

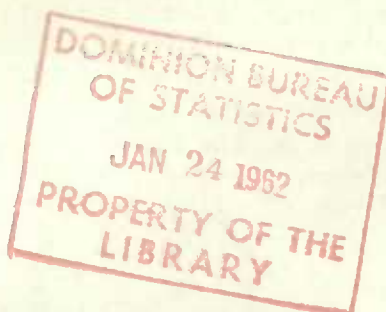
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RADIO AND TELEVISION BROADCASTING

1959-60



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INTRODUCTION

Presented herein are the results of a nation-wide financial survey of the Canadian radio and television broadcasting industry. The data published are on a net 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 15 and 16.

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, 1959 and 1960, while data for the Canadian Broadcasting Corporation apply to the fiscal years ended March 31, 1960 and 1961.

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 2.2 per cent of the radio stations failed to report in 1959 and 1.5 per cent in 1960. 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 1.1 per cent in 1959 and .3 per cent in 1960. Response of the television stations was 100 per cent. Non-commercial stations have been excluded while three radio stations in 1959 and two in 1960 which operated only three months of the year or less are included.

This report contains additional detail beyond that included in previous reports. In tables 7 and 8 a finer breakdown is provided for privately-owned radio stations. Stations affiliated with the CBC networks are now divided into basic and supplementary categories in tables 11 and 12. Also, tables 13 and 14 have been added to show a division of privately-owned television stations affiliated with the CBC into English basic, French basic and supplementary.

Review of Survey Results

The Radio and Television Broadcasting industry in Canada during 1959 and 1960 registered increases in net revenues over previous years as indicated in the table below.

Total Net Revenue

(excluding both representative and agency commissions and production and other charges billed to sponsors and paid out)

	Radio	Television
	millions of dollars	
1956	48.6	46.2
1957	53.6	52.7
1958	58.2	69.8
1959	64.2	75.1
1960	67.3	83.9

The total net revenue of the radio and television broadcasting industry in 1960 rose to \$151,263,000 from \$139,354,000 in 1959, an increase of 8.5 per cent. Of these totals, radio accounted for 46.0 per cent of the total in 1959 and 44.5 per cent in 1960. Television stations accounted for 54.0 per cent of the total in 1959 and 55.5 per cent in 1960. The total net revenue of radio stations increased by 4.9 per cent in 1960 over 1959 while television had an 11.6 per cent increase.

Privately-owned television stations in 1960 received \$23,405,000 in net advertising revenue while the CBC obtained \$12,609,000; however, privately-owned radio stations received \$46,000,000 while the CBC secured only \$1,510,000. 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.

In 1960, the privately-owned radio stations had an average net revenue of \$246,000 which was a decline from \$252,000 in 1959; average net revenues of privately-owned television stations were \$556,000 in 1960 and \$554,000 in 1959. In 1960, privately-owned radio stations in Alberta received \$291,000.

the highest average net revenue in Canada. On the other hand, privately-owned television stations in Ontario had the highest average net revenue which amounted to \$852,000.

Average net revenue of privately-owned radio stations with no network affiliation in 1960 was reported at \$241,403 while privately-owned stations affiliated with the Dominion network received an average of \$263,337. Privately-owned radio stations affiliated with the CBC Trans-Canada and the CBC French language networks obtained average net revenues of \$202,868 and \$110,076 respectively.

The statistics on artists' and other talent fees billed to sponsors and paid out by television broadcasting stations in table 16 reveal a rapid decline

from the 1957 and 1958 levels of \$5.9 and \$5.7 million to \$2.3 million in both 1959 and 1960. On the other hand, fees paid directly to artists and other talent by television stations have risen sharply from \$3.2 and \$4.8 million in 1957 and 1958 respectively to \$8.7 and \$9.8 million in 1959 and 1960. This indicates a shift away from commercial sponsorship of live programs.

In 1960 there were a total of 6,106 employees engaged in the radio broadcasting industry earning \$27,557,000, an increase of 9.1 per cent over the total salaries and wages paid in 1959. Television broadcasting employees numbered 7,779 in 1960 and earned \$37,962,000, an 11.4 per cent increase over the 1959 total wages and salaries.

Concepts and Definitions

N.B.

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, 1956-1960

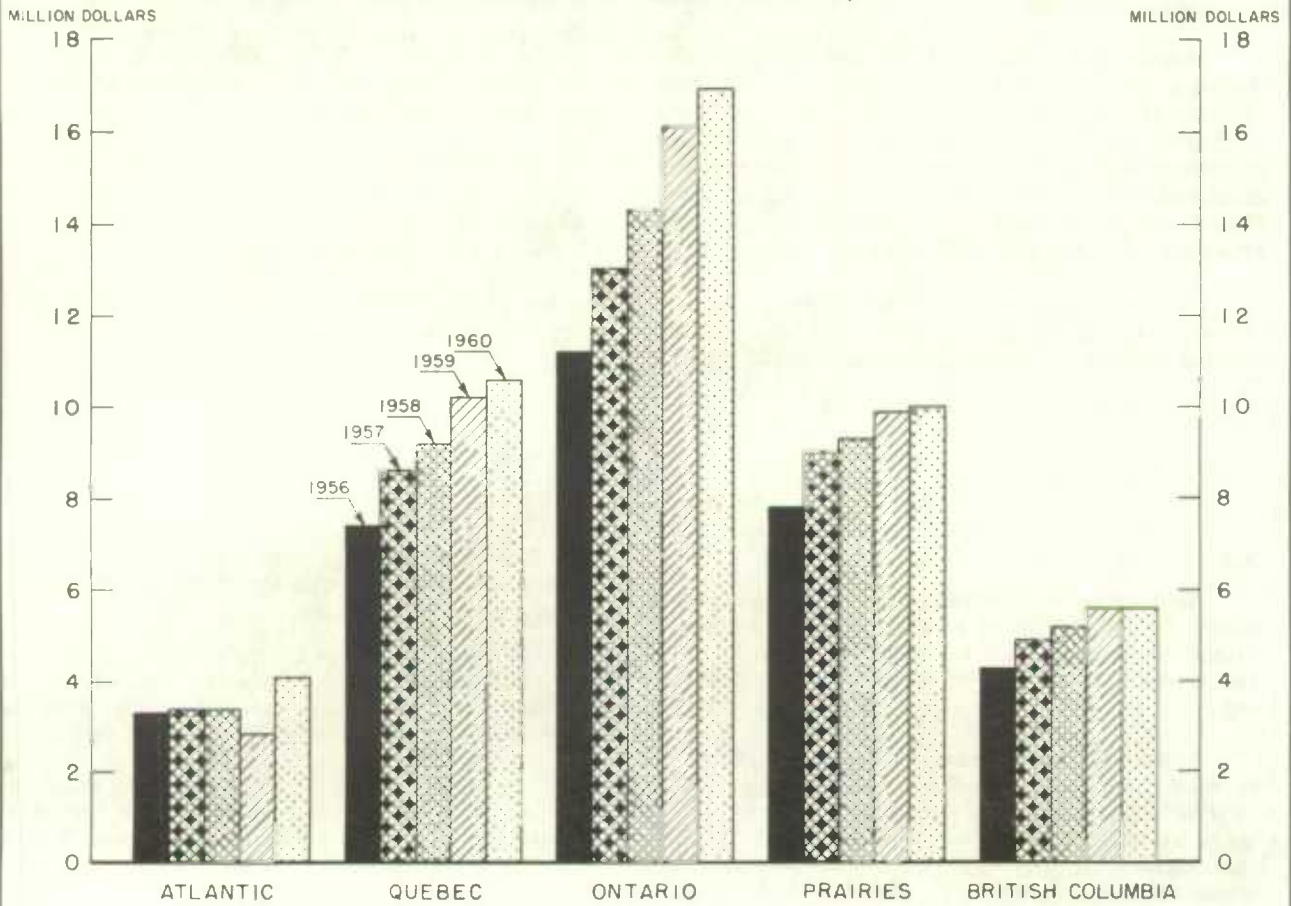
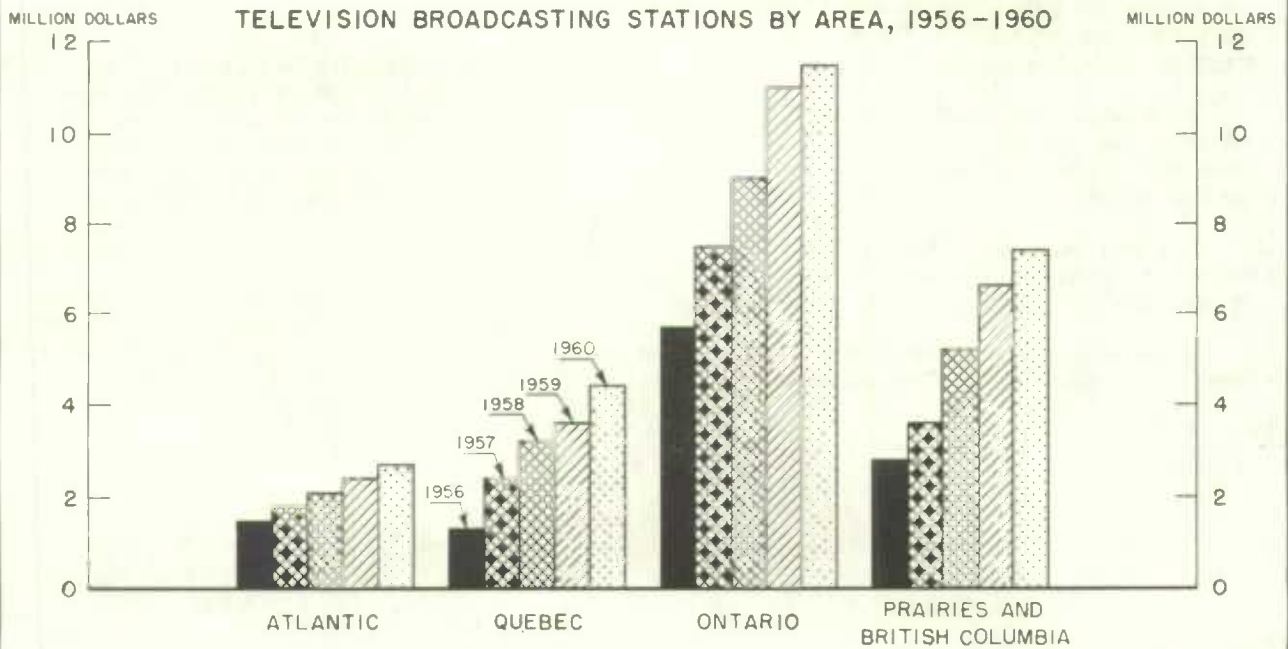
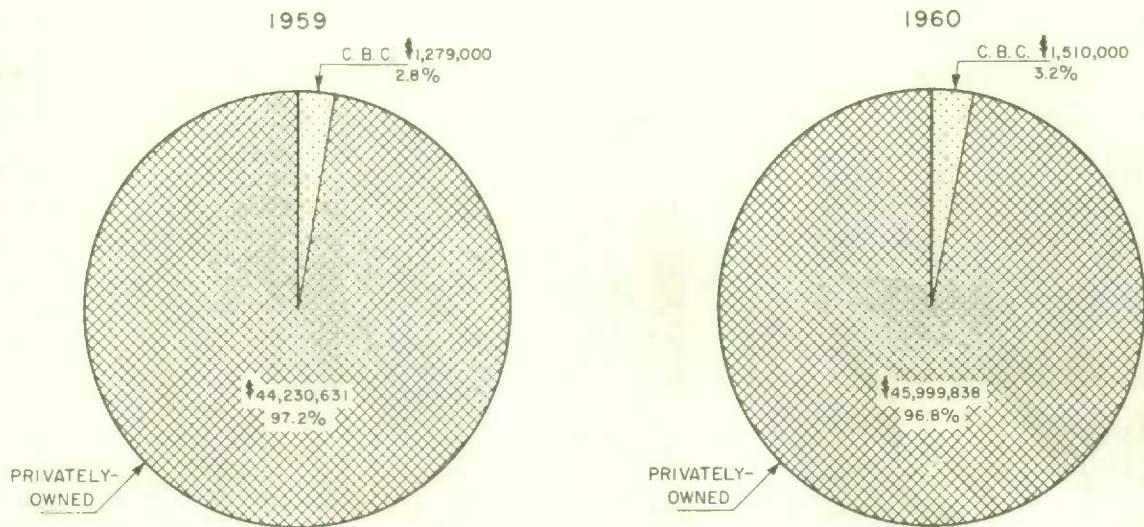


CHART-B

TOTAL NET REVENUE OF PRIVATELY-OWNED
TELEVISION BROADCASTING STATIONS BY AREA, 1956-1960



CHART—C

TOTAL NET ADVERTISING REVENUE OF
RADIO BROADCASTING INDUSTRY BY SYSTEM, 1959 AND 1960

CHART—D

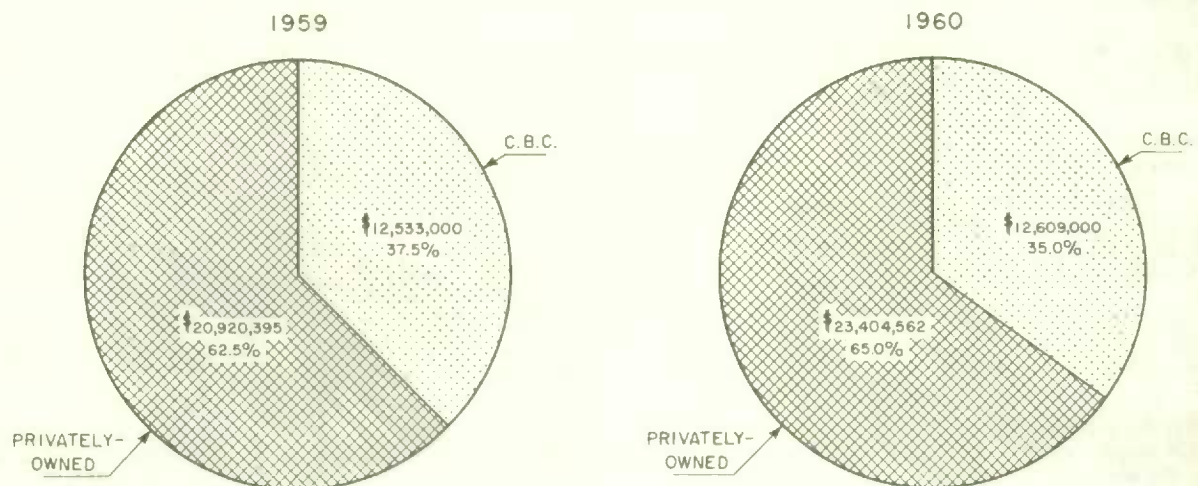
TOTAL NET ADVERTISING REVENUE OF
TELEVISION BROADCASTING INDUSTRY BY SYSTEM, 1959 AND 1960

TABLE 1. Income of RADIO Broadcasting Industry by System, 1959 and 1960

	1959			1960		
	Canadian Broadcasting Corporation stations	Privately-owned stations (181 stations) ¹	Total	Canadian Broadcasting Corporation stations	Privately-owned stations (193 stations) ²	Total
	dollars					
Net advertising revenues:						
Network — CBC	412,000	130,000	542,000	583,000	165,000	748,000
Other	—	45,000	45,000	—	23,000	23,000
National	563,000	18,731,000	19,294,000	603,000	19,449,000	20,052,000
Local	304,000	25,324,000	25,628,000	324,000	26,363,000	26,687,000
Total net advertising revenue	1,279,000	44,230,000	45,509,000	1,510,000	46,000,000	47,510,000
Other net operating revenue	180,000	894,000	1,074,000	167,000	980,000	1,147,000
Total net operating revenue	1,459,000	45,124,000	46,583,000	1,677,000	46,980,000	48,657,000
Grants	16,370,000	—	16,370,000	17,490,000	—	17,490,000
Other income	647,000	569,000	1,216,000	685,000	494,000	1,179,000
Total net revenue	18,476,000	45,693,000	64,169,000	19,852,000	47,474,000	67,326,000
Total net operating expenses	18,476,000	37,962,000	56,438,000	19,852,000	42,274,000	62,126,000
Other expenses	—	210,000	210,000	—	209,000	209,000
Total net expenses	18,476,000	38,172,000	56,648,000	19,852,000	42,483,000	62,335,000
Net income	—	7,521,000	7,521,000	—	4,991,000	4,991,000
Income tax	—	3,112,000	3,112,000	—	2,381,000	2,381,000
Net income after tax	—	4,409,000	4,409,000	—	2,610,000	2,610,000

¹ Includes 3 stations operating 3 months or less.² Includes 7 stations operating 3 months or less.

TABLE 2. Income of TELEVISION Broadcasting Industry by System, 1959 and 1960

	1959			1960		
	Canadian Broadcasting Corporation stations	Privately-owned stations (43 stations) ¹	Total	Canadian Broadcasting Corporation stations	Privately-owned stations (47 stations) ¹	Total
	dollars					
Net advertising revenues:						
Network — CBC	5,635,000	4,951,000	10,586,000	5,413,000	5,217,000	10,630,000
Other	—	—	—	—	—	—
National	6,001,000	9,030,000	15,031,000	6,188,000	10,560,000	16,748,000
Local	897,000	6,939,000	7,836,000	1,008,000	7,628,000	8,636,000
Total net advertising revenue	12,533,000	20,920,000	33,453,000	12,609,000	23,405,000	36,014,000
Other net operating revenue	268,000	2,790,000	3,058,000	354,000	2,641,000	2,995,000
Total net operating revenue	12,801,000	23,710,000	36,511,000	12,963,000	26,046,000	39,009,000
Grants	35,930,000	—	35,930,000	41,799,000	—	41,799,000
Other income	2,638,000	106,000	2,744,000	3,036,000	93,000	3,129,000
Total net revenue	51,369,000	23,816,000	75,185,000	57,798,000	26,139,000	83,937,000
Total net operating expenses	51,369,000	16,526,000	67,895,000	57,798,000	20,955,000	78,753,000
Other expenses	—	114,000	114,000	—	309,000	309,000
Total net expenses	51,369,000	16,640,000	68,009,000	57,798,000	21,264,000	79,062,000
Net income	—	5,176,000	5,176,000	—	4,875,000	4,875,000
Income tax	—	2,559,000	2,559,000	—	2,477,000	2,477,000
Net income after tax	—	2,617,000	2,617,000	—	2,398,000	2,398,000

¹ Includes 2 stations operating 3 months or less.

TABLE 3. Income of Privately-owned RADIO Broadcasting Stations by Province, 1959

	Newfound- land and Prince Edward Island (4 stations)	Nova Scotia (10 stations)	New Brunswick (9 stations)	Quebec (37 stations) ¹	Ontario (62 stations)	Manitoba (9 stations)	Saskat- chewan (12 stations)	Alberta (15 stations)	British Columbia (23 stations) ¹	Total (181 stations)
	dollars									
Net advertising revenues:										
Network—CBC	560	2,054	8,040	40,428	30,727	4,501	27,324	7,518	8,738	129,890
Other	—	—	—	734	44,075	—	—	—	—	44,809
National	316,398	635,057	352,254	5,316,500	7,130,280	969,763	934,064	1,247,472	1,829,512	18,731,300
Local	671,207	1,059,385	734,702	4,679,044	8,091,133	1,409,999	1,806,253	3,327,205	3,545,704	25,324,632
Total net advertising revenue	988,165	1,696,496	1,094,996	10,036,706	15,296,215	2,384,263	2,767,641	4,582,195	5,383,954	44,230,631
Other net operating revenue	—	9,288	33,061	64,664	584,322	23,713	18,331	65,958	94,464	893,801
Total net operating revenue	988,165	1,705,784	1,128,057	10,101,370	15,880,537	2,407,976	2,785,972	4,648,153	5,478,418	45,124,432
Grants	—	—	—	—	—	—	—	—	—	—
Other income	5,732	9,998	6,029	58,358	223,852	34,762	52,047	41,971	136,112	568,861
Total net revenue	993,897	1,715,782	1,134,086	10,159,728	16,104,389	2,442,738	2,838,019	4,690,124	5,614,530	45,693,293
Total net operating expenses	847,899	1,529,360	1,080,205	8,319,831	12,834,916	1,967,404	2,365,957	4,037,917	4,928,565	37,962,054
Other expenses	—	1,125	5,026	52,517	85,222	6,703	5,760	9,879	44,108	210,340
Total net expenses	847,899	1,530,485	1,085,231	8,372,348	12,920,138	1,974,107	2,371,717	4,047,796	4,972,673	38,172,394
Net income	145,998	185,297	48,855	1,787,380	3,134,251	468,631	466,302	642,328	641,857	7,520,899
Income tax	60,446	74,586	29,000	689,241	1,426,291	115,628	163,020	261,315	292,768	3,112,295
Net income after tax	85,552	110,711	19,855	1,098,139	1,707,960	353,003	303,282	381,013	349,089	4,408,604

¹ Includes 2 stations in Quebec and 1 station in British Columbia operating 3 months or less.

TABLE 4. Income of Privately-owned RADIO Broadcasting Stations by Province, 1960

	Newfound- land and Prince Edward Island (5 stations) ¹	Nova Scotia (10 stations)	New Brunswick (9 stations)	Quebec (42 stations)	Ontario (66 stations) ¹	Manitoba (9 stations)	Saskat- chewan (13 stations)	Alberta (16 stations)	British Columbia (23 stations)	Total (193 stations)
	dollars									
Net advertising revenues:										
Network—CBC	1,302	3,821	11,439	53,207	41,869	4,010	29,501	9,160	11,007	165,316
Other	—	—	—	187	22,329	—	—	—	—	22,516
National	336,827	719,720	360,113	5,463,190	7,332,984	1,127,501	887,709	1,266,508	1,954,796	19,449,348
Local	717,849	1,024,769	850,550	4,996,147	8,719,641	1,410,291	1,887,253	3,263,359	3,492,809	26,362,658
Total net advertising revenue	1,055,978	1,748,310	1,222,102	10,512,731	16,116,823	2,541,792	2,804,463	4,539,027	5,458,612	45,999,838
Other net operating revenue	2,002	11,025	37,984	71,612	652,308	8,690	16,412	74,922	104,730	979,685
Total net operating revenue	1,057,980	1,759,335	1,260,086	10,584,343	16,769,131	2,550,482	2,820,875	4,613,949	5,563,342	46,979,523
Grants	—	—	—	—	—	—	—	—	—	—
Other income	6,126	15,444	7,473	65,857	186,539	12,084	55,054	43,599	101,382	493,558
Total net revenue	1,064,106	1,774,779	1,267,559	10,650,200	16,955,670	2,562,566	2,875,929	4,657,548	5,664,724	47,473,081
Total net operating expenses	942,370	1,623,358	1,185,686	9,592,656	14,613,518	2,349,985	2,498,238	4,289,268	5,178,815	42,273,894
Other expenses	—	1,933	5,983	90,375	66,807	—	3,600	10,278	29,668	208,644
Total net expenses	942,370	1,625,291	1,191,669	9,683,031	14,680,325	2,349,985	2,501,838	4,299,546	5,208,483	42,482,538
Net income	121,736	149,488	75,890	967,169	2,275,345	212,581	374,091	358,002	456,241	4,990,543
Income tax	50,820	49,061	20,959	486,971	1,189,549	51,919	134,333	176,918	220,365	2,380,895
Net income after tax	70,916	100,427	54,931	480,198	1,085,796	160,662	239,758	181,084	235,876	2,609,648

¹ Includes one station operating 3 months or less.

TABLE 5. Income of Privately-owned TELEVISION Broadcasting Stations by Province, 1959

	Atlantic Provinces	Quebec	Ontario	Manitoba and Saskatchewan	Alberta	British Columbia	Total
	(5 stations)	(9 stations) ¹	(13 stations)	(7 stations) ¹	(5 stations)	(4 stations)	(43 stations)
	dollars						
Net advertising revenues:							
Network—CBC	571,587	971,969	2,061,103	525,822	634,617	185,537	4,950,635
Other	—	—	—	—	—	—	—
National	960,689	1,593,966	4,116,765	871,409	1,321,128	166,615	9,030,572
Local	916,829	781,287	2,638,597	972,015	1,358,435	272,025	6,939,188
Total net advertising revenue	2,449,105	3,347,222	8,816,465	2,369,246	3,314,180	624,177	20,920,395
Other net operating revenue	25,893	296,111	2,222,947	86,574	150,558	7,652	2,789,735
Total net operating revenue	2,474,998	3,643,333	11,039,412	2,455,820	3,464,738	631,829	23,710,130
Grants	—	—	—	—	—	—	—
Other income	21,644	400	37,825	9,034	36,656	37	105,596
Total net revenue	2,496,642	3,643,733	11,077,237	2,464,854	3,501,394	631,866	23,815,726
Total net operating expenses	1,988,883	2,940,982	8,705,803	2,093,301	2,185,725	611,034	18,525,728
Other expenses	30,028	32,015	34,370	—	—	17,653	114,066
Total net expenses	2,018,911	2,972,997	8,740,173	2,093,301	2,185,725	628,687	18,639,794
Net income	477,731	670,736	2,337,064	371,553	1,315,669	3,179	5,175,932
Income tax	225,405	370,246	1,125,442	219,853	611,397	6,159	2,558,504
Net income after tax	252,326	300,488	1,211,622	151,700	704,272	Dr. 2,980	2,617,428

¹ Includes 1 station operating 3 months or less.

TABLE 6. Income of Privately-owned TELEVISION Broadcasting Stations by Province, 1960

	Atlantic Provinces	Quebec	Ontario	Manitoba and Saskatchewan	Alberta	British Columbia	Total
	(6 stations)	(9 stations)	(14 stations)	(7 stations)	(7 stations) ¹	(4 stations)	(47 stations)
	dollars						
Net advertising revenues:							
Network—CBC	630,961	1,178,985	2,028,165	531,894	633,711	213,321	5,217,037
Other	—	—	—	—	—	—	—
National	928,906	1,894,011	4,912,452	1,072,850	1,556,511	195,204	10,559,934
Local	1,072,325	1,028,648	2,582,224	1,188,830	1,432,965	322,599	7,627,591
Total net advertising revenue	2,632,192	4,101,644	9,522,641	2,793,574	3,623,187	731,124	23,404,562
Other net operating revenue	32,017	332,903	1,977,159	92,726	199,559	7,104	2,641,468
Total net operating revenue	2,664,209	4,434,547	11,500,000	2,886,300	3,822,746	738,228	26,046,030
Grants	—	—	—	—	—	—	—
Other income	22,836	4,362	48,936	11,442	3,995	969	92,540
Total net revenue	2,687,045	4,438,909	11,548,936	2,897,742	3,826,741	739,197	26,138,570
Total net operating expenses	2,272,900	3,154,077	9,485,918	2,472,354	2,787,712	782,066	20,955,027
Other expenses	47,859	186,423	25,586	4,909	27,443	16,844	309,064
Total net expenses	2,320,759	3,340,500	9,511,504	2,477,263	2,815,155	798,910	21,264,091
Net income	366,286	1,098,409	2,037,432	420,479	1,011,586	Dr. 59,713	4,874,479
Income tax	194,045	552,613	1,053,751	183,169	491,900	1,075	2,476,553
Net income after tax	172,241	545,796	983,681	237,310	519,686	Dr. 60,788	2,397,926

¹ Includes 2 stations operating 3 months or less.

TABLE 7. Income of Privately-owned RADIO Broadcasting Stations by Revenue Group, 1959

	Under \$50,000 (17 stations) ¹	\$50,000 and under 100,000 (42 stations)	\$100,000 and under 150,000 (25 stations)	\$150,000 and under 200,000 (35 stations)	\$200,000 and under 300,000 (21 stations)	\$300,000 and under 400,000 (11 stations)	\$400,000 and under 500,000 (9 stations)	\$500,000 and under 750,000 (9 stations)	\$750,000 and under 1,000,000 (5 stations)	\$1,000,000 and over (7 stations)	Total (181 stations)
	dollars										
Net advertising revenues:											
Network - CBC	6,401	37,095	20,690	30,699	19,122	5,848	5,654	3,325	1,056	—	129,890
Other	—	—	—	—	—	—	43,253	—	734	822	44,809
National	118,629	591,977	794,663	1,660,490	1,752,295	1,222,210	1,307,557	2,284,196	2,014,073	6,985,210	18,731,300
Local	445,806	2,406,895	2,259,807	4,127,523	3,139,628	2,641,905	2,332,268	2,736,017	2,129,878	3,104,905	25,324,632
Total net advertising revenue	570,836	3,035,967	3,075,160	5,818,712	4,911,045	3,869,963	3,688,732	5,023,538	4,145,741	10,090,937	44,230,631
Other net operating revenue ..	1,976	43,747	26,307	104,935	63,426	59,634	362,435	137,410	58,059	35,872	893,801
Total net operating revenue	572,812	3,079,714	3,101,467	5,923,647	4,974,471	3,929,597	4,051,167	5,160,948	4,203,800	10,126,809	45,124,432
Grants	—	—	—	—	—	—	—	—	—	—	—
Other income	3,366	53,748	36,618	76,027	43,462	36,616	21,215	53,251	125,832	118,726	568,861
Total net revenue	576,178	3,133,462	3,138,085	5,999,674	5,017,933	3,966,213	4,072,382	5,214,199	4,329,632	10,245,535	45,693,293
Total net operating expenses	703,659	3,022,559	2,968,992	5,457,772	4,380,255	3,424,196	3,574,036	4,121,358	3,257,571	7,051,656	37,962,054
Other expenses	3,302	30,921	12,642	33,295	37,166	40,617	10,708	41,689	—	—	210,340
Total net expenses	706,961	3,053,480	2,981,634	5,491,067	4,417,421	3,464,813	3,584,744	4,163,047	3,257,571	7,051,656	38,172,394
Net income	Dr. 130,783	79,982	156,451	508,607	600,512	501,400	487,638	1,051,152	1,072,061	3,193,879	7,520,899
Income tax	2,233	31,862	38,964	132,926	239,094	171,677	182,210	374,310	371,247	1,567,772	3,112,295
Net income after tax	Dr. 133,016	48,120	117,487	375,681	361,418	329,723	305,428	676,842	700,814	1,626,107	4,408,604

¹ Includes 2 stations operating 3 months or less.

TABLE 8. Income of Privately-owned RADIO Broadcasting Stations by Revenue Group, 1960

	Under \$50,000 (15 stations) ¹	\$50,000 and under 100,000 (42 stations)	\$100,000 and under 150,000 (31 stations)	\$150,000 and under 200,000 (42 stations)	\$200,000 and under 300,000 (24 stations)	\$300,000 and under 400,000 (7 stations)	\$400,000 and under 500,000 (11 stations)	\$500,000 and under 750,000 (12 stations)	\$750,000 and under 1,000,000 (3 stations)	\$1,000,000 and over (6 stations)	Total (193 stations)
	dollars										
Net advertising revenues:											
Network - CBC	7,222	41,322	24,472	48,686	24,013	5,636	7,954	5,971	40	—	165,316
Other	—	—	—	—	—	—	—	21,327	—	1,189	22,516
National	127,206	620,694	964,002	1,934,138	1,912,307	671,996	2,002,313	3,491,294	1,392,290	6,333,108	19,449,348
Local	425,360	2,316,329	2,701,614	5,141,489	3,825,077	1,639,775	2,916,229	3,451,619	1,145,743	2,799,423	26,362,658
Total net advertising revenue	559,788	2,978,345	3,690,088	7,124,313	5,761,397	2,317,407	4,926,496	6,970,211	2,538,073	9,133,720	45,999,838
Other net operating revenue ..	1,211	20,693	96,585	80,097	39,424	40,132	72,457	536,568	57,032	35,486	979,685
Total net operating revenue	560,999	2,999,038	3,786,673	7,204,410	5,800,821	2,357,539	4,998,953	7,506,779	2,595,105	9,169,206	46,979,523
Grants	—	—	—	—	—	—	—	—	—	—	—
Other income	4,185	43,106	16,196	146,614	38,215	35,911	32,331	28,878	87,169	60,953	493,558
Total net revenue	565,184	3,042,144	3,802,869	7,351,024	5,839,036	2,393,450	5,031,284	7,535,657	2,682,274	9,230,159	47,473,081
Total net operating expenses	634,988	3,031,805	3,556,031	6,887,297	5,570,817	2,072,663	4,898,964	6,627,403	2,015,142	6,978,784	42,273,894
Other expenses	707	27,173	12,362	30,610	77,188	23,749	—	36,855	—	—	208,644
Total net expenses	635,695	3,058,978	3,568,393	6,917,907	5,648,005	2,096,412	4,898,964	6,664,258	2,015,142	6,978,784	42,482,538
Net income	Dr. 70,511	Dr. 16,834	234,476	433,117	191,031	297,038	132,320	871,399	667,132	2,251,375	4,990,543
Income tax	2,123	33,867	46,925	115,786	166,985	87,222	121,247	365,056	326,954	1,114,730	2,380,838
Net income after tax	Dr. 72,634	Dr. 50,701	187,551	317,331	24,046	209,816	11,073	506,343	340,178	1,136,645	2,609,705

¹ Includes 2 stations operating 3 months or less.

TABLE 9. Income of Privately-owned TELEVISION Broadcasting Stations by Revenue Group, 1959

	Under \$200,000	\$200,000 and under 400,000	\$400,000 and under 600,000	\$600,000 and under 1,000,000	\$1,000,000 and over	Total
	(9 stations) ¹	(12 stations)	(9 stations)	(6 stations)	(7 stations)	(43 stations)
dollars						
Net advertising revenues:						
Network—CBC	227,843	1,176,598	1,172,706	855,831	1,517,657	4,950,635
Other	—	—	—	—	—	—
National	177,322	1,148,013	1,494,019	1,857,869	4,353,349	9,030,572
Local	456,455	1,087,235	1,482,937	1,574,134	2,338,427	6,939,188
Total net advertising revenue	861,620	3,411,846	4,149,662	4,287,834	8,209,433	20,920,395
Other net operating revenue	20,963	2,071	102,330	119,685	2,544,686	2,789,735
Total net operating revenue	882,583	3,413,917	4,251,992	4,407,519	10,754,119	23,710,130
Grants	—	—	—	—	—	—
Other income	67	40,233	9,472	34,127	21,697	105,596
Total net revenue	882,650	3,454,150	4,261,464	4,441,646	10,775,816	23,815,726
Total net operating expenses	1,183,059	2,952,583	3,460,373	3,105,251	7,824,462	18,525,728
Other expenses	—	20,200	43,900	22,823	27,143	114,066
Total net expenses	1,183,059	2,972,783	3,504,273	3,128,074	7,851,605	18,639,794
Net income	Dr. 300,409	481,367	757,191	1,313,572	2,924,211	5,175,932
Income tax	3,113	218,195	300,935	657,575	1,380,686	2,558,504
Net income after tax	Dr. 303,522	263,172	456,256	655,997	1,543,525	2,617,428

¹ Includes 2 stations operating 3 months or less.

TABLE 10. Income of Privately-owned TELEVISION Broadcasting Stations by Revenue Group, 1960

	Under \$200,000	\$200,000 and under 400,000	\$400,000 and under 600,000	\$600,000 and under 1,000,000	\$1,000,000 and over	Total
	(10 stations) ¹	(13 stations)	(11 stations)	(6 stations)	(7 stations)	(47 stations)
dollars						
Net advertising revenues:						
Network—CBC	284,877	1,030,789	1,412,428	959,636	1,549,507	5,217,037
Other	—	—	—	—	—	—
National	331,581	1,191,335	1,993,180	2,075,647	4,968,191	10,559,934
Local	482,047	1,292,031	1,777,995	1,644,323	2,431,195	7,627,591
Total net advertising revenue	1,078,305	3,514,155	5,183,603	4,679,606	8,948,893	23,404,562
Other net operating revenue	29,752	103,187	103,028	137,639	2,267,862	2,641,468
Total net operating revenue	1,108,057	3,617,342	5,286,631	4,817,245	11,216,755	26,046,030
Grants	—	—	—	—	—	—
Other income	836	16,194	15,903	32,309	27,298	92,540
Total net revenue	1,108,893	3,633,536	5,302,534	4,849,554	11,244,053	26,138,570
Total net operating expenses	1,342,740	3,431,168	4,544,330	3,383,372	8,253,417	20,955,027
Other expenses	32,352	28,587	55,123	29,734	163,288	309,064
Total net expenses	1,375,092	3,459,755	4,599,453	3,413,106	8,416,705	21,264,091
Net income	Dr. 266,199	173,801	703,081	1,436,448	2,827,348	4,874,479
Income tax	8,084	158,147	312,203	695,052	1,303,067	2,476,553
Net income after tax	Dr. 274,283	15,654	390,878	741,396	1,524,281	2,397,926

¹ Includes 2 stations operating 3 months or less.

TABLE 11. Income of Privately-owned RADIO Broadcasting Stations by Network Affiliation, 1959

No.		CBC			
		Trans-Canada			
		Basic (13 stations)	Supple- mentary A (14 stations)	Supple- mentary B (3 stations)	Total (30 stations)
		dollars			
	Net advertising revenues:				
1	Network—CBC	20,427	12,814	1,497	34,738
2	Other	—	—	—	—
3	National	756,856	457,997	562,895	1,777,748
4	Local	1,745,604	1,186,176	1,010,631	3,942,411
5	Total net advertising revenue	2,522,887	1,656,987	1,575,023	5,754,897
6	Other net operating revenue	3,873	31,562	71,284	106,719
7	Total net operating revenue	2,526,760	1,688,549	1,646,307	5,861,616
8	Grants	—	—	—	—
9	Other income	71,757	27,199	8,480	107,436
10	Total net revenue	2,598,517	1,715,748	1,654,787	5,969,052
11	Total net operating expenses	2,266,441	1,524,886	1,397,858	5,189,185
12	Other expenses	29,750	2,914	—	32,664
13	Total net expenses	2,296,191	1,527,800	1,397,858	5,221,849
14	Net income	302,326	187,948	256,929	747,203
15	Income tax	145,967	39,283	112,647	297,897
16	Net income after tax	156,359	148,665	144,282	449,306

¹ Includes 1 French basic station.² Includes 3 stations operating 3 months or less.

TABLE 12. Income of Privately-owned RADIO Broadcasting Stations by Network Affiliation, 1960

No.		CBC			
		Trans-Canada			
		Basic (13 stations)	Supple- mentary A (14 stations)	Supple- mentary B (3 stations)	Total (30 stations)
		dollars			
	Net advertising revenues:				
1	Network—CBC	26,811	16,741	1,940	45,492
2	Other	—	—	—	—
3	National	771,757	457,467	559,681	1,788,905
4	Local	1,712,423	1,244,232	1,031,907	3,988,562
5	Total net advertising revenue	2,510,991	1,718,440	1,593,528	5,822,959
6	Other net operating revenue	7,140	48,185	75,826	131,151
7	Total net operating revenue	2,518,131	1,766,625	1,669,354	5,954,110
8	Grants	—	—	—	—
9	Other income	101,702	20,219	10,019	131,940
10	Total net revenue	2,619,833	1,786,844	1,679,373	6,086,050
11	Total net operating expenses	2,384,504	1,643,785	1,412,220	5,440,509
12	Other expenses	21,131	803	—	21,934
13	Total net expenses	2,405,635	1,644,588	1,412,220	5,462,443
14	Net income	214,198	142,256	267,153	623,607
15	Income tax	77,795	41,752	108,826	228,373
16	Net income after tax	136,403	100,504	158,327	395,234

¹ Includes 1 French basic station.² Includes 2 stations operating 3 months or less.

TABLE 11. Income of Privately-owned RADIO Broadcasting Stations by Network Affiliation, 1959

CBC						Other networks	Non-network	Canada total	No.
Dominion				French supplementary A	CBC total				
Basic	Supple- mentary A	Supple- mentary B	Total						
(30 stations)	(9 stations)	(10 stations)	(49 stations)						
dollars									
20,820	3,640	3,771	28,231	65,062	128,031	—	1,859	129,890	1
734 ¹	—	43,253 ¹	43,987	—	43,987	822	—	44,809	2
3,349,462	839,748	657,953	4,847,163	855,760	7,280,671	2,759,487	8,691,142	18,731,300	3
5,161,261	1,326,708	1,241,543	7,729,512	1,280,711	12,952,634	1,184,237	11,187,761	25,324,632	4
8,532,277	2,170,096	1,946,520	12,648,893	2,001,533	20,405,323	3,944,546	19,880,762	44,230,631	5
139,832	42,236	352,155	534,225	12,339	653,283	11,520	228,998	893,801	6
8,672,109	2,212,334	2,298,675	13,183,118	2,013,872	21,058,606	3,956,066	20,109,760	45,124,432	7
—	—	—	—	—	—	—	—	—	8
43,442	61,329	15,044	119,815	64,536	291,787	136,485	140,589	568,861	9
8,715,551	2,273,663	2,313,719	13,302,933	2,078,406	21,350,393	4,092,551	20,250,349	45,693,293	10
7,469,397	1,762,797	2,110,413	11,342,607	1,870,076	18,401,868	3,066,169	16,494,017	37,962,054	11
23,249	4,141	12,684	40,074	47,065	119,803	—	90,537	210,340	12
7,492,646	1,766,938	2,123,097	11,382,681	1,917,141	18,521,671	3,066,169	16,584,554	38,172,394	13
1,222,905	506,725	190,622	1,920,252	161,267	2,828,722	1,026,382	3,665,795	7,520,899	14
419,450	200,527	53,111	673,088	47,595	1,018,580	449,416	1,644,299	3,112,295	15
803,455	306,198	137,511	1,247,164	113,672	1,810,142	576,966	2,021,496	4,408,604	16

¹ Associated with other network.

TABLE 12. Income of Privately-owned RADIO Broadcasting Stations by Network Affiliation, 1960

CBC						Other network	Non-network	Canada total	No.
Dominion				French supplementary A	CBC total				
Basic	Supple- mentary A	Supple- mentary B	Total						
(30 stations)	(9 stations)	(10 stations)	(49 stations)						
dollars									
29,241	6,260	2,897	38,398	78,976	162,866	—	2,450	165,316	1
187 ^a	—	21,140 ^a	21,327	—	21,327	1,189	—	22,516	2
3,041,868	873,830	630,521	4,546,219	649,113	6,984,237	2,919,545	9,545,566	19,449,348	3
4,922,655	1,378,947	1,227,621	7,529,223	1,370,800	12,888,585	1,324,654	12,149,419	26,362,658	4
7,993,951	2,259,037	1,882,179	12,135,167	2,098,889	20,057,015	4,245,388	21,697,435	43,999,638	5
148,547	36,389	432,563	617,499	31,230	779,880	25,724	174,081	979,685	6
8,142,496	2,295,426	2,314,742	12,752,666	2,130,119	20,836,895	4,271,112	21,671,516	46,979,523	7
—	—	—	—	—	—	—	—	—	8
51,890	78,240	20,734	150,864	71,396	354,200	43,244	96,114	493,558	9
8,194,388	2,373,666	2,335,476	12,903,530	2,201,515	21,191,095	4,314,356	21,967,630	47,473,061	10
7,653,432	1,875,995	2,232,411	11,761,838	1,976,624	19,178,971	3,423,227	19,671,696	42,273,894	11
10,203	5,369	2,978	18,550	73,560	114,044	—	94,600	208,644	12
7,663,635	1,881,364	2,235,389	11,780,388	2,050,184	19,293,015	3,423,227	19,766,296	42,482,538	13
530,753	492,302	100,087	1,123,142	151,331	1,898,080	891,129	2,201,334	4,990,543	14
283,841	214,709	39,565	538,115	38,059	804,547	437,598	1,138,750	2,380,895	15
246,912	277,593	60,522	585,027	113,272	1,093,533	453,531	1,062,584	2,609,648	16

¹ Associated with other network.

TABLE 13. Income of Privately-owned TELEVISION Broadcasting Stations by CBC Network Affiliation, 1959

	English basic (25 stations)	French basic (8 stations) ¹	Supplementary (10 stations) ¹	Total (43 stations)
	dollars			
Net advertising revenues:				
Network - CBC	3,725,277	908,795	316,563	4,950,635
Other	—	—	—	—
National	7,114,906	1,581,715	353,951	9,030,572
Local	5,422,484	736,665	780,039	6,939,188
Total net advertising revenue	16,262,667	3,207,175	1,450,553	20,920,395
Other net operating revenue	2,473,888	294,410	21,437	2,789,735
Total net operating revenue	18,736,555	3,501,585	1,471,990	23,710,130
Grants	—	—	—	—
Other income	73,667	400	31,529	105,596
Total net revenue	18,810,222	3,501,985	1,503,519	23,815,726
Total net operating expenses	14,109,173	2,695,088	1,721,467	18,525,728
Other expenses	82,051	32,015	—	114,066
Total net expenses	14,191,224	2,727,103	1,721,467	18,639,794
Net income	4,618,998	774,882	Dr. 217,948	5,175,932
Income tax	2,180,808	370,248	7,448	2,558,504
Net income after tax	2,438,190	404,634	Dr. 225,396	2,617,428

¹ Includes 1 station operating 3 months or less.

TABLE 14. Income of Privately-owned TELEVISION Broadcasting Stations by CBC Network Affiliation, 1960

	English basic ¹ (26 stations) ²	French basic (8 stations)	Supplementary (13 stations) ²	Total (47 stations)
	dollars			
Net advertising revenues:				
Network - CBC	3,672,157	1,119,732	425,148	5,217,037
Other	—	—	—	—
National	8,075,251	1,870,444	614,239	10,559,934
Local	5,579,770	989,037	1,058,784	7,627,591
Total net advertising revenue	17,327,178	3,979,213	2,098,171	23,404,562
Other net operating revenue	2,228,786	322,400	90,282	2,641,468
Total net operating revenue	19,555,964	4,301,613	2,188,453	26,046,030
Grants	—	—	—	—
Other income	83,560	4,362	4,618	92,540
Total net revenue	19,639,524	4,305,975	2,193,071	26,138,570
Total net operating expenses	15,505,637	2,888,131	2,561,259	20,955,027
Other expenses	96,976	186,423	25,665	309,064
Total net expenses	15,602,613	3,074,554	2,586,924	21,264,091
Net income	4,036,911	1,231,421	Dr. 393,853	4,874,479
Income tax	1,904,449	552,613	19,491	2,476,553
Net income after tax	2,132,462	678,808	Dr. 413,344	2,397,926

¹ Includes one non-network station.² Includes one station operating 3 months or less.

TABLE 15. Fees, Commissions and Employee Statistics of the RADIO Broadcasting Industry by System, 1959 and 1960

	1959			1960		
	Canadian Broadcasting Corporation's stations	Privately-owned stations (181 stations) ¹	Total	Canadian Broadcasting Corporation's stations	Privately-owned stations (193 stations) ²	Total
	dollars					
1. Artists' and other talent fees billed to sponsors and paid out	29,000	764,000	793,000	44,000	831,000	875,000
2. Other production charges billed to sponsors and paid out	128,000	394,000	522,000	190,000	538,000	728,000
3. Line and recording charges billed to sponsors and paid out	53,000	209,000	262,000	11,000	259,000	270,000
4. Commissions paid to representative agencies ..	40,000	2,448,000	2,488,000	24,000	2,599,000	2,623,000
5. Commissions paid to advertising agencies ..	216,000	3,626,000	3,842,000	249,000	3,797,000	4,046,000
6. Artists' and other talent fees	4,870,000	1,314,000	6,184,000	5,246,000	1,410,000	6,656,000
7. Wages and salaries (exclusive of artists' fees)	6,969,000	18,287,000	25,256,000	7,506,000	20,051,000	27,557,000
Average monthly number of employees engaged during year (whose earnings are reported in item 7)	No. 1,445	4,425	5,870	1,464	4,642	6,106

¹ Includes 3 stations operating 3 months or less.² Includes 2 stations operating 3 months or less.

TABLE 16. Fees, Commissions and Employee Statistics of the TELEVISION Broadcasting Industry by System 1959 and 1960

	1959			1960		
	Canadian Broadcasting Corporation's stations	Privately-owned stations (43 stations) ¹	Total	Canadian Broadcasting Corporation's stations	Privately-owned stations (47 stations) ¹	Total
	dollars					
1. Artists' and other talent fees billed to sponsors and paid out	1,952,000	358,000	2,310,000	1,917,000	368,000	2,285,000
2. Other production charges billed to sponsors and paid out	8,541,000	553,000	9,094,000	8,335,000	762,000	9,097,000
3. Line and recording charges billed to sponsors and paid out	2,566,000	24,000	2,590,000	2,340,000	33,000	2,373,000
4. Commissions paid to representative agencies ..	—	1,045,000	1,045,000	—	1,257,000	1,257,000
5. Commissions paid to advertising agencies ..	5,336,000	1,654,000	6,990,000	4,914,000	1,937,000	6,851,000
6. Artists' and other talent fees	8,289,000	384,000	8,653,000	9,322,000	444,000	9,766,000
7. Wages and salaries (exclusive of artists' fees)	27,034,000	7,053,000	34,087,000	29,802,000	8,160,000	37,962,000
Average monthly number of employees engaged during year (whose earnings are reported in item 7)	No. 5,605	1,766	7,371	5,813	1,966	7,779

¹ Includes 2 stations operating 3 months or less.

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