



# The Daily

Statistics Canada

Thursday, September 12, 2002

Released at 8:30 am Eastern time

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## MAJOR RELEASES

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There are no major releases today.

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## OTHER RELEASES

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## OTHER RELEASES

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### **Cable and satellite television 2001**

The battle for market share between cable operators and their wireless competitors continued in 2001, as a growing number of Canadians subscribed to television services using satellite and multipoint distribution systems.

As of August 31, 2001, wireless operators had captured 17% of the market, up significantly from about 11% in 2000, and more than double the level of about 6% in 1999.

Wireless television services had 1.6 million subscribers on August 31, 2001, up 66.3% from 2000. Cable companies had 7.9 million subscribers, down 1.4%.

Data show that the battleground for market share in 2001 reached metropolitan areas. The number of subscribers to cable services in census metropolitan areas declined in 2001 for the first time in the industry's history.

Cable companies had almost 5.7 million subscribers in census metropolitan areas on August 31, 2001, down 0.2% from 2000. Subscriptions fell in 16 of the 25 largest urban areas. In 2000, the number of subscribers to cable services had increased in 13 of these metropolitan areas.

Cable operators in small and medium-sized communities continued to lose customers in 2001. The decline in subscriptions was fastest in small communities (-6.3%). Cable services now account for less than 70% of market penetration in small and medium-sized communities.

Cable operators offering Internet access services and digital cable fared better in this competitive environment. They maintained a higher penetration rate and generated 17% more revenue per subscriber than those who did not provide these services.

The introduction of competition in an industry often results in a decline in profitability for the incumbent

firms. This has been the case in the cable and satellite industry. The profit margin (before interest and taxes) of cable operators was 16.1% in 2001, down from 19.5% in 2000 and 21.7% in 1999.

Wireless operators have not yet achieved profitability, but their losses are declining. In 2001, their loss (before interest and taxes) was \$293 million or \$182 per subscriber, considerably less than in 2000. This was largely because of high promotion and technical expenses to attract and connect new customers.

The cable and satellite industry's customer base and revenues grew significantly in 2001. The number of subscribers to programming services increased 5.9%, and revenues 14.2%. Revenue per subscriber was up in both the cable and wireless segments. In the case of cable operators, the growth in revenue per subscriber is largely explained by the provision of new services, in particular Internet access services. Revenues from these services accounted for 12% of the revenues of the systems offering them in 2001.

The technology for program distribution is evolving at a fast pace. Analogue distribution is gradually being replaced by digital distribution. More than 25% of the 9.5 million subscribers to programming services were receiving their service in digital mode in 2001, up from 15% in 2000. The popularity of direct-to-home satellite television largely explains this change, but digital cable is also gaining ground. There were close to 812,000 subscribers to digital cable on August 31, 2001, more than double the number in 2000.

*Service bulletin, broadcasting and telecommunications*, Vol. 32, no. 3 (56-001-XIE, \$10/\$32), will be available soon. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Daniel April (613-951-3177; [daniel.april@statcan.ca](mailto:daniel.april@statcan.ca)), Science, Innovation and Electronic Information Division. □

# Cable, satellite and multipoint distribution television

## As of August 31, 2001

	1999	2000	2001	1999 to 2000	2000 to 2001
	'000			% change	
<b>Subscribers by type of supplier</b>					
Subscribers to programming services	8,572.9	8,951.1	9,479.2	4.4	5.9
Clients of cable operators	8,018.5	7,983.1	7,870.0	-0.4	-1.4
Clients of wireless operators	554.4	967.9	1,609.2	74.6	66.3
<hr/>					
%					
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<b>Market share by type of supplier</b>					
Cable operators	93.5	89.2	83.0	-4.6	-6.9
Wireless operators	6.5	10.8	17.0	67.2	57.0
<hr/>					
'000					
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<b>Cable penetration by community size</b>					
Subscribers to basic cable services	8,018.5	7,983.1	7,870.0	-0.4	-1.4
Large communities <sup>1</sup>	5,671.2	5,707.9	5,698.9	0.6	-0.2
Medium-sized communities <sup>2</sup>	1,420.7	1,369.0	1,322.4	-3.6	-3.4
Small communities <sup>3</sup>	926.6	906.2	848.7	-2.2	-6.3
<hr/>					
'000					
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Homes with access to basic cable services	10,725.2	10,896.1	11,109.3	1.6	2.0
Large communities	7,587.9	7,667.0	7,833.9	1.0	2.2
Medium-sized communities	1,866.2	1,901.8	1,932.0	1.9	1.6
Small communities	1,271.1	1,327.3	1,343.5	4.4	1.2
<hr/>					
%					
<hr/>					
Cable penetration	74.8	73.3	70.8	-2.0	-3.3
Large communities	74.7	74.4	72.7	-0.4	-2.3
Medium-sized communities	76.1	72.0	68.4	-5.4	-4.9
Small communities	72.9	68.3	63.2	-6.3	-7.5
<hr/>					
%					
<hr/>					
<b>Cable penetration by type of cable operator</b>					
Operators providing Internet and digital TV	...	74.3	71.6	...	-3.6
Operators not providing Internet and digital TV	...	70.3	66.5	...	-5.3
<hr/>					
\$ millions					
<hr/>					
<b>Revenues</b>					
Cable operators	3,323.1	3,607.7	3,867.2	8.6	7.2
Wireless operators	171.1	390.6	697.3	128.2	78.5
<hr/>					
\$ thousands					
<hr/>					
<b>Profit (loss) before interest and taxes</b>					
Cable operators	720,900.7	704,954.9	623,060.9	-2.2	-11.6
Wireless operators	-240,019.7	-393,252.5	-293,019.7	63.8	-25.5
<hr/>					
%					
<hr/>					
<b>Profit margin</b>					
Cable operators	21.7	19.5	16.1	-9.9	-17.5
Wireless operators	-140.2	-100.7	-42.0	-28.2	-58.3
<hr/>					
'000					
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<b>Digital television</b>					
Subscribers to digital cable	...	390.8	811.7	...	107.7
Subscribers to wireless digital services	...	967.0	1,608.7	...	66.4
Subscribers to programming services	...	8,950.3	9,479.2	...	5.9
<hr/>					
%					
<hr/>					
<b>Digitization rate</b>	...	15.2	25.5	...	68.3

<sup>1</sup> A large community is here defined as a census metropolitan area (CMA). A CMA is a very large urban area, together with adjacent urban and rural areas that have a high degree of economic and social integration with that urban area.

<sup>2</sup> A medium-sized community is here defined as a census agglomeration (CA). A CA is a large urban area, together with adjacent urban and rural areas that have a high degree of economic and social integration with that urban area.

<sup>3</sup> A small community is here defined as a census division located outside a CMA or CA.

... Figures not appropriate or not applicable.

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## Steel primary forms

Week ending September 7, 2002 (preliminary)

Steel primary forms production for the week ending September 7 totalled 292 586 metric tonnes, up 3.6% from 282 549 tonnes a week earlier but down 4.3% from 305 658 tonnes in the same week of 2001.

The year-to-date total as of September 7 was 11 118 407 tonnes, up 7.1% from 10 381 637 in the same period of 2001.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## Steel wire and specified wire products

July 2002

Shipments of steel wire and specified wire products totalled 61 129 metric tonnes in July, up 12.6% from 54 311 tonnes in July 2001.

Year-to-date shipments to the end of July totalled 453 015 tonnes, up 1.8% from 444 840 tonnes in the same period of 2001.

Production and export market data for selected commodities are also available.

**Available on CANSIM: table 303-0010.**

The July 2002 issue of *Steel wire and specified wire products*, Vol. 57, no. 7 (41-006-XIB, \$5/\$47) is now available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## Current trends in teacher education and training: A symposium report

May 2001

The roles of teachers and of training programs for teachers are undergoing major change and will continue to do so as more complex challenges appear, a new report concludes.

*Teacher education/educator training: Current trends and future directions* documents the proceedings of a symposium held in May 2001 to explore research and policy issues concerning the preparation and training of teachers and educators.

This topic has captured the attention of policy makers in Canada and around the world in terms of the supply and demand of teachers and other educators, as well as related issues. These issues include retention of teachers and educators, professional development and teacher certification requirements.

According to the report, new teachers and educators will need more support and resources to succeed. Professional growth plans and other professional development strategies for teachers and educators should be investigated to effectively promote lifelong learning. The report suggests that partnerships between universities and schools could strengthen teacher training programs.

This report includes summaries of presentations and commissioned research papers. An analysis of the themes and policy issues raised at this symposium is available in a separate document titled *Teacher education in a knowledge-based economy: Centering a critical conversation*.

The symposium was held as an activity of the Pan-Canadian Education Research Agenda. The Canadian Education Statistics Council, a partnership between Statistics Canada and the Council of Ministers of Education, initiated the research agenda. The aim was to promote research on policy issues in education of concern to researchers, policy makers and practitioners.

*Teacher education/educator training: Current trends and future directions* (81-593-XIE, free) and *Teacher education in a knowledge-based economy: Centering a critical conversation* (81-592-XIE, free) are now available on Statistics Canada's Web site ([www.statcan.ca](http://www.statcan.ca)). From the *Our products and services* page, choose *Free publications*, then *Education*. They are also available on the Council of Ministers of Education's Web site ([www.cmec.ca](http://www.cmec.ca)), which also contains further information on the pan-Canadian research agenda and the commissioned research papers.

For more information, contact Client Services (1-800-307-3382; 613- 951-7608; fax: 613-951-9040; [educationstats@statcan.ca](mailto:educationstats@statcan.ca)), Culture, Tourism and the Centre for Education Statistics. ■

## Domestic travel

1996 (revised estimates)

Revised estimates for the Canadian Travel Survey are now available for 1996.

For more information or to order data, contact Client Services (1-800-307-3382; 613-951-7608; fax: 613-951-2909; [cult.tourstats@statcan.ca](mailto:cult.tourstats@statcan.ca)). To enquire about the concepts, methods or data quality of this

release, or to get a copy of a more detailed statement on the Canadian Travel Survey adjustment project, contact Lizette Gervais-Simard (613-951-1672; fax: 613-951-2909; [gervliz@statcan.ca](mailto:gervliz@statcan.ca)), Culture, Tourism and the Centre for Education Statistics. ■

## **Social Policy Simulation Database and Model**

The *Social Policy Simulation Database and Model* (SPSD/M), Version 9.1, based on 1997 microdata, is now available. The SPSPD/M is a static microsimulation model. It includes a database, a series of tax and transfer algorithms and models, analytical software and user documentation. The SPSPD/M has been produced as an occasional product starting in 1985 and has since been in wide use by policy analysts in Canada studying virtually every change to the tax and transfer system.

The SPSPD/M is a tool designed to analyze the financial interactions of governments and individuals and families in Canada. It allows estimation of the income redistributive effects or cost implications of

changes in the personal taxation and cash transfer system. The SPSPD/M assists researchers examining the potential impacts of changes in taxes, earnings, demographic trends, and a wide range of other factors. It can be used to study federal and provincial tax and transfer changes from 1988 through 2005.

The SPSPD/M allows us to answer questions like the following: What if there were a change to the taxes Canadians paid or transfers they received? Who would gain and who would lose? Would single-parent households in a particular province be better off? By how much? How much extra money would federal or provincial governments collect or pay out?

The *Social Policy Simulation Database and Model* CD-ROM, Version 9.1 (89F0002XCB, \$5,000/\$12,500) is now available. See *How to order products*.

To order a copy, contact Dominique Paré (613-951-1782). For more information, or to enquire about the concepts, methods or data quality of this release, contact Brian Murphy (613-951-3769; [spsdm@statcan.ca](mailto:spsdm@statcan.ca)), Social and Economic Studies Division. ■

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## NEW PRODUCTS

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**Production of eggs**, July 2002  
**Catalogue number 23-003-XIB**  
(free).

**Steel wire and specified wire products**, July 2002,  
Vol. 57, no. 7  
**Catalogue number 41-006-XIB** (\$5/\$47).

**Teacher education in a knowledge-based economy:  
Centering a critical conversation**  
**Catalogue number 81-592-XIE**  
(free).

**Teacher education/educator training: Current  
trends and future directions**  
**Catalogue number 81-593-XIE**  
(free).

**Social Policy Simulation Database and Model**  
**Catalogue number 89F0002XCB** (\$5,000/\$12,500).

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
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 <b>The Daily</b>	
Statistics Canada	
Thursday, June 5, 1997	
For release at 9:30 a.m.	
<b>MAJOR RELEASES</b>	
• <b>Urban transit, 1995</b>	2
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about six trips on some form of urban transit, the lowest level in the past 25 years.	
• <b>Productivity, hourly compensation and unit labour cost, 1995</b>	4
Growth in productivity among Canadian businesses also noticeably weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.	
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