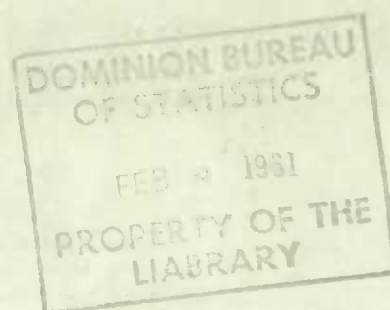


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RADIO AND TELEVISION BROADCASTING 1957-58



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INTRODUCTION

This report contains the results of a nationwide financial survey of the Canadian radio and television broadcasting industry for the years 1957 and 1958. It should be noted that the data published herein are on a net basis whereas those compiled in a 1956 pilot survey were published on a gross basis; that is, both revenue and expenses are tabulated after deducting commissions paid to advertising agencies and representatives, and fees and production charges billed to sponsors and paid out. These fees and commissions together with employee data are presented in Tables 13 and 14.

Financial and other statistics of the publicly-owned Canadian Broadcasting Corporation are published each year in the Corporation's annual report and in the Canada Year Book, but there has been little information available on the numerous privately-owned stations many of which co-operate with the CBC in the distribution of a national radio and television service. Most of the tables presented herein, therefore, refer to operations of privately-owned stations. Data for privately-owned stations are for the calendar year or for their fiscal year ended nearest to December 31, 1957 and 1958 while data for the Canadian Broadcasting Corporation apply to the fiscal years ended March 31, 1958 and 1959.

All stations which originate programs were asked to report net advertising revenue from network, national and local advertising, separately. In the case of network advertising revenue, arrangements are generally made by the advertiser or his agency directly with the Canadian Broadcasting Corporation, or in the case of a non-CBC network, with the station originating the program. National advertising revenue is revenue received from national or regional advertisers for programs or announcements broadcast on a non-network basis. This type of advertising is often solicited by representative agencies for the individual stations. It is sometimes referred to as "national spot" advertising since the national advertiser can "spot" or place his advertisement anywhere in the country instead of being confined to the rigid coverage pattern provided by a network. Local advertising revenue is revenue received usually from local or district advertisers for programs or announcements broadcast on a non-network basis.

Only 3 per cent of the radio stations failed to report in 1957 and 2.3 per cent in 1958. For these careful estimates were prepared. Most of the stations which failed to report were quite small with the estimated portion of total revenues amounting to only 1.5 per cent in 1957 and 0.6 per cent in 1958. Response of the television stations was 100 per cent. Non-commercial stations as well as those stations which commenced operations during the latter part of either year have been excluded.

Review of Survey Results

Because revenue statistics published for 1956 are on a "gross" basis it is necessary to deduct agency commissions, fees and production charges "billed to sponsors and paid out" in order to make comparisons with 1957 and 1958 revenue data included in this report. The estimated total net revenue figures for 1956 are compared with 1957 and 1958 below:

Total net revenue

	Radio	Television
	millions of dollars	
1956	48.6	46.2
1957	53.6	52.7
1958	58.2	69.8

The total net revenue of the radio and television broadcasting industry in 1958 amounted to \$127,945,330, of which radio accounted for 45.5 per cent and television 54.5 per cent. The total net revenue of radio stations increased by 8.5 per cent in 1958 over 1957 while television stations had a 32.4 per cent rise.

In 1958 private television stations received \$16,958,000 in net advertising revenue while the CBC obtained \$10,438,000; on the other hand privately-owned radio stations received \$39,790,000 while the CBC stations secured only \$1,098,000. The bulk of revenue received by privately-owned radio stations originated from local advertising while privately-owned television stations received their largest share of revenue from national advertising.

The average net revenue of privately-owned radio stations was \$243,000 in 1958 and \$232,000 in 1957; average net revenues of privately-owned television stations equalled \$488,000 in 1958 slightly lower than the 1957 average of \$499,000. In 1958, privately-owned radio stations in the Prairie region received \$267,000, the highest average net revenue in Canada. However, the highest average net revenue of privately-owned television stations occurred in Ontario where it equalled \$695,000.

Privately-owned radio stations with no network affiliation obtained an average net revenue of \$275,000 whereas privately-owned stations affiliated to the Dominion network of the CBC received an average of \$252,000. Privately-owned radio

stations affiliated with the CBC Trans-Canada and the CBC French language network had average net revenues of \$210,000 and \$136,000 respectively.

Of the 171 privately-owned radio stations operating in 1958, two-thirds received average net revenues of \$200,000 or less while of the 40 privately-owned television stations half had average net revenues of \$400,000 or less.

In 1958 there were 5,828 employees engaged in radio broadcasting earning \$22,993,000, a 6.8 per cent increase over the total wages and salaries paid in 1957; television broadcasting employees numbered 7,068 in 1958 and earned \$30,631,000 a 8.9 per cent increase over 1957 total wages and salaries.

Concepts and Definitions

All revenue and expenses are reported on a net basis; i.e., exclusive of advertising agency commissions, representatives commissions and all fees and production charges billed to sponsors and paid out.

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

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

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

4. **Other operating revenue** is revenue received from operations of the station which are incidental to broadcasting (e.g. rental of station facilities,

recording services) plus any broadcast revenues of a non-advertising nature.

5. **Other income** is income which is not normally associated with the day-to-day operation of the station (e.g. investment income, profit from separately operated properties, recovery of bad debts).

6. **Net operating expenses** are expenses connected with the regular operation of the station exclusive of fees and production charges billed to sponsors.

7. **Other expenses** are expenses which are not normally associated with the day-to-day operation of the station (e.g. loss on separately operated properties, interest on funded debt).

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

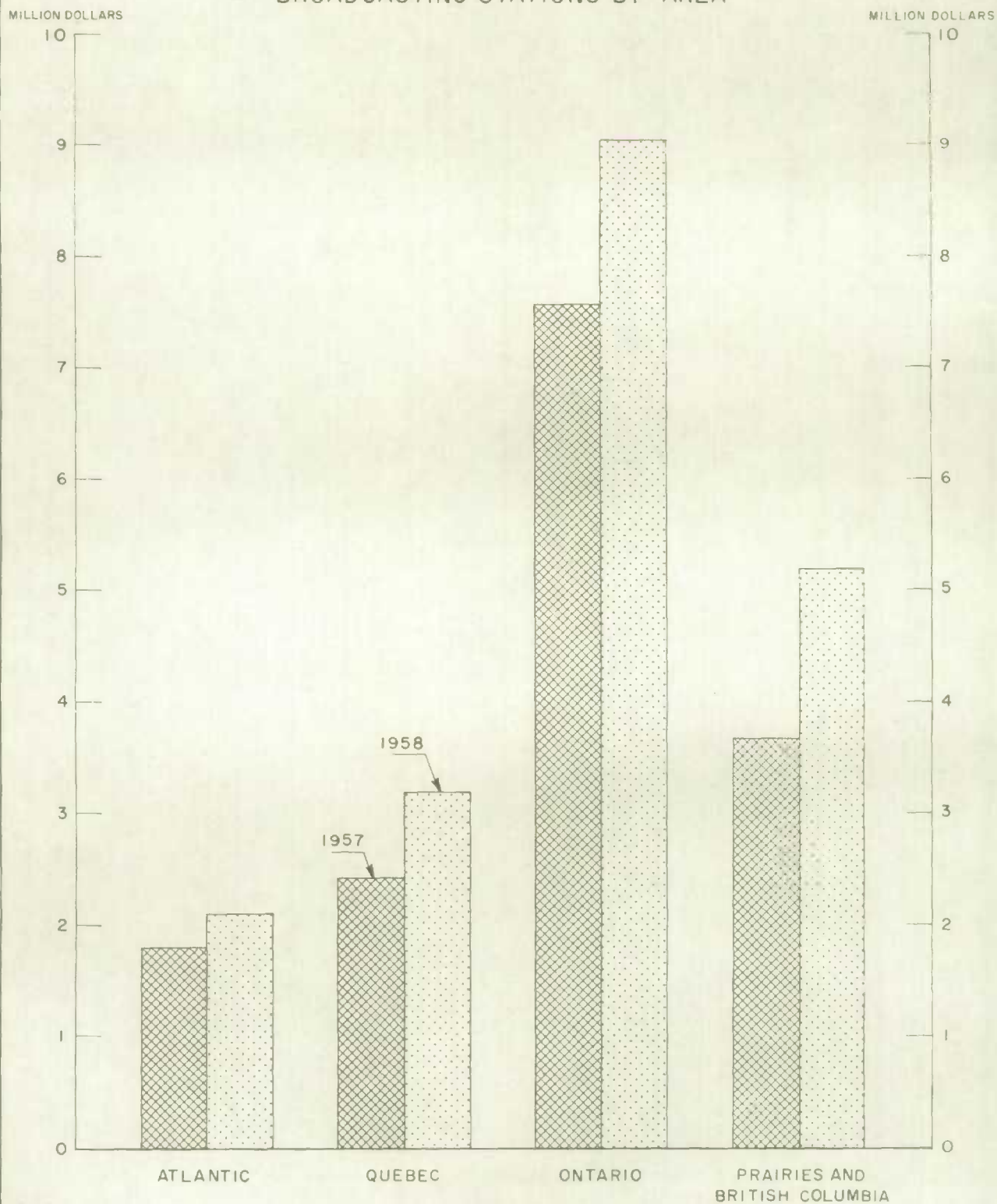
9. **Advertising agencies** are individuals or organizations which arrange the distribution of their clients' advertising among all the advertising media.

CHART-A

TOTAL NET REVENUE OF PRIVATELY-OWNED
RADIO BROADCASTING STATIONS BY AREA

CHART-B

TOTAL NET REVENUE OF PRIVATELY-OWNED TELEVISION
BROADCASTING STATIONS BY AREA



CHART—C

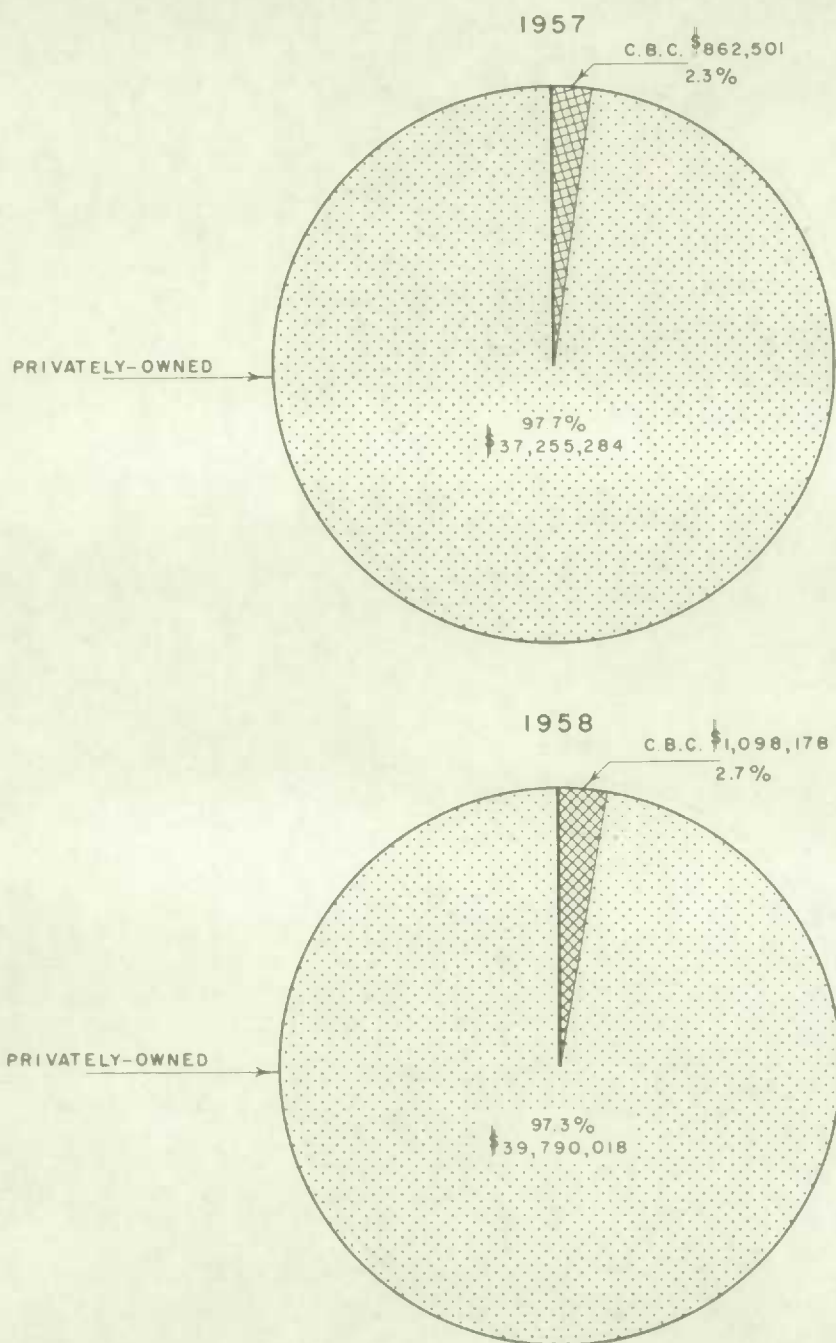
TOTAL NET ADVERTISING REVENUE
OF RADIO INDUSTRY BY SYSTEM

CHART-D

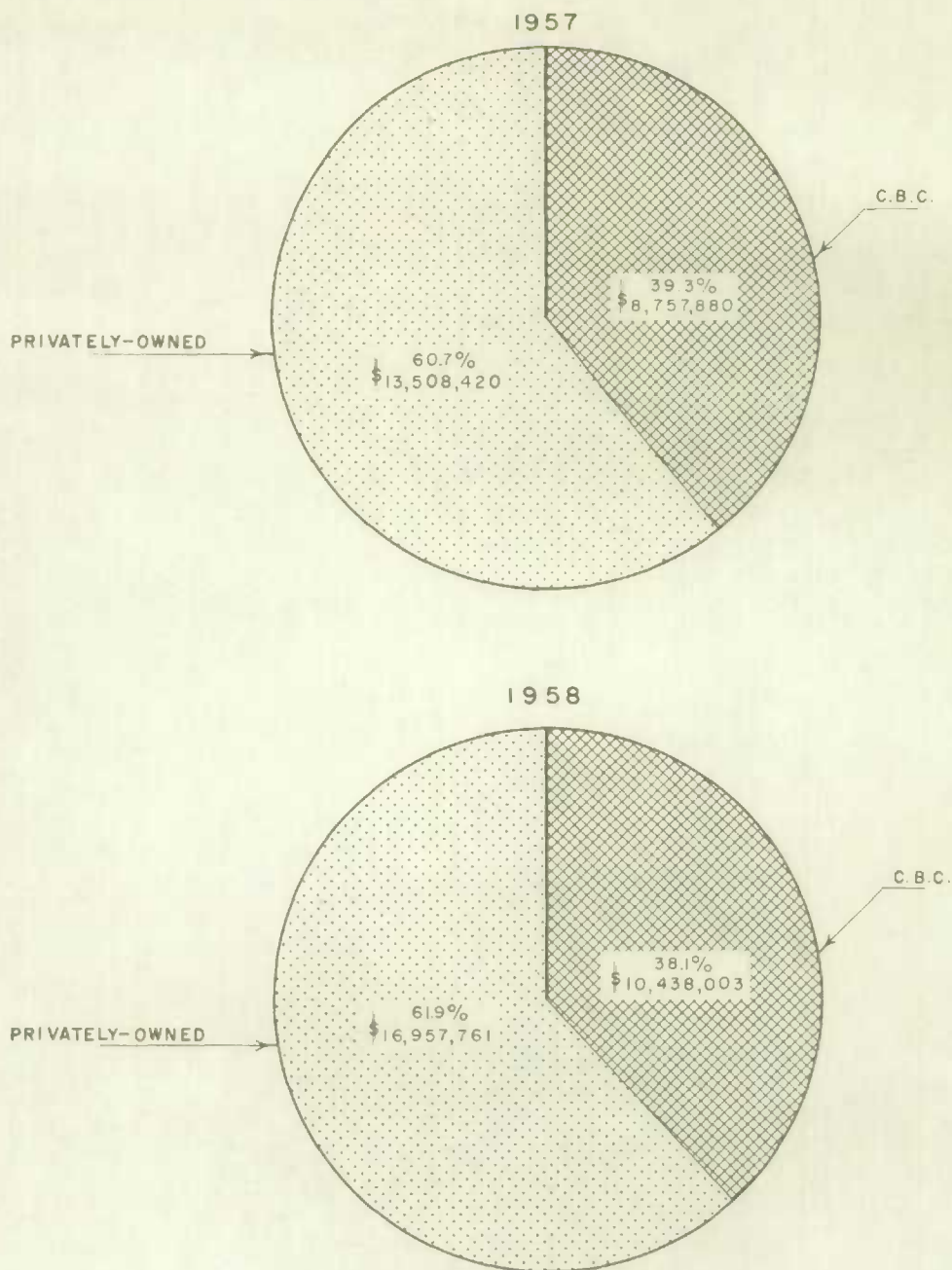
TOTAL NET ADVERTISING REVENUE
OF TELEVISION INDUSTRY BY SYSTEM

CHART-E

TOTAL NET EXPENSES OF
RADIO INDUSTRY BY SYSTEM

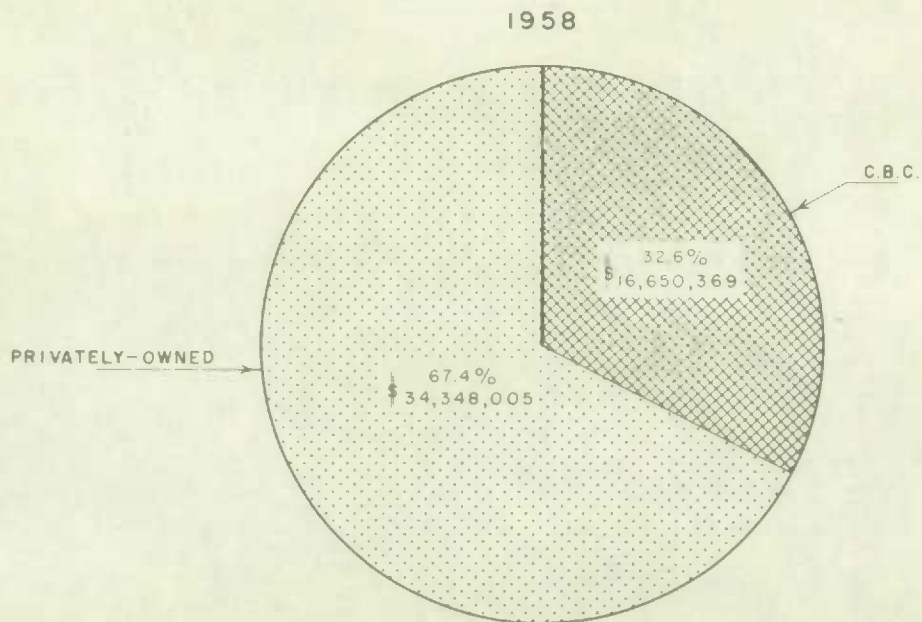
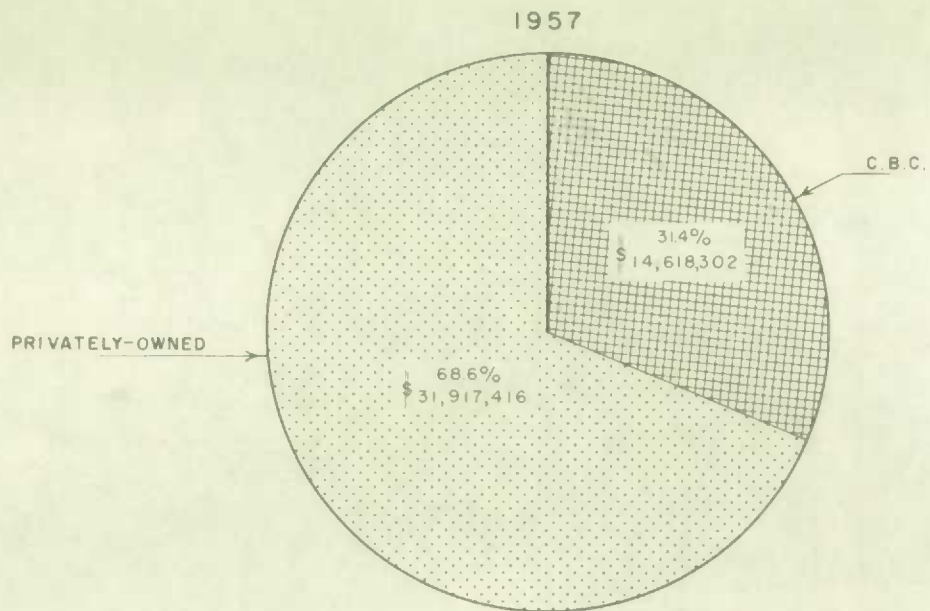


CHART-F

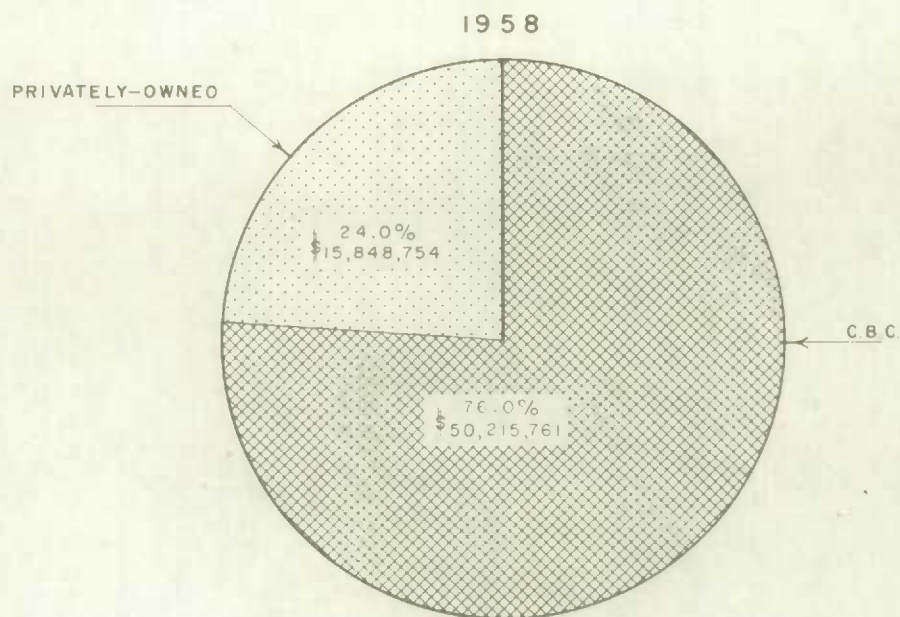
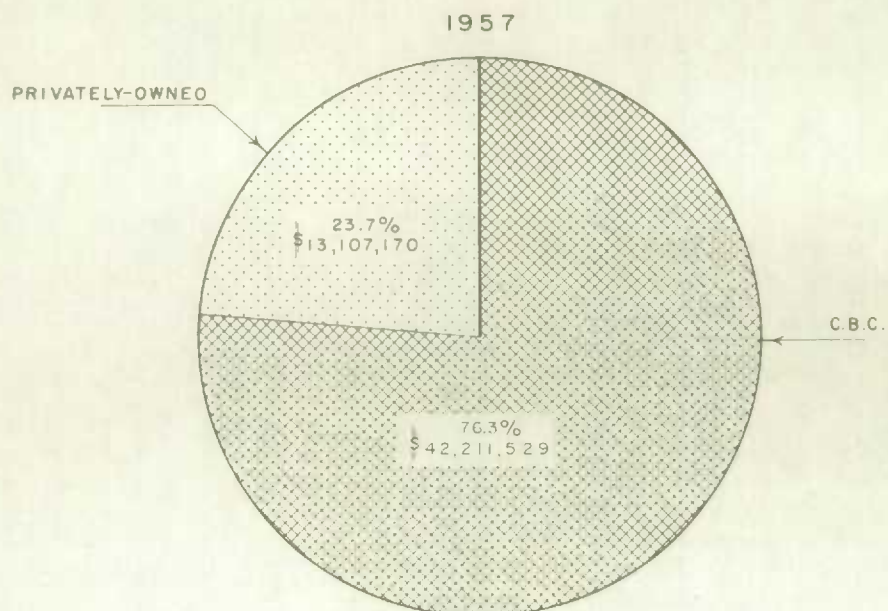
TOTAL NET EXPENSES OF
TELEVISION INDUSTRY BY SYSTEM

TABLE 1. Income of Radio Broadcasting Industry by System, 1957 and 1958

	1957			1958		
	Canadian Broadcasting Corporation stations	Privately-owned stations (168)	Total	Canadian Broadcasting Corporation stations	Privately-owned stations (171)	Total
	dollars					
Net advertising revenues:						
Network — CBC	496,270	380,009	876,279	455,715	254,336	710,051
Other	915	175,318	176,233	544	128,044	128,588
National	304,430	14,694,194	14,998,624	532,793	16,623,757	17,156,550
Local	60,886	22,005,763	22,066,649	109,126	22,783,881	22,893,007
Total net advertising revenue	862,501	37,255,284	38,117,785	1,098,178	39,790,018	40,888,196
Other net operating revenue	202,383	980,636	1,183,019	163,572	921,972	1,085,544
Total net operating revenue	1,064,884	38,235,920	39,300,804	1,261,750	40,711,990	41,973,740
Grants	13,078,849	—	13,078,849	15,020,925	—	15,020,925
Other income	493,397	757,988	1,251,385	387,694	830,400	1,198,094
Total net revenue	14,637,130	38,993,908	53,631,038	16,650,369	41,542,390	58,192,759
Total net operating expenses	14,529,518	31,353,029	45,882,547	16,598,235	33,740,013	50,338,248
Other expenses	88,784 ¹	564,387	653,171	52,134 ¹	607,992	660,126
Total net expenses	14,618,302	31,917,416	46,535,718	16,650,369	34,348,005	50,998,374
Net income	18,828	7,076,492	7,095,320	—	7,194,385	7,194,385
Income tax	—	2,694,567	2,694,567	—	2,670,385	2,670,385
Net income after tax	18,828	4,381,925	4,400,753	—	4,524,000	4,524,000

¹ Interest on loans.

TABLE 2. Income of Television Broadcasting Industry by System, 1957 and 1958

	1957			1958		
	Canadian Broadcasting Corporation stations	Privately-owned stations (31)	Total	Canadian Broadcasting Corporation stations	Privately-owned stations (40)	Total
	dollars					
Net advertising revenues:						
Network — CBC	4,048,885	3,317,216	7,366,101	4,822,465	4,087,349	8,909,814
Other	—	53,979	53,979	—	268,444	268,444
National	4,120,371	5,834,164	9,954,535	4,885,518	6,931,986	11,817,504
Local	588,624	4,303,061	4,891,685	730,020	5,669,982	6,400,002
Total net advertising revenue	8,757,880	13,508,420	22,266,300	10,438,003	16,957,761	27,395,764
Other net operating revenue	96,478	1,904,453	2,000,931	437,120	2,497,847	2,934,967
Total net operating revenue	8,854,358	15,412,873	24,267,231	10,875,123	19,455,608	30,330,731
Grants	28,098,332	—	28,098,332	39,099,106	—	39,099,106
Other income	271,536	47,932	319,468	241,532	81,202	322,734
Total net revenue	37,224,226	15,460,805	52,685,031	50,215,761	19,536,810	69,752,571
Total net operating expenses	41,377,507	12,815,097	54,192,604	49,703,663	15,573,527	65,277,190
Other expenses	834,022 ¹	292,073	1,126,095	512,098 ¹	275,227	787,325
Total net expenses	42,211,529	13,107,170	55,318,699	50,215,761	15,848,754	66,064,515
Net income	Dr. 4,987,303	2,353,635	Dr. 2,633,668	—	3,688,056	3,688,056
Income tax	—	1,042,785	1,042,785	—	1,707,200	1,707,200
Net income after tax	Dr. 4,987,303	1,310,850	Dr. 3,676,453	—	1,980,856	1,980,856

¹ Interest on loans.

TABLE 3. Income of Privately-owned Radio Broadcasting Stations by Area, 1957

	Atlantic Provinces (21 stations)	Quebec (36 stations)	Ontario (56 stations)	Prairie Provinces (35 stations)	British Columbia (20 stations)	Total (168 stations)
	dollars					
Net advertising revenues:						
Network—CBC	38,515	72,526	136,933	104,903	27,132	380,009
Other	—	6,043	124,603	41,981	2,691	175,318
National	1,152,566	3,673,759	5,461,177	2,828,554	1,578,138	14,694,194
Local	2,120,250	4,359,511	6,702,222	5,787,124	3,036,656	22,005,763
Total net advertising revenue	3,311,331	8,111,839	12,424,935	8,762,562	4,644,617	37,255,284
Other net operating revenue	93,374	86,600	451,262	180,159	169,241	980,636
Total net operating revenue	3,404,705	8,198,439	12,876,197	8,942,721	4,813,858	38,235,920
Grants	—	—	—	—	—	—
Other income	30,316	451,503	144,854	75,010	56,305	757,988
Total net revenue	3,435,021	8,649,942	13,021,051	9,017,731	4,870,163	38,993,908
Total net operating expenses	2,979,748	6,614,479	10,149,462	7,312,059	4,297,281	31,353,029
Other expenses	32,369	322,659	98,345	89,197	21,817	564,387
Total net expenses	3,012,117	6,937,138	10,247,807	7,401,256	4,319,098	31,917,416
Net income	422,904	1,712,804	2,773,244	1,616,475	551,065	7,076,492
Income tax	135,693	541,280	1,167,016	635,576	215,002	2,694,567
Net income after tax	287,211	1,171,524	1,606,228	980,899	336,063	4,381,925

TABLE 4. Income of Privately-owned Radio Broadcasting Stations by Area, 1958

	Atlantic Provinces (22 stations)	Quebec (35 stations)	Ontario (59 stations)	Prairie Provinces (35 stations)	British Columbia (20 stations)	Total (171 stations)
	dollars					
Net advertising revenues:						
Network—CBC	26,365	63,562	79,006	69,077	16,326	254,336
Other	—	5,772	79,967	40,767	1,538	128,044
National	1,141,310	4,072,513	6,404,118	3,203,252	1,802,564	16,623,757
Local	2,153,913	4,469,157	7,157,146	5,773,351	3,230,314	22,783,881
Total net advertising revenue	3,321,588	8,611,004	13,720,237	9,086,447	5,050,742	39,790,018
Other net operating revenue	79,946	75,949	480,397	165,716	119,964	921,972
Total net operating revenue	3,401,534	8,686,953	14,200,634	9,252,163	5,170,706	40,711,990
Grants	—	—	—	—	—	—
Other income	31,882	512,487	144,707	82,016	59,308	830,400
Total net revenue	3,433,416	9,199,440	14,345,341	9,334,179	5,230,014	41,542,390
Total net operating expenses	3,078,015	7,022,706	11,147,920	7,821,062	4,670,310	33,740,013
Other expenses	30,698	194,537	172,913	162,634	47,210	607,992
Total net expenses	3,108,713	7,217,243	11,320,833	7,983,696	4,717,520	34,348,005
Net income	324,703	1,982,197	3,024,508	1,350,483	512,494	7,194,385
Income tax	99,200	529,369	1,286,358	518,502	236,956	2,670,385
Net income after tax	225,503	1,452,828	1,738,150	831,981	275,538	4,524,000

TABLE 5. Income of Privately-owned Television Broadcasting Stations by Area, 1957

	Atlantic Provinces (5 stations)	Quebec (5 stations)	Ontario (13 stations)	Prairie Provinces and British Columbia (8 stations)	Total (31 stations)
	dollars				
Net Advertising revenues:					
Network—CBC	503,949	523,143	1,609,091	681,033	3,317,216
Other	—	—	2,639	51,340	53,979
National	582,615	1,156,545	2,653,395	1,441,609	5,834,164
Local	614,068	570,933	1,796,461	1,321,599	4,303,061
Total net advertising revenue	1,700,632	2,250,621	6,061,586	3,495,581	13,508,420
Other net operating revenue	88,872	169,824	1,484,744	161,013	1,904,453
Total net operating revenue	1,789,504	2,420,445	7,546,330	3,656,594	15,412,873
Grants	—	—	—	—	—
Other income	18,643	—	27,679	1,610	47,932
Total net revenue	1,808,147	2,420,445	7,574,009	3,658,204	15,460,805
Total net operating expenses	1,592,588	1,905,691	6,685,100	2,631,718	12,815,097
Other expenses	40,699	147,597	69,687	34,090	292,073
Total net expenses	1,633,287	2,053,288	6,754,787	2,665,808	13,107,170
Net income	174,860	367,157	819,222	992,396	2,353,635
Income tax	71,697	110,949	399,718	460,421	1,042,785
Net income after tax	103,163	256,208	419,504	531,975	1,310,850

TABLE 6. Income of Privately-owned Television Broadcasting Stations by Area, 1958

	Atlantic Provinces (5 stations)	Quebec (8 stations)	Ontario (13 stations)	Prairie Provinces and British Columbia (14 stations)	Total (40 stations)
	dollars				
Net advertising revenues:					
Network—CBC	634,818	773,514	1,644,636	1,034,381	4,087,349
Other	—	—	208,272	60,172	268,444
National	642,734	1,434,713	3,026,004	1,828,535	6,931,986
Local	728,747	725,696	2,180,535	2,035,004	5,669,982
Total net advertising revenue	2,006,299	2,933,923	7,059,447	4,958,092	16,957,761
Other net operating revenue	90,168	258,179	1,950,660	198,840	2,497,847
Total net operating revenue	2,096,467	3,192,102	9,010,107	5,156,932	19,455,606
Grants	—	—	—	—	—
Other income	8,655	3,923	31,017	37,607	81,202
Total net revenue	2,105,122	3,196,025	9,041,124	5,194,539	19,536,810
Total net operating expenses	1,651,717	2,525,704	7,571,014	3,825,092	15,573,527
Other expenses	35,141	114,400	48,295	77,391	275,227
Total net expenses	1,686,858	2,640,104	7,619,309	3,902,483	15,848,754
Net income	418,264	555,921	1,421,815	1,292,056	3,688,056
Income tax	157,707	260,076	638,730	650,687	1,707,200
Net income after tax	260,557	295,845	783,085	641,369	1,980,856

TABLE 7. Income of Privately-owned Radio Broadcasting Stations by Revenue Group, 1957

	Under \$100,000 (50 stations)	\$100,000 and under 200,000 (61 stations)	\$200,000 and under 300,000 (17 stations)	\$300,000 and under 400,000 (16 stations)	\$400,000 and under 500,000 (8 stations)	\$500,000 and under 750,000 (9 stations)	\$750,000 and under 1,000,000 (3 stations)	\$1,000,000 and over (4 stations)	Total (168 stations)
	dollars								
Net advertising revenues:									
Network—CBC.....	46,291	143,634	66,720	35,891	19,155	55,372	6,426	6,520	380,009
Other.....	1,555	15,405	4,519	—	41,981	103,527	—	8,331	175,318
National.....	594,508	2,271,610	1,342,077	1,699,837	1,563,779	1,911,921	1,611,311	3,699,151	14,694,194
Local.....	2,460,185	6,218,734	2,572,950	3,684,947	1,832,380	2,627,413	1,063,912	1,545,242	22,005,763
Total net advertising revenue	3,102,539	8,649,383	3,986,266	5,420,675	3,457,295	4,698,233	2,681,649	5,259,244	37,255,284
Other net operating revenue.....	27,026	141,098	44,657	98,444	112,648	487,581	—	69,182	980,636
Total net operating revenue..	3,129,565	8,790,481	4,030,923	5,519,119	3,569,943	5,185,814	2,681,649	5,328,426	38,235,920
Grants.....	—	—	—	—	—	—	—	—	—
Other income.....	31,514	87,102	26,212	34,467	50,323	433,989	25,250	69,131	757,988
Total net revenue.....	3,161,079	8,877,583	4,057,135	5,553,586	3,620,266	5,619,803	2,706,899	5,397,557	38,993,908
Total net operating expenses.....	2,949,953	7,845,482	3,325,721	4,644,190	2,936,256	4,147,138	2,067,992	3,436,297	31,353,029
Other expenses.....	140,130	61,215	216,092	49,921	16,304	80,725	—	—	564,387
Total net expenses.....	3,090,083	7,906,697	3,541,813	4,694,111	2,952,560	4,227,863	2,067,992	3,436,297	31,917,416
Net income.....	70,996	970,886	515,322	859,475	667,706	1,391,940	638,907	1,961,260	7,076,492
Income tax.....	32,082	297,336	171,796	317,377	298,096	455,798	184,408	937,674	2,694,567
Net income after tax.....	38,914	673,550	343,526	542,098	369,610	936,142	454,499	1,023,586	4,381,925

TABLE 8. Income of Privately-owned Radio Broadcasting Stations by Revenue Group, 1958

	Under \$100,000 (53 stations)	\$100,000 and under 200,000 (59 stations)	\$200,000 and under 300,000 (18 stations)	\$300,000 and under 400,000 (12 stations)	\$400,000 and under 500,000 (9 stations)	\$500,000 and under 750,000 (11 stations)	\$750,000 and under 1,000,000 (5 stations)	\$1,000,000 and over (4 stations)	Total (171 stations)
	dollars								
Net advertising revenues:									
Network—CBC.....	40,548	88,554	53,918	18,687	21,566	21,215	8,161	1,687	254,336
Other.....	1,200	15,317	3,987	—	—	104,697	2,168	675	128,044
National.....	758,240	2,301,592	1,471,877	1,265,647	1,632,742	2,597,514	2,445,900	4,150,245	16,623,757
Local.....	2,682,183	6,089,296	2,661,204	2,742,175	2,191,695	2,825,247	1,840,922	1,751,159	22,783,881
Total net advertising revenue	3,482,171	8,494,759	4,190,986	4,026,509	3,846,003	5,548,673	4,297,151	5,903,766	39,790,018
Other net operating revenue.....	31,877	176,498	46,676	92,791	93,058	433,137	24,452	23,483	921,972
Total net operating revenue	3,514,048	8,671,257	4,237,662	4,119,300	3,939,061	5,981,810	4,321,603	5,927,249	40,711,990
Grants.....	—	—	—	—	—	—	—	—	—
Other income.....	34,206	82,619	22,641	37,422	49,099	488,944	63,875	51,594	430,400
Total net revenue.....	3,548,254	8,753,876	4,260,303	4,156,722	3,988,160	6,470,754	4,385,478	5,978,843	41,542,390
Total net operating expenses.....	3,355,784	7,864,119	3,650,129	3,467,454	3,371,221	4,899,297	3,217,861	3,914,148	33,740,013
Other expenses.....	134,661	158,410	101,491	89,271	62,550	61,609	—	—	607,992
Total net expenses.....	3,490,445	8,022,529	3,751,620	3,556,725	3,433,771	4,960,906	3,217,861	3,914,148	34,348,005
Net income.....	57,809	731,347	508,683	599,997	554,389	1,509,848	1,167,617	2,064,695	7,194,385
Income tax.....	27,052	181,224	143,318	247,237	222,013	447,704	404,313	997,524	2,670,385
Net income after tax.....	30,757	550,123	365,365	352,760	332,376	1,062,144	763,304	1,067,171	4,524,000

TABLE 9. Income of Privately-owned Television Broadcasting Stations by Revenue Group, 1957

	Under \$200,000 (4 stations)	\$200,000 and under 400,000 (13 stations)	\$400,000 and under 600,000 (5 stations)	\$600,000 and under 1,000,000 (5 stations)	\$1,000,000 and over (4 stations)	Total (31 stations)
	dollars					
Net advertising revenues:						
Network—CBC	150,442	1,195,294	538,624	768,060	664,796	3,317,216
Other	—	53,979	—	—	—	53,979
National	104,359	1,238,427	772,441	1,717,828	2,001,109	5,834,164
Local	126,083	1,360,073	948,436	1,176,447	692,022	4,303,061
Total net advertising revenue	380,884	3,847,773	2,259,501	3,662,335	3,357,927	13,508,420
Other net operating revenue	3,154	77,854	69,909	178,950	1,574,586	1,904,453
Total net operating revenue	384,038	3,925,627	2,329,410	3,841,285	4,932,513	15,412,873
Grants	—	—	—	—	—	—
Other income	429	7,948	27,414	4,097	8,044	47,932
Total net revenue	384,467	3,933,575	2,356,824	3,845,382	4,940,557	15,460,805
Total net operating expenses	538,627	3,553,941	1,890,556	2,656,165	4,175,808	12,815,097
Other expenses	14,529	59,365	14,724	129,383	74,072	292,073
Total net expenses	553,156	3,613,306	1,905,280	2,785,548	4,249,880	13,107,170
Net income	Dr. 168,689	320,269	451,544	1,059,834	690,677	2,353,635
Income tax	—	146,429	189,145	444,170	263,041	1,042,785
Net income after tax	Dr. 168,689	173,840	262,399	615,664	427,636	1,310,850

TABLE 10. Income of Privately-owned Television Broadcasting Stations by Revenue Group, 1958

	Under \$200,000 (11 stations)	\$200,000 and under 400,000 (10 stations)	\$400,000 and under 600,000 (8 stations)	\$600,000 and under 1,000,000 (5 stations)	\$1,000,000 and over (6 stations)	Total (40 stations)
	dollars					
Net advertising revenues:						
Network—CBC	390,739	903,360	1,052,250	820,060	920,940	4,087,349
Other	—	61,559	—	—	206,885	268,444
National	332,620	865,075	1,242,539	1,435,358	3,056,394	6,931,986
Local	479,431	940,975	1,317,496	1,200,288	1,731,792	5,669,982
Total net advertising revenue	1,202,790	2,770,969	3,612,285	3,455,706	5,916,011	16,957,761
Other net operating revenue	34,847	35,056	66,760	145,133	2,216,051	2,497,847
Total net operating revenue	1,237,637	2,806,025	3,679,045	3,600,839	8,132,062	19,455,608
Grants	—	—	—	—	—	—
Other income	251	41,200	22,233	9,687	7,831	81,202
Total net revenue	1,237,888	2,847,225	3,701,278	3,610,526	8,139,893	19,536,810
Total net operating expenses	1,545,234	2,468,211	2,875,467	2,719,418	5,965,197	15,573,527
Other expenses	36,177	28,070	47,199	104,990	58,791	275,227
Total net expenses	1,581,411	2,496,281	2,922,666	2,824,408	6,023,988	15,848,754
Net income	Dr. 343,523	350,944	778,612	786,118	2,115,905	3,686,056
Income tax	1,380	110,437	327,320	362,904	905,159	1,707,200
Net income after tax	Dr. 344,903	240,507	451,292	423,214	1,210,746	1,980,856

TABLE 11. Income of Privately-owned Radio Broadcasting Stations by Network Affiliation, 1957

	CBC Network affiliation			Non-network (74 stations)	Total (168 stations)
	Trans Canada (28 stations)	Dominion (49 stations)	French (17 stations)		
	dollars				
Net advertising revenues:					
Network — CBC	151,849	127,319	89,301	11,540	380,009
Other	31	116,241	5,950	53,096	175,318
National	1,859,626	4,236,427	601,590	7,996,551	14,694,194
Local	3,703,642	7,009,838	1,224,877	10,067,406	22,005,763
Total net advertising revenue	5,715,148	11,489,825	1,921,718	18,128,593	37,255,284
Other net operating revenue	146,478	507,225	37,962	288,971	980,636
Total net operating revenue	5,861,626	11,997,050	1,959,680	18,417,564	38,235,920
Grants	—	—	—	—	—
Other income	64,108	117,984	418,741	157,155	757,988
Total net revenue	5,925,734	12,115,034	2,378,421	18,574,719	38,993,908
Total net operating expenses	4,812,538	10,071,134	1,517,089	14,952,268	31,353,029
Other expenses	78,788	94,753	222,844	168,002	564,387
Total net expenses	4,891,326	10,165,887	1,739,933	15,120,270	31,917,416
Net income	1,034,408	1,949,147	638,488	3,454,449	7,076,492
Income tax	406,202	590,738	122,283	1,575,344	2,694,567
Net income after tax	628,206	1,358,409	516,205	1,879,105	4,381,925

TABLE 12. Income of Privately-owned Radio Broadcasting Stations by Network Affiliation, 1958

	CBC Network affiliation			Non-network (76 stations)	Total (171 stations)
	Trans Canada (28 stations)	Dominion (49 stations)	French (18 stations)		
	dollars				
Net advertising revenues:					
Network — CBC	69,241	98,192	82,908	3,995	254,336
Other	22	79,877	5,097	43,048	128,044
National	1,897,908	4,480,321	631,422	9,614,106	16,623,757
Local	3,713,715	7,070,571	1,197,885	10,801,710	22,783,881
Total net advertising revenue	5,680,886	11,728,961	1,917,312	20,462,859	39,790,018
Other net operating revenue	126,748	472,373	35,468	287,383	921,972
Total net operating revenue	5,807,634	12,201,334	1,952,780	20,750,242	40,711,990
Grants	—	—	—	—	—
Other income	68,592	138,731	492,436	130,641	830,400
Total net revenue	5,876,226	12,340,065	2,445,216	20,880,883	41,542,390
Total net operating expenses	4,915,804	10,232,759	1,673,756	16,917,694	33,740,013
Other expenses	100,532	271,354	96,507	139,599	607,992
Total net expenses	5,016,336	10,504,113	1,770,263	17,057,293	34,348,005
Net income	859,890	1,835,952	674,953	3,823,590	7,194,385
Income tax	350,686	540,017	76,330	1,703,352	2,670,385
Net income after tax	509,204	1,295,935	598,623	2,120,238	4,524,000

TABLE 13. Fees, Commissions and Employee Statistics of the Radio Broadcasting Industry by System, 1957 and 1958

	1957			1958		
	CBC	Privately-owned	Total	CBC	Privately-owned	Total
	dollars					
1. Artists' and other talent fees billed to sponsors and paid out	155,026	933,253	1,088,279	171,930	845,468	1,017,398
2. Other production charges billed to sponsors and paid out	95,826	405,101	500,927	106,274	363,001	469,275
3. Line and recording charges billed to sponsors and paid out	228,204	324,466	552,670	149,368	285,271	434,639
4. Commissions paid to representative agencies	28,492	2,027,457	2,055,949	35,711	2,237,153	2,272,864
5. Commissions paid to advertising agencies	296,358	2,859,151	3,155,509	373,381	3,178,466	3,551,847
6. Artists' and other talent fees	4,039,189	1,314,565	5,353,754	3,981,790	1,458,211	5,440,001
7. Wages and salaries (exclusive of artists' fees)	6,098,101	15,424,374	21,522,475	6,592,740	16,400,545	22,993,285
Average monthly number of employees engaged during year (whose earnings are reported in item 7)..... No.	1,417	4,258	5,675	1,427	4,401	5,828

TABLE 14. Fees, Commissions and Employee Statistics of the Television Broadcasting Industry by System, 1957 and 1958

	1957			1958		
	CBC	Privately-owned	Total	CBC	Privately-owned	Total
	dollars					
1. Artists' and other talent fees billed to sponsors and paid out	5,598,440	300,794	5,699,234	5,357,691	379,070	5,736,761
2. Other production charges billed to sponsors and paid out	2,225,460	318,495	2,543,955	2,135,563	417,180	2,552,763
3. Line and recording charges billed to sponsors and paid out	1,523,504	27,797	1,551,301	2,064,433	51,111	2,115,544
4. Commissions paid to representative agencies	—	667,144	667,144	—	798,994	798,994
5. Commissions paid to advertising agencies	4,485,371	952,526	5,417,897	5,221,587	1,159,422	6,381,009
6. Artists' and other talent fees	2,884,089	317,265	3,201,354	4,373,014	413,179	4,786,193
7. Wages and salaries (exclusive of artists' fees)	20,949,349	4,816,220	25,765,569	24,613,628	8,017,862	30,831,490
Average monthly number of employees engaged during year (whose earnings are reported in item 7)..... No.	4,683	1,572	6,255	5,329	1,739	7,068

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