340,726	188,662	8,098,213 AMORTISSEMENT .....	16
346,638	198,468	193,875	87,531	5,674,328 INTERETS VERSES .....	17
204,134	605,504	92,438-	99,201	3,820,625 AUTRES REDRESSEMENTS - REVENU (DEPENSE-) .....	18
158,169	54,765-	864,138-	544,492-	35,820,751 BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU.	19
145,601	7,304	18,667-	19,440-	16,879,826 PROVISION POUR IMPOTS SUR LE REVENU .....	20
12,568	62,065-	845,471-	525,052-	18,940,925 BENEFICE NET (PERTE-) APRES IMPOTS SUR LE REVENU.	21
6,079,515	4,758,060	3,341,089	1,300,504	124,850,038 REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES.	22
530	443	575	160	8,238 EFFECTIFS MOYENS .....	23

TABLE 11A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY,  
BY REVENUE GROUP, 1977 (HISTORICAL COST)

NO.	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	GROUP 5 - GROUPE 5
	DOLLARS				
1 LAND .....	2,697,217	1,844,497	1,043,123	651,768	655,772
2 LAND IMPROVEMENTS AND BUILDINGS .....	4,208,039	3,613,549	2,660,888	1,981,843	2,088,374
3 TOWER AND ANTENNA SYSTEM .....	2,834,455	3,038,090	2,379,761	1,802,837	1,289,790
4 TRANSMITTER EQUIPMENT .....	10,709,308	5,579,025	4,769,507	2,732,717	3,884,349
5 STUDIO AND TECHNICAL EQUIPMENT .....	8,749,536	7,304,305	4,098,384	3,400,297	3,329,727
6 MOBILE EQUIPMENT .....	157,931	150,141	76,893	60,344	21,750
7 AUTOMOBILES AND TRUCKS .....	829,228	549,155	427,674	242,403	282,829
8 FURNITURE AND FIXTURES .....	2,954,496	1,863,415	1,110,184	919,947	823,463
9 OTHER PROPERTY, PLANT AND EQUIPMENT .....	677,609	261,949	87,366	48,187	33,179
10 LEASEHOLD IMPROVEMENTS .....	3,264,638	1,046,693	675,559	878,855	397,690
11 TOTAL PROPERTY, PLANT AND EQUIPMENT .....	37,082,457	25,250,819	17,329,539	12,719,198	12,806,923

TABLE 11B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY,  
BY REVENUE GROUP, 1977 (ACCUMULATED STANDARDIZED DEPRECIATION)

NO.	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	GROUP 5 - GROUPE 5
	DOLLARS				
1 LAND .....	...	...	...	...	...
2 LAND IMPROVEMENTS AND BUILDINGS .....	2,076,510	1,252,498	771,681	631,205	1,318,681
3 TOWER AND ANTENNA SYSTEM .....	2,339,276	1,099,150	1,061,620	857,986	638,155
4 TRANSMITTER EQUIPMENT .....	6,394,962	3,228,626	2,936,083	1,530,902	2,336,266
5 STUDIO AND TECHNICAL EQUIPMENT .....	5,416,719	4,483,556	2,742,008	2,074,171	2,173,487
6 MOBILE EQUIPMENT .....	53,295	56,804	57,453	30,142	20,760
7 AUTOMOBILES AND TRUCKS .....	431,252	269,970	217,929	121,726	167,965
8 FURNITURE AND FIXTURES .....	1,821,959	1,145,021	739,927	534,912	531,493
9 OTHER PROPERTY, PLANT AND EQUIPMENT .....	618,262	48,099	53,330	28,499	20,532
10 LEASEHOLD IMPROVEMENTS .....	1,923,449	507,824	276,155	336,957	204,824
11 TOTAL PROPERTY, PLANT AND EQUIPMENT .....	21,115,684	12,132,348	8,875,587	6,146,500	7,166,431

TABLE 11C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED RADIO BROADCASTING INDUSTRY,  
BY REVENUE GROUP, 1977 (NET VALUE)

NO.	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	GROUP 5 - GROUPE 5
	DOLLARS				
1 LAND .....	2,697,217	1,844,497	1,043,123	651,768	655,772
2 LAND IMPROVEMENTS AND BUILDINGS .....	2,131,529	2,361,051	1,869,806	1,350,638	1,017,414
3 TOWER AND ANTENNA SYSTEM .....	495,179	1,938,940	1,318,141	944,851	651,646
4 TRANSMITTER EQUIPMENT .....	4,214,346	2,350,399	1,833,424	1,201,815	1,546,083
5 STUDIO AND TECHNICAL EQUIPMENT .....	3,332,817	2,820,749	1,356,176	1,326,126	1,156,240
6 MOBILE EQUIPMENT .....	64,636	53,337	19,440	30,202	990
7 AUTOMOBILES AND TRUCKS .....	397,976	279,185	209,945	120,677	114,884
8 FURNITURE AND FIXTURES .....	1,132,537	717,594	370,257	385,035	291,870
9 OTHER PROPERTY, PLANT AND EQUIPMENT .....	59,347	213,850	34,036	19,688	12,647
10 LEASEHOLD IMPROVEMENTS .....	1,341,189	538,869	399,404	541,898	192,344
11 TOTAL PROPERTY, PLANT AND EQUIPMENT .....	15,966,773	13,118,471	8,453,952	6,572,698	5,540,492

TABLEAU 11A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,  
PAR TRANCHE DE RECETTES, 1977 (COUT D'ORIGINE)

GROUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL	NO
DOLLARS						
569,005 2,361,400	453,410 1,163,211	269,296 581,328	162,220 537,388	130,906 349,624	8,477,214 19,545,644	TERRAINS ..... 1 AMELIORATIONS FONCIERES ET BATIMENTS.
1,270,369	928,590	719,380	608,461	492,171	15,363,904	INSTALLATIONS DE PYLONES ET D'ANTENNES.
2,976,046 1,744,227	3,182,367 1,545,734	2,038,593 1,160,039	1,316,382 1,669,364	622,557 713,802	37,810,551 33,715,115	MATERIEL EMETTEUR ..... 4 MATERIEL TECHNIQUE ET DE STUDIO.
41,799 170,753 682,712	13,566 144,629 460,922	4,715 78,390 287,252	41,074 69,916 241,318	1,529 34,306 126,504	569,742 2,829,523 9,470,213	CARS DE REPORTAGE ..... 6 VOITURES ET CAMIONS ..... 7 MEUBLES ET ARTICLES D'AMEUB- LEMENT.
236,276	90,224	29,485	12,657	4,472	1,481,404	AUTRES IMMOBILISATIONS CORP- ORELLES.
188,325	293,242	237,680	339,179	251,811	7,573,672	AMELIORATIONS LOCATIVES ..... 10
10,240,952	8,275,555	5,406,158	4,997,659	2,727,682	136,836,982	TOTAL, TERRAINS, BATIMENTS, 11 INSTALLATIONS ET MATERIEL.

TABLEAU 11B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,  
PAR TRANCHE DE RECETTES, 1977 (AMORTISSEMENT NORMALISE ACCUMULE)

GFCUP 6 GROUPE 6	GROUP 7 GROUPE 7	GFCUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL	NO
DOLLARS						
1,108,777	428,595	139,682	107,609	49,145	7,656,023	TERRAINS ..... 1 AMELIORATIONS FONCIERES ET BATIMENTS.
564,276	438,644	279,809	130,664	139,280	7,544,849	INSTALLATIONS DE PYLONES ET D'ANTENNES.
1,702,201 1,271,628	1,392,025 865,479	787,631 535,525	613,726 569,325	209,146 245,932	21,133,568 20,377,830	MATERIEL EMETTEUR ..... 4 MATERIEL TECHNIQUE ET DE STUDIO.
16,159 80,677 460,280	4,557 74,409 326,611	3,034 41,840 114,702	19,753 31,320 111,253	453 18,975 36,753	342,450 1,456,063 5,823,711	CARS DE REPORTAGE ..... 6 VOITURES ET CAMIONS ..... 7 MEUBLES ET ARTICLES D'AMEUB- LEMENT.
67,726	32,799	16,295	5,707	295	891,544	AUTRES IMMOBILISATIONS CORP- ORELLES.
68,419	181,325	59,624	74,598	60,611	3,693,784	AMELIORATIONS LOCATIVES ..... 10
5,340,143	3,744,444	1,974,142	1,663,953	760,590	68,919,822	TOTAL, TERRAINS, BATIMENTS, 11 INSTALLATIONS ET MATERIEL.

TABLEAU 11C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA RADIODIFFUSION,  
PAR TRANCHE DE RECETTES, 1977 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

GRCUP 6 GROUPE 6	GROUP 7 GROUPE 7	GROUP 8 GROUPE 8	GROUP 9 GROUPE 9	GROUP 10 GROUPE 10	TOTAL	NO
DOLLARS						
569,005 1,252,623	453,410 734,656	269,296 441,646	162,220 429,779	130,906 300,479	8,477,214 11,889,621	TERRAINS ..... 1 AMELIORATIONS FONCIERES ET BATIMENTS.
706,093	489,946	443,571	477,797	352,891	7,819,055	INSTALLATIONS DE PYLONES ET D'ANTENNES.
1,273,845 472,559	1,790,042 680,255	1,250,962 624,514	702,656 1,099,739	413,411 467,870	16,676,983 13,337,285	MATERIEL EMETTEUR ..... 4 MATERIEL TECHNIQUE ET DE STUDIO.
25,640 40,116 222,432	8,969 70,220 134,311	1,681 36,550 172,550	21,321 38,596 130,065	1,076 15,331 89,751	227,292 1,373,460 3,646,502	CARS DE REPORTAGE ..... 6 VOITURES ET CAMIONS ..... 7 MEUBLES ET ARTICLES D'AMEUB- LEMENT.
148,550	57,425	13,190	6,950	4,177	589,860	AUTRES IMMOBILISATIONS CORP- ORELLES.
119,906	111,917	178,056	264,583	191,200	3,879,888	AMELIORATIONS LOCATIVES ..... 10
1,300,809	4,531,151	3,432,016	3,333,706	1,967,092	67,917,160	TOTAL, TERRAINS, BATIMENTS, 11 INSTALLATIONS ET MATERIEL.

TABLE 12. REVENUE, EXPENSES AND EMPLOYEES OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY, BY REVENUE GROUP, 1977

NO.		GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3
1	REPORTING UNITS .....	16	17	16
		DOLLARS		
	OPERATING REVENUE:			
	REVENUE FROM SALE OF AIR TIME:			
2	LOCAL TIME SALES .....	48,055,061	19,739,245	14,773,739
3	NATIONAL TIME SALES .....	133,966,169	23,781,695	10,561,357
4	NETWORK TIME SALES .....	21,247,946	20,966,595	3,936,601
5	TOTAL REVENUE FROM SALE OF AIR TIME .....	203,269,176	64,487,535	29,271,697
	PRODUCTION AND OTHER REVENUE:			
6	SYNDICATION REVENUE .....	836,100	90,040	161,222
7	PRODUCTION REVENUE .....	15,011,760	1,013,474	899,028
8	OTHER REVENUE .....	1,487,545	705,674	347,841
9	TOTAL PRODUCTION AND OTHER REVENUE .....	17,335,405	1,809,188	1,408,091
10	TOTAL OPERATING REVENUE .....	220,604,581	66,296,723	30,679,788
	DEPARTMENTAL EXPENSES:			
11	PROGRAM .....	92,374,936	33,132,885	8,627,987
12	TECHNICAL .....	17,140,300	5,452,438	3,341,634
13	SALES AND PROMOTION .....	18,365,946	7,180,862	4,138,814
14	ADMINISTRATION AND GENERAL .....	35,760,708	10,827,616	6,583,437
15	SUB-TOTAL, DEPARTMENTAL EXPENSES .....	163,641,890	56,593,801	22,691,872
16	DEPRECIATION .....	8,359,018	2,283,734	2,401,055
17	INTEREST EXPENSE .....	6,003,442	1,060,839	485,154
18	OTHER ADJUSTMENTS - INCOME (EXPENSE) .....	5,832,840	494,661	528,335
19	NET PROFIT (LOSS) BEFORE INCOME TAXES .....	48,433,071	6,853,010	5,630,042
20	PROVISION FOR INCOME TAXES .....	23,382,637	3,153,572	2,743,255
21	NET PROFIT (LOSS) AFTER INCOME TAXES .....	25,050,434	3,699,438	2,886,787
22	SALARIES AND BENEFITS INCLUDED IN EXPENSES .....	59,736,402	19,872,300	11,811,340
23	AVERAGE NUMBER OF EMPLOYEES .....	3,176	1,272	811

TABLEAU 12. RECETTES, DEPENSES EN EFFECTIFS DE L'INDUSTRIE DE LA TELEVISION PAYEE, PAR TRANCHE DE RECETTES, 1977

GROUP 4 GROUPE 4	TOTAL	NO
16	65 UNITES DECLARANTES .....	1
DOLLARS		
	RECETTES D'EXPLOITATION:	
6,291,215	RECETTES DE LA VENTE DE TEMPS D'ANTENNE:	
4,538,422	VENTES DE TEMPS D'ANTENNE (LOCAL) .....	2
2,441,898	VENTES DE TEMPS D'ANTENNE (NATIONAL) .....	3
	VENTES DE TEMPS D'ANTENNE (RESEAU) .....	4
13,271,535	TOTAL, RECETTES DE LA VENTE DE TEMPS D'ANTENNE .....	5
17,598	RECETTES DE PRODUCTION ET AUTRES RECETTES:	
107,766	VENTES DE DROITS DE DIFFUSION .....	6
222-	RECETTES DE PRODUCTION .....	7
	AUTRES RECETTES .....	8
125,142	TOTAL, RECETTES DE PRODUCTION ET AUTRES RECETTES .....	9
13,396,977	TOTAL, RECETTES D'EXPLOITATION .....	10
	DEPENSES INTERNES:	
3,912,173	EMISSIONS .....	11
1,497,987	SERVICES TECHNIQUES .....	12
1,704,062	VENTES ET PROMOTION .....	13
4,429,790	ADMINISTRATION ET FRAIS GENERAUX .....	14
11,544,012	TOTAL PARTIEL, DEPENSES INTERNES .....	15
1,058,767	14,102,574 AMORTISSEMENT .....	16
742,969	8,292,404 INTERETS VERSES .....	17
274,860	7,130,696 AUTRES REDRESSEMENTS - REVENU (DEPENSE-I) .....	18
325,789	61,241,912 BENEFICE NET (PERTE-) AVANT IMPOTS SUR LE REVENU .....	19
135,788	29,415,252 PROVISION POUR IMPOTS SUR LE REVENU .....	20
190,001	31,826,660 BENEFICE NET (PERTE-) APRES (IMPOTS SUR LE REVENU .....	21
5,354,858	96,774,940 REMUNERATION ET AVANTAGES SOCIAUX COMPRIS DANS LES DEPENSES .....	22
	5,432 SPECIELS MOYENS .....	23
423		

TABLE 13A. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY,  
BY REVENUE GROUP, 1977 (HISTORICAL COST)

TABLEAU 13A. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION,  
PAR TRANCHE DE RECETTES, 1977 (COUT D'ORIGINE)

	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	TOTAL
DOLLARS					
LAND - TERRAINS -----	3,064,018	519,638	404,109	64,022	4,051,787
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS -----	31,558,763	3,833,731	5,103,307	945,970	41,841,771
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES -----	15,958,524	4,108,830	5,101,879	1,862,554	27,031,787
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR -----	13,845,376	8,321,778	6,897,785	3,525,850	32,590,789
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO -----	60,201,706	15,372,860	13,195,929	6,512,811	95,283,306
MOBILE EQUIPMENT - CARS DE REPORTAGE -----	4,713,561	564,576	207,668	24,902	5,510,707
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS -----	521,607	327,303	423,171	160,867	1,432,948
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT -----	5,121,524	1,209,282	1,113,126	464,842	7,908,774
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES -----	12,286,578	471,882	189,629	110,444	13,058,533
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES -----	4,438,748	929,870	172,564	358,672	5,899,854
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL -----	152,110,495	35,659,750	32,809,167	14,030,934	234,610,256

TABLE 13B. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY,  
BY REVENUE GROUP, 1977 (ACCUMULATED STANDARDIZED DEPRECIATION)

TABLEAU 13B. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION,  
PAR TRANCHE DE RECETTES, 1977 (AMORTISSEMENT NORMALISE ACCUMULE)

	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	TOTAL
DOLLARS					
LAND - TERRAINS -----	---	---	---	---	---
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS -----	11,097,123	2,827,393	2,679,335	977,370	17,181,861
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES -----	3,841,577	2,449,369	3,098,652	1,117,418	10,507,016
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR -----	6,006,793	4,941,588	4,201,583	2,087,133	17,237,097
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO -----	34,953,505	10,082,813	8,376,225	3,514,468	56,927,011
MOBILE EQUIPMENT - CARS DE REPORTAGE -----	3,017,249	253,288	111,354	5,344	3,387,235
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS -----	299,346	190,681	220,928	88,677	799,332
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT -----	2,670,140	767,710	718,452	250,609	4,406,911
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES -----	5,974,270	94,367	134,429	72,506	6,275,572
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES -----	1,261,544	505,407	39,392	89,674	1,896,017
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL -----	69,121,247	22,112,616	19,580,540	7,803,049	118,617,452

TABLE 13C. DETAIL OF PROPERTY, PLANT AND EQUIPMENT OF THE PRIVATELY OWNED TELEVISION BROADCASTING INDUSTRY,  
BY REVENUE GROUP, 1977 (NET VALUE)

TABLEAU 13C. DETAILS DES TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL DE L'INDUSTRIE DE LA TELEVISION,  
PAR TRANCHE DE RECETTES, 1977 (APRES DEDUCTION DE L'AMORTISSEMENT ACCUMULE)

	GROUP 1 - GROUPE 1	GROUP 2 - GROUPE 2	GROUP 3 - GROUPE 3	GROUP 4 - GROUPE 4	TOTAL
DOLLARS					
LAND - TERRAINS -----	3,064,018	519,638	404,109	64,022	4,051,787
LAND IMPROVEMENTS AND BUILDINGS - AMELIORATIONS FONCIERES ET BATIMENTS -----	20,861,640	1,006,338	2,423,782	368,750	24,560,510
TOWER AND ANTENNA SYSTEM - INSTALLATIONS DE PYLONES ET D'ANTENNES -----	12,116,947	1,659,461	2,003,227	745,136	16,524,771
TRANSMITTER EQUIPMENT - MATERIEL EMETTEUR -----	7,838,583	3,380,190	2,696,202	1,438,717	15,353,692
STUDIO AND TECHNICAL EQUIPMENT - MATERIEL TECH- NIQUE ET DE STUDIO -----	25,248,201	5,290,047	4,819,704	2,998,343	38,356,295
MOBILE EQUIPMENT - CARS DE REPORTAGE -----	1,696,312	311,288	96,314	19,558	2,123,473
AUTOMOBILES AND TRUCKS - VOITURES ET CAMIONS -----	222,561	136,622	202,243	72,190	633,319
FURNITURE AND FIXTURES - MEUBLES ET ARTICLES D'AMEUBLEMENT -----	2,451,384	441,572	394,674	214,233	3,501,862
OTHER PROPERTY, PLANT AND EQUIPMENT - AUTRES IMMOBILISATIONS CORPORELLES -----	6,212,308	377,515	55,200	37,938	6,782,961
LEASEHOLD IMPROVEMENTS - AMELIORATIONS LOCATIVES -----	3,177,204	424,463	133,172	268,998	4,000,837
PROPERTY, PLANT AND EQUIPMENT - TOTAL - TERRAINS, BATIMENTS, INSTALLATIONS ET MATERIEL -----	82,986,158	13,547,134	13,228,827	6,227,885	115,992,804

TABLE 14. INCOME STATEMENT FOR THE PRIVATELY OWNED RADIO AND TELEVISION BROADCASTING INDUSTRY, 1977  
TABLEAU 14. ETAT DES REVENUS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION PRIVEE, 1977

	RADIO	TELEVISION	TOTAL
	DOLLARS		
OPERATING INCOME (LOSS) BEFORE UNDER NOTED ITEMS - BENEFICE D'EXPLOITATION (PERTE) AVANT LES POSTES SUIVANTES.	45,772,667	76,506,194	122,278,861
DEPRECIATION (RECORDED IN ACCOUNTS) - AMORTISSEMENT (COMPTABILISE) .....	8,098,213	14,102,574	22,200,787
INTEREST EXPENSE - INTERETS VERSES .....	5,674,328	8,292,404	13,966,732
INVESTMENT AND INTEREST INCOME - IMMOBILISATION ET D'INTERETS PERCUS .....	3,284,238	3,029,858	6,314,096
INCIDENTAL BROADCASTING INCOME - RECETTES ACCESSOIRES DE RADIODIFFUSION .....	605,430	2,755,427	3,360,857
ADJUSTMENT OF PRIOR YEARS INCOME - REGRESSEMENT DU REVENU DES ANNEES PRECEDENTES.	397,337-	577,407	180,070
AMORTIZATION OF ORGANIZATION AND START UP EXPENSE - AMORTISSEMENT DES FRAIS D'ETABLISSEMENT ET DE MISE EN MARCHE.	242,810	419,169	661,979
NET OPERATING PROFIT (LOSS) - BENEFICE NET D'EXPLOITATION (PERTE) .....	35,249,647	60,054,739	95,304,386
AMORTIZATION OF GOODWILL - AMORTISSEMENT DE L'ACHALANDAGE .....	203,475	199,467	402,942
GAIN (LOSS) FROM SALE OF FIXED ASSETS, INVESTMENTS, ETC. - GAINS (PERTES) SUR VENTE D'IMMOBILISATIONS.	774,579	1,386,640	2,161,219
NET PROFIT (LOSS) BEFORE INCOME TAXES - BENEFICE (PERTE) AVANT IMPOTS SUR LE REVENU.	35,820,751	61,241,912	97,062,663
PROVISION FOR INCOME TAXES - PROVISION POUR IMPOTS SUR LE REVENU .....	16,879,826	29,415,252	46,295,078
NET PROFIT (LOSS) AFTER INCOME TAXES - BENEFICE NET (PERTE) APRES IMPOTS SUR LE REVENU.	18,940,925	31,826,660	50,767,585

TABLE 15. SALARIES, WAGES AND FRINGE BENEFITS, AND EMPLOYEE STATISTICS OF THE RADIO AND TELEVISION BROADCASTING INDUSTRY, BY STAFF CATEGORIES, 1977

TABLEAU 15. REMUNERATIONS ET AVANTAGES SOCIAUX, ET EFFECTIFS DE L'INDUSTRIE DE LA RADIODIFFUSION ET DE LA TELEVISION, PAR CATEGORIE DE PERSONNEL, 1977

	TOTAL REMUNERATION(1)			AVERAGE NUMBER OF EMPLOYEES		
	REMUNERATIONS TOTALES(1)			EFFECTIFS MOYENS		
	PRIVATE STATIONS	CBC	TOTAL	PRIVATE STATIONS	CBC	TOTAL
	STATIONS PRIVEES	RADIO- CANADA	DOLLARS	STATIONS PRIVEES	RADIO- CANADA	NUMBER - NOMBRE
PROGRAM - EMISSIONS .....	111,275,284	173,538,000	284,913,284	8,129	7,711	15,840
TECHNICAL - SERVICES TECHNIQUES .....	21,222,898	12,426,000	33,648,898	1,397	689	2,085
SALES AND PROMOTION - VENTES ET PROMOTION .....	46,570,054	10,512,000	57,082,054	2,081	526	2,607
ADMINISTRATION AND GENERAL - ADMINISTRATION ET FRAIS GENERAUX .....	41,900,376	62,815,000	104,715,376	2,361	2,757	5,118
DIRECTORS' FEES - JETONS DE PRESENCE DES ADMINISTRATEURS .....	656,366	33,000	689,366	***	***	***
<b>TOTAL</b> .....	<b>221,624,978</b>	<b>259,424,000</b>	<b>481,048,978</b>	<b>13,968</b>	<b>11,683</b>	<b>25,651</b>

(1) REPRESENTS GROSS PAYROLLS WHICH INCLUDES ALL MONIES PAID TO THE EMPLOYEES BEFORE ANY DEDUCTIONS. - REMUNERATIONS BRUTES, SOIT TOUTES LES SOMMES VERSEES AUX SALARIES AVANT TOUTE DEDUCTION.



## GLOSSARY OF TERMS

AM — **Amplitude modulation**, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz.

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

Advertising, national — Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network.

Affiliate — A station which is paid to broadcast at stated times programs of a given network.

Broadcasting — Any radio communication in which the transmissions are intended for direct public reception.

Broadcasting licence — A licence issued under the Broadcasting Act to carry on a broadcasting undertaking.

Broadcasting undertaking — Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation.

Broadcasting year — The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC.

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

CBC (Canadian Broadcasting Corporation) — A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system.

CRTC (Canadian Radio-Television Commission) — Established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada.

CTV (CTV Television Network Limited) — A national television network service comprising a group of privately owned television stations.

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

## GLOSSAIRE DES TERMES

MA — **Modulation d'amplitude**, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535-1650 kHz.

Publicité locale — Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local.

Publicité nationale — Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau.

Station affiliée — Station qui est payée pour diffuser à certaines heures les émissions d'un réseau.

Radiodiffusion — Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général.

Licence de radiodiffusion — Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion.

Entreprise de radiodiffusion — Comprend une entreprise d'émission de radiodiffusion, une entreprise de réception de radiodiffusion et l'exploitation d'un réseau.

Année de radiodiffusion — Période de 12 mois allant du 1<sup>er</sup> septembre au 31 août. Le règlement fixant cette période a été mis en oeuvre en 1968 par le CRTC.

CAB (The Canadian Association of Broadcasters) — L'Association canadienne des radiodiffuseurs — Association professionnelle sans but lucratif groupant les stations de radio et de télévision canadienne.

Société Radio-Canada — Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion.

CRTC (Conseil de la Radio-Télévision canadienne) — Établi en vertu de la Loi sur la radiodiffusion de 1968 afin de réglementer l'installation et le fonctionnement des entreprises de radiodiffusion au Canada.

CTV (CTV Television Network Limited) — Réseau national privé de télévision groupant certaines stations de télévision privées.

Indicatif — Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la Radio-Télévision canadienne.

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

#### Classification of Survey Universe(1)

Business organization — This includes any business undertaking engaged in privately-owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies.

Reporting unit — This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC.

A reporting unit may consist of any one of the following:

- (1) a single radio station operating independently,
- (2) a combination of radio stations (AM/FM),
- (3) a single or originating television station operating independently,
- (4) an originating television station operating in conjunction with a number of rebroadcasting stations or,
- (5) a regional television network such as Global Communications Limited.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

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

DOC — Department of Communications 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.

- (1) This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

Canal — Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision.

#### Classification de l'univers de l'enquête(1)

Entreprise commerciale — Toute entreprise commerciale qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuille.

Unité déclarante — La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes.

Une unité déclarante peut prendre l'une des formes suivantes:

- (1) une seule station de radio indépendante,
- (2) une combinaison de stations de radio MA/MF,
- (3) une station indépendante de télévision unique ou émettrice,
- (4) une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou
- (5) un réseau régional de télévision comme Global Communications Limited.

Sauf CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

Station de radiodiffusion — Station titulaire d'une licence émettant sur la bande de radiodiffusion des émissions qui s'adressent au public.

MDC — Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion.

- (1) Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuille telles que Standard Broadcasting et Western Broadcasting.) La statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuille comme telles.

FM – Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals.

Licence – See "Broadcasting Licence".

Licensee – A person or company licensed by the Canadian Radio-Television Commission to carry on a broadcasting undertaking.

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 and regional advertisers.

Network – An organization consisting of a network operator and the stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network.

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

Program – Presentation in sound and/or image, by broadcast stations.

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 GHz, propagated in space without artificial guide.

Revenue – All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges.

Salaries, wages and fringe benefits – This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included.

MF – Modulation de fréquence, un des procédés de modulation des ondes radio. En général on entend par le sigle MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88-108 MHz et la partie sonore des signaux de télévision.

Licence – Voir "Radiodiffusion".

Titulaire de licence – Personne détentrice d'une licence délivrée par le Conseil de la Radio-Télévision canadienne et lui donnant droit d'exploiter une entreprise de radiodiffusion.

Représentant (en publicité) national – Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux.

Réseau – Organisation formée par une exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation.

Provenir – Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision.

Émission – Transmission sonore ou visuelle (ou les deux) des stations de radio et de télévision.

Radio – Toute transmission, émission ou réception de codes, signaux, textes, images, sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel.

Recettes – Toutes les recettes de radiodiffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service.

Traitements, salaires et avantages sociaux – Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations à l'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus les frais de chambre et de pension ainsi que les autres paiements en nature.

SW — Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service.

Station, rebroadcasting — A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station.

Statistics Canada — A federal government agency established under the Statistics Act to form a centralized national statistical organization.

TVA (Television Association) — An independent French language network of three stations operational as of March 31, 1972.

Telecast — A television broadcast.

Telecommunication — Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system.

Television — A system of telecommunication for the transmission of audio and video signals usually for reception by the general public.

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

OC — En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service.

Réémetteur — Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais.

Statistique Canada — Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale.

TVA (Television Association) — Réseau français privé composé de trois stations. En exploitation depuis le 31 mars 1972.

Télédiffusion — Transmissions d'une émission de télévision.

Télécommunication — Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électro-magnétiques.

Télévision — Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinées à être reçus par le public en général.

Canal de télévision — Bande de fréquences assignée à une station de télévision.



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