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Statistics Canada

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Television broadcasting
2004

After stellar growth in 2003, revenues for television broadcasters increased at less than half the pace in 2004.

Television broadcasting operating revenues increased 4.1% to $5.4 billion in 2004 compared with an 8.8% advance the previous year.

Two of three main revenue streams of the industry continued to rise. Air time sales rose 4.8% to $3.0 billion and subscriber revenues increased 5.9% to $1.3 billion. In comparison, air time sales jumped 8.7% in 2003 while subscriber revenues rose 6.9%.

Grants fell 2.0% to $0.8 billion last year following a 10.1% surge in 2003.

The slower growth in 2004 was spread across all segments of television broadcasting, but private conventional television had the slowest growth, edging up 0.9% to $2.1 billion. The competition within and across media for advertising dollars was felt most in this segment of the industry.

Meanwhile, pay-tv and specialty television broadcasters experienced another year of strong growth (+9.0%) in revenues, which surpassed $2.0 billion for the first time. The 16.7% surge in air time sales to $707.2 million easily outpaced the 5.9% increase in subscriber revenues.

As in previous years, the specialty segment took a larger piece of a slightly larger advertising revenue pie. Its share of the television advertising market was 23.8% in 2004, up from 21.4% in 2003 and only 6.1% in 1994.

The slower growth in revenue did not adversely change the profitability of private broadcasters. The profit margin (before interest and taxes) increased to 15.6% in 2004, up from 14.7% in 2003 and 10.3% in 2002.

The results for the industry as a whole, however, hid considerably different realities for its main segments.

The profit margin of the specialty segment improved to 19.7% in 2004 from 12.6% in 2003. At the same time, the profit margin of the conventional television segment fell to 11.0% from 14.3%.

The pay television segment remained the most profitable of the industry in 2004. For every dollar of revenue, pay television operators earned almost 24 cents of operating profit, slightly less than the 26 cents earned in 2003.

The operating profits (before interest and taxes) of private television broadcasters surpassed $650 million for the first time in 2004. For every $1,000 in profit, some $643 was generated by pay and specialty television operators, another milestone.

The digital channels, the newest members of the industry, continued to carve a niche for themselves. The average number of subscribers per channel was just over 500,000 at the end of August 2004, up 6.9% from 2003. However, it remained a fraction of the average of 4.5 million for analog channels.

The subscriber revenues of digital channels surpassed $100 million in 2004, more than twice the amount generated in 2002. Advertising revenues are also leaping ahead. From a very modest $6.7 million in 2002, sale of air time jumped to $13.5 million in 2004.

Despite the rapid rise, the digital television segment cornered a mere 0.5% of television advertising revenues last year.

Available on CANSIM: table 357-0001.

Definitions, data sources and methods: survey number 2724.

The 2004 issue of the *Broadcasting and Telecommunications Bulletin*, Vol. 35, no. 2 (56-001-XIE, $11/$35) will soon be available.

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*) or Dany Gravel (613-951-0390; *dany.gravel@statcan.ca*), Science, Innovation and Electronic Information Division. ■

Domestic sales of refined petroleum products
April 2005 (preliminary)

Sales of refined petroleum products totalled 7 690 500 cubic metres in April, down 3.2% from April 2004. Sales decreased in five of the seven major product groups. Sales of petrochemical feedstocks (-92 300 cubic metres or -22.4%) and motor gasoline (-19 000 cubic metres or -0.6 %) fell while heavy fuel oil sales rose (+97 300 cubic metres or +17.9%).

Sales of regular non-leaded gasolines (+0.5%) edged up while mid-grade (-11.3%) and premium grade gasolines (-9.9%) fell from April 2004.

Year-to-date sales of refined petroleum products at the end of April totalled 33 019 300 cubic metres down 0.1% from the same period of 2004. Sales decreased in four of the seven major product groups, with the largest decrease in light fuel oil (-170 700 cubic metres or -12.3%).

Sales of refined petroleum products

	April 2004[r]	April 2005[p]	April 2004 to April 2005
	Thousands of cubic metres		% change
Total, all products	**7 945.0**	**7 690.5**	**-3.2**
Motor gasoline	3 262.3	3 243.3	-0.6
Diesel fuel oil	1 863.3	1 881.7	1.0
Light fuel oil	422.1	338.2	-19.9
Heavy fuel oil	543.8	641.1	17.9
Aviation turbo fuels	510.3	457.9	-10.3
Petrochemical feedstocks[1]	413.0	320.7	-22.4
All other refined products	930.1	807.5	-13.2
	January 2004 to April 2004[r]	January 2005 to April 2005[p]	Jan–April 2004 to Jan–April 2005
	Thousands of cubic metres		% change
Total, all products	**33 039.7**	**33 019.3**	**-0.1**
Motor gasoline	12 992.5	13 017.5	0.2
Diesel fuel oil	7 797.2	8 197.2	5.1
Light fuel oil	2 614.9	2 293.1	-12.3
Heavy fuel oil	2 499.2	2 742.0	9.7
Aviation turbo fuels	1 990.9	1 946.0	-2.3
Petrochemical feedstocks[1]	1 552.7	1 513.9	-2.5
All other refined products	3 592.3	3 309.6	-7.9

r *Revised.*
p *Preliminary figures.*
1. *Materials produced by refineries that are used by the petrochemical industry to produce chemicals, synthetic rubber and a variety of plastics.*

Preliminary domestic sales of refined petroleum products data are no longer available on CANSIM.

Definitions, data sources and methods: survey number 2150.

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; *energ@statcan.ca*), Manufacturing, Construction and Energy Division. ■

Farm Input Price Index

2004 (preliminary)

The Farm Input Price Index (1992=100) fell 2.3% in 2004 compared with a year earlier to 129.7. The decrease in prices for animal production (-10.6%) was the major factor contributing to this decline. Smaller price decreases were also observed for crop production (-2.3%) and machinery and motor vehicles (-1.1%). Higher prices for building and fencing (+12.6%) and hired farm labour (+4.9%) partly offset this annual decline.

The decrease in farm input prices in Western Canada (-4.2%) was much stronger than in Eastern Canada (-1.1%). The effects resulting from the various animal diseases were felt more strongly in the West than in the East. Prices for animal production plunged 14.9% in the West compared to a 6.1% decline in the East. Western farmers also saw prices for crop production fall 5.2% while those in the East saw prices increase 2.1%.

Farm Input Price Index

(1992=100)

	East		2003 to 2004	West		2003 to 2004	Canada		2003 to 2004
	2003	2004[p]	% change	2003	2004[p]	% change	2003	2004[p]	% change
Farm inputs, total	**129.0**	**127.6**	**-1.1**	**137.4**	**131.7**	**-4.2**	**132.8**	**129.7**	**-2.3**
Building and fencing	124.2	136.2	9.7	120.9	138.8	14.8	122.4	137.7	12.6
Machinery and motor vehicles	159.3	156.4	-1.8	154.4	154.3	-0.1	157.0	155.3	-1.1
Crop production	137.0	139.8	2.1	167.1	158.4	-5.2	154.7	151.1	-2.3
Animal production	125.4	117.8	-6.1	130.9	111.5	-14.9	128.1	114.6	-10.6
Supplies and services	129.8	129.1	-0.5	125.0	124.4	-0.5	127.5	126.9	-0.5
Hired farm labour	128.9	135.2	4.9	129.9	136.5	5.1	129.0	135.4	4.9
Property taxes	90.0	93.8	4.1	136.0	139.4	2.5	126.3	129.9	2.8
Interest	85.8	83.2	-3.0	82.7	79.1	-4.5	83.9	80.7	-3.9
Farm rent	97.8	101.7	4.0	148.9	153.2	2.9	131.9	136.1	3.2

p *Preliminary figures.*

Available on CANSIM: table 328-0014.

Definitions, data sources and methods: survey number 2305.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (613-951-9606; fax: 613-951-1539, *infounit@statcan.ca*), Prices Division. ■

Sawmills and planing mills

March 2005

Data on sawmills and planing mills are now available for March.

Available on CANSIM: table 303-0009.

Definitions, data sources and methods: survey numbers, including related surveys, 2134 and 2135.

The March 2005 issue of *Sawmills and Planing Mills*, Vol. 59, no. 3 (35-003-XIB, $10/$93) is now available. See *How to order our 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*), Manufacturing, Construction and Energy Division. ■

Aircraft movement statistics: Major airports

February 2005

The February 2005 monthly report, Vol. 1 (TP141, free) is available on Transport Canada's Web site at the following URL (*http://www.tc.gc.ca/pol/en/Report/tp141e/tp141.htm*).

Note: The TP 141 monthly report is issued in two volumes. Volume 1 presents statistics for the major Canadian airports (i.e., those with NAV CANADA air traffic control towers or flight service stations). Volume 2 presents statistics for the smaller airports (i.e., those without air traffic control towers). Both volumes are available free upon release on Transport Canada's Web site.

For more information about this Web site, contact Michel Villeneuve (613-990-3825; *villenm@tc.gc.ca*), Transport Canada.

Definitions, data sources and methods: survey number 2715.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Kathie Davidson (613-951-0141; fax: 613-951-0010; *aviationstatistics@statcan.ca*), Transportation Division. ■

New products

Sawmills and Planing Mills, March 2005, Vol. 59, no. 3
Catalogue number 35-003-XIB ($10/$93).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

Catalogue numbers with an -XWE, -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or –XDE are electronic versions on diskette and -XCB or –XCE are electronic versions on compact disc.

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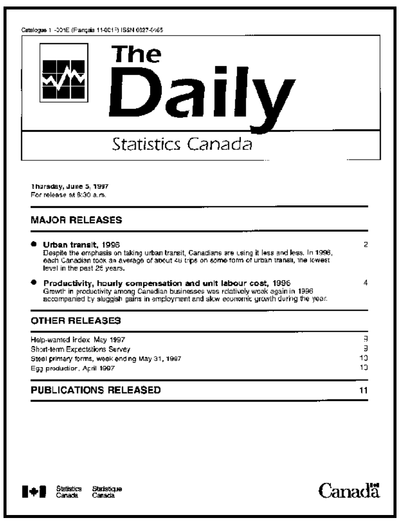
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Statistics Canada

Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit**, 1996 — 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 46 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost**, 1996 — 4
  Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

Help-wanted Index, May 1997	9
Short-term Expectations Survey	9
Steel primary forms, week ending May 31, 1997	10
Egg production, April 1997	10

PUBLICATIONS RELEASED — 11

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