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The Daily

Statistics Canada

Monday, August 28, 2006
Released at 8:30 a.m. Eastern time

Releases

Releases

Film, video and audio-visual distribution

2004/2005

Canadians showed a growing interest in watching movies at the cinema rather than in their living rooms in 2004/2005, according to data for the film distribution and video wholesaling industry.

Revenues from distributions to cinemas rose sharply, while revenues from sales of DVDs and videocassettes levelled off after surging since 2000.

At the same time, overall spending by the industry grew slightly after declining the year before. Exports of Canadian films and videos expanded, but at a much lower rate than in the previous year.

Total industry revenues climbed to more than $3.5 billion in 2004/2005, up 3.0% from the previous year. While this increase was less than the 4.8% revenue gain the year before, the profit margin improved to 22.7% from 21.8% in 2003/2004.

Revenue from distribution to movie theatres grew 16.6% to $446.3 million, while revenue from the wholesaling of DVDs and videocassettes remained unchanged at just over $1.8 billion.

Data from the Motion Picture Theatres Survey, released in *The Daily* on July 14, 2006, showed that movie attendance increased in 2004/2005. This was mainly because of a 20.4% rise in attendance at drive-in theatres. In addition, Canadian households spent an average of $112 on movies at the cinema in 2004/2005, up from $106 in 2003/2004, according to the Survey of Household Spending.

Foreign sales of Canadian-content films and videos reached $331.9 million in 2004/2005, up 3.4% from the previous year. (This figure excludes productions distributed directly to foreign clients by producers.)

Sales of pre-recorded videos slowing down

Sales of pre-recorded videos may have slowed down in 2004/2005, but Canadians have not given up watching their favourite movie videos at home. Sales of pre-recorded videos still account for more than half of the total revenues for distributors.

In 2004/2005, 51% of the $3.5 billion in total revenue of film and video distributors came from the wholesaling of pre-recorded videos, especially from DVDs. That was down from 53% in the previous year, but more than the 49% reported in 2002/2003.

DVDs, the favourite format in Canada, accounted for 77% of the video wholesaling market, up from 71% in 2003/2004.

In 2001, the earliest year for which data are available, less than 20% of Canadian households had DVD players, according to the Survey of Household Spending. By 2003, this proportion had surpassed the 50% mark, and by 2004 it was approaching 70%.

Note to readers

This release presents results from a survey of the 207 film, video and audio-visual distributors and wholesalers in Canada.

What Canadians are able to view at movie theatres and at home on their television screens depends largely on the marketing decisions of Canadian distributors and video wholesalers.

***Film distributors** are companies engaged primarily in distributing film and video productions to motion picture theatres, television stations and commercial exhibitors. They are the film industry's intermediaries, the liaison between producers and exhibitors. Distributors obtain the rights to market and distribute films and videos.*

***Video wholesalers** are companies primarily engaged in the wholesaling of pre-recorded videocassettes, videodiscs and DVDs to retail outlets, which in turn rent or sell these products to the public.*

***Videos** include videocassettes, videodiscs and DVDs.*

***Home-video market** refers to the rental or sale of videos for playback on household machines.*

Unless otherwise stated, revenues are in current dollars.

Products with Canadian content maintain market share with revenue growth

Canadian content products continued to show improved revenues in 2004/2005, especially in the movie theatre and the pay-TV markets. This growth in revenue was just enough to maintain their overall share of the domestic market at 11%, the same as in 2003/2004.

In the pay-TV market, Canadian content accounted for 24% of revenues, the same as in the previous year, but up from less than 22% in 2002/2003. The same was true at movie theatres where Canadian content maintained its 4% share of the market, up from 3% in 2002/2003.

In the conventional television market, Canadian content share fell from 17% in 2003/2004 to 16%, but up from the 14% share in 2002/2003.

Improved levels of profitability

Film and video distributors and video wholesalers reported total spending of more than $2.7 billion in 2004/2005, 2% higher than in 2003/2004.

The modest increase in expenses did not affect the bottom line of the industry as profits rose to $802.1 million dollars. This represented 22.7% of total revenue, up from 21.8% in 2003/2004, and a significant increase over profits of 13.4% reported in 2002/2003.

Licensing and royalty payments rose marginally from the previous year. Of the $847 million in total licensing fees and royalties paid out, 17% were for Canadian products, up from 11% in the previous year.

Available on CANSIM: tables 501-0001 to 501-0004.

Definitions, data sources and methods: survey number 2414.

Selected details from the Film, Video and Audio-visual Distribution and Videocassette Wholesaling Survey in table format (87F0010XIE, free) are now available from the *Publications* module of our website.

Data from the survey are also available by province and territory. Users can request special tabulations on a cost-recovery basis.

For general information, contact Client Services (toll-free 1-800-307-3382; *culture@statcan.ca*). To order special tables or to enquire about the concepts, methods or data quality of this release, contact Fidel Ifedi (613-951-1569; fax: 613-951-1333; *fidel.ifedi@statcan.ca*), Culture, Tourism and the Centre for Education Statistics.

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Film, video and audio-visual distribution and videocassette and DVD wholesaling by primary market[1]

	2000/2001	2003/2004	2004/2005	2003/2004 to 2004/2005
	$ million			% change
Revenue				
Domestic distribution	1,070.9	1,194.5	1,256.8	5.2
Movie theatres	390.6	382.7	446.3	16.6
Pay TV	81.2	105.6	134.6	27.5
Conventional TV	409.6	433.6	404.4	-6.7
Home video	165.8	244.9	246.6	0.7
Other (educational institutions, governments, etc.)	23.7	27.7	24.9	-10.1
Foreign distribution	222.3	321.0	331.9	3.4
Total distribution revenue	**1,293.1**	**1,515.5**	**1,588.7**	**4.8**
Wholesaling videocassettes and DVDs	1,399.4	1,816.1	1,817.1	0.1
Other revenue	120.6	106.1	133.8	26.1
Total revenue	**2,813.1**	**3,437.6**	**3,539.6**	3.0
Expenses				
Licensing costs (rights, royalties and other fees)	806.7	838.8	847.0	1.0
Videocassette and DVD wholesaling costs	660.7	745.1	673.6	-9.6
Salaries and benefits	144.6	153.2	166.9	8.9
Other costs	853.9	950.0	1,050.0	10.5
Total expenses	**2,465.9**	**2,687.1**	**2,737.5**	1.9
Profit (% of total revenue)	**12.3**	**21.8**	**22.7**	

1. *Figures may not add to total due to rounding*

Canadian and foreign content share of revenue in the domestic market[1]

	2003/2004		2004/2005	
	Canadian content	Foreign content	Canadian content	Foreign content
Domestic distribution	**11.1**	**88.9**	**10.7**	**89.3**
Movie theatres	4.2	95.8	4.3	95.7
Pay TV	24.0	76.0	24.0	76.0
Conventional TV	17.2	82.8	16.4	83.6
Home video	3.3	96.7	3.7	96.3
Other (educational institutions, governments, etc.)	30.3	69.7	32.7	67.3
Domestic wholesaling of videocassetes and DVDs	**2.4**	**97.6**	**4.2**	**95.8**

1. *Figures may not add to total due to rounding.*

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Payroll employment, earnings and hours

June 2006 (preliminary)

The average weekly earnings of payroll employees fell $2.89 to $747.16 (seasonally adjusted) in June, down 0.4% from May but up 3.8% from the beginning of the year. This annual rate of change is obtained by comparing the average weekly earnings of the first six months of 2006 with the average of the same months of 2005.

In Canada's largest industrial sectors, year-to-date earnings increased by 9.4% for accommodation and food services, 5.4% for educational services, 5.2% for health and social assistance, 3.7% for retail trade, 3.3% for public administration, and 3.1% for manufacturing.

The number of payroll employees in Canada increased by 45,300 (+0.3%) from May to June to 14,041,300. The largest percentage increases were in Alberta (+1.0%), and Quebec (+0.6%), while the largest decreases occurred in Newfoundland and Labrador (-1.3%) and Prince Edward Island (-0.8%).

Nationally, payroll employment has increased by 169,000 jobs since the beginning of 2006.

The average hourly earnings for hourly paid employees edged down 0.2% in June to $18.35.

The average weekly hours for hourly paid employees fell 0.3% to 32.2 hours in June.

Available on CANSIM: tables 281-0023 to 281-0046.

Definitions, data sources and methods: survey number 2612.

Detailed industry data, data by size of enterprise based on employment, and other labour market indicators will be available soon in the monthly publication *Employment, Earnings and Hours* (72-002-XIB, free).

Data on payroll employment, earnings and hours for July will be released September 28.

For general information or to order data, contact Client Services (toll-free 1-866-873-8788; 613-951-4090; fax: 613-951-2869; *labour@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact Peter Lorenz (613-951-4167), Labour Statistics Division. □

Average weekly earnings (including overtime) for all employees

Industry group (North American Industry Classification System)	June 2005	May 2006[r]	June 2006[p]	May to June 2006	June 2005 to June 2006	Year-to-date average 2006[1]
	Seasonally adjusted					
	$			% change		
Industrial aggregate	**729.48**	**750.05**	**747.16**	**-0.4**	**2.4**	**3.8**
Forestry, logging and support	936.89	976.95	977.17	0.0	4.3	5.3
Mining and oil and gas	1,302.53	1,341.15	1,354.57	1.0	4.0	3.5
Utilities	1,075.78	1,067.59	1,078.54	1.0	0.3	1.3
Construction	880.09	891.11	884.29	-0.8	0.5	2.6
Manufacturing	885.25	902.91	894.80	-0.9	1.1	3.1
Wholesale trade	830.76	866.28	871.73	0.6	4.9	5.7
Retail trade	473.08	485.91	482.70	-0.7	2.0	3.7
Transportation and warehousing	777.21	783.64	783.69	0.0	0.8	2.0
Information and cultural industries	873.41	926.15	929.91	0.4	6.5	7.5
Finance and insurance	949.40	966.65	968.80	0.2	2.0	3.3
Real estate and rental and leasing	662.83	673.48	674.39	0.1	1.7	3.8
Professional, scientific and technical services	960.94	945.26	951.81	0.7	-1.0	0.6
Management of companies and enterprises	917.91	947.66	949.38	0.2	3.4	6.7
Administrative and support, waste management and remediation services	590.38	595.13	603.10	1.3	2.2	3.0
Educational services	801.52	843.05	842.57	-0.1	5.1	5.4
Health care and social assistance	657.22	685.48	673.45	-1.8	2.5	5.2
Arts, entertainment and recreation	421.86	430.42	435.02	1.1	3.1	2.5
Accommodation and food services	311.82	336.04	336.11	0.0	7.8	9.4
Other services (excluding public administration)	577.54	582.99	586.54	0.6	1.6	2.2
Public administration	894.29	922.61	932.36	1.1	4.3	3.3
Provinces and territories						
Newfoundland and Labrador	669.55	698.96	695.40	-0.5	3.9	5.3
Prince Edward Island	560.74	583.89	587.56	0.6	4.8	3.8
Nova Scotia	634.18	645.63	650.93	0.8	2.6	2.7
New Brunswick	663.46	681.65	684.22	0.4	3.1	4.3
Quebec	698.38	703.60	714.02	1.5	2.2	3.1
Ontario	770.94	788.20	783.03	-0.7	1.6	3.3
Manitoba	663.03	664.69	673.40	1.3	1.6	1.8
Saskatchewan	671.00	695.96	694.15	-0.3	3.5	4.6
Alberta	765.07	799.58	796.09	-0.4	4.1	5.0
British Columbia	715.28	746.57	743.45	-0.4	3.9	5.3
Yukon	814.19	868.38	864.90	-0.4	6.2	6.5
Northwest Territories[2]	952.58	989.47	964.27	-2.5	1.2	3.5
Nunavut[2]	866.62	874.00	876.60	0.3	1.2	4.4

r *revised*
p *preliminary*
1. *Rate of change for the first four months of 2006 compared to the same months for 2005.*
2. *Data not seasonally adjusted.*

Number of employees

Industry group (North American Industry Classification System)	December 2005	April 2006	May 2006r	June 2006p	April to May 2006	May to June 2006	December 2005 to June 2006
	Seasonally adjusted						
	thousands				% change		
Industrial aggregate	**13,872.3**	**13,957.7**	**13,996.0**	**14,041.3**	**0.3**	**0.3**	**1.2**
Forestry, logging and support	63.3	61.6	60.7	59.9	-1.5	-1.3	-5.4
Mining and oil and gas	172.4	180.9	182.4	184.6	0.8	1.2	7.1
Utilities	121.5	121.2	122.0	121.8	0.7	-0.2	0.2
Construction	690.7	696.5	700.7	701.9	0.6	0.2	1.6
Manufacturing	1,948.4	1,939.4	1,937.6	1,931.7	-0.1	-0.3	-0.9
Wholesale trade	736.7	739.4	740.7	744.3	0.2	0.5	1.0
Retail trade	1,717.4	1,723.5	1,727.6	1,732.0	0.2	0.3	0.9
Transportation and warehousing	627.5	628.7	630.3	631.7	0.3	0.2	0.7
Information and cultural industries	355.4	354.0	355.6	358.5	0.5	0.8	0.9
Finance and insurance	588.2	585.2	587.2	590.0	0.3	0.5	0.3
Real estate and rental and leasing	246.2	250.4	247.0	247.6	-1.4	0.2	0.6
Professional, scientific and technical services	670.6	676.6	675.8	678.8	-0.1	0.4	1.2
Management of companies and enterprises	96.5	98.8	99.3	101.3	0.5	2.0	5.0
Administrative and support, waste management and remediation services	681.8	693.1	701.4	707.4	1.2	0.9	3.8
Educational services	1,004.5	1,011.9	1,011.2	1,015.9	-0.1	0.5	1.1
Health care and social assistance	1,425.0	1,436.2	1,441.1	1,440.1	0.3	-0.1	1.1
Arts, entertainment and recreation	247.6	248.0	247.2	249.4	-0.3	0.9	0.7
Accommodation and food services	960.3	968.3	968.0	969.5	0.0	0.2	1.0
Other services (excluding public administration)	515.4	517.6	519.3	521.1	0.3	0.3	1.1
Public administration	791.0	812.9	819.1	821.4	0.8	0.3	3.8
Provinces and territories							
Newfoundland and Labrador	177.5	182.6	186.8	184.3	2.3	-1.3	3.8
Prince Edward Island	64.3	63.8	62.4	61.9	-2.2	-0.8	-3.7
Nova Scotia	395.5	393.3	392.9	391.3	-0.1	-0.4	-1.1
New Brunswick	302.2	300.1	300.2	301.2	0.0	0.3	-0.3
Quebec	3,213.6	3,224.1	3,223.8	3,241.8	0.0	0.6	0.9
Ontario	5,389.3	5,408.1	5,414.3	5,430.8	0.1	0.3	0.8
Manitoba	538.2	534.9	537.4	534.0	0.5	-0.6	-0.8
Saskatchewan	419.2	424.8	426.8	424.3	0.5	-0.6	1.2
Alberta	1,576.5	1,604.5	1,614.7	1,631.3	0.6	1.0	3.5
British Columbia	1,747.9	1,771.7	1,781.0	1,786.0	0.5	0.3	2.2
Yukon	17.1	17.1	17.1	16.8	0.0	-1.8	-1.8
Northwest Territories[1]	22.0	21.4	21.7	22.3	1.4	2.8	1.4
Nunavut[1]	11.3	10.8	10.8	11.2	0.0	3.7	-0.9

r *revised*
p *preliminary*
1. *Data not seasonally adjusted.*

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Public sector employment

Second quarter 2006 (preliminary)

Public sector employment continues to increase, although its relative importance in the total labour market continues to decline.

Public sector employment (comprising all levels of general government, universities, colleges, school boards, health and social service institutions and government business enterprises) reached 3.1 million in the second quarter, up 3.2% from the same period in 2005.

Public sector employment reached a low of just under 2.7 million on average in the third quarter of 2000. Public sector employment then grew at a modest pace of approximately 1.2% per year from 2001 to 2005.

However, employment in the public sector as a share of the total labour force fell 0.2% in the second quarter compared to the first quarter.

Within general government (federal, provincial and territorial as well as local, excluding health and educational institutions), the federal component posted the largest increase, with an estimated 403,800 employees on average in the second quarter, up 8.3% from the same quarter of 2005. This increase was partly attributable to the temporary hiring of census employees. As well, total Canadian military employment was up 2.4% from the second quarter of last year.

Provincial and territorial general government employment remained virtually unchanged at just under 350,700. Local general government had an estimated 395,900 employees, up 5.0% from the same quarter of 2005. This increase was widespread amongst most provinces and territories.

While their proportion of employment has remained stable over the past 11 years, health and social service institutions have seen their share of total public sector wages and salaries continuously increase from 18.4% to 22.7% during this period. In contrast, government business enterprises' share of total public sector wages and salaries fell from 12.2% to 9.1%. General government and educational institutions (universities and colleges, and school boards) have maintained relatively stable shares of total public sector employment and wages and salaries since 1995.

The distribution of public sector employment by component remained essentially unchanged in the second quarter. The three levels of general government (federal, provincial/territorial and local) accounted for 37.0% of total public sector employment. Educational institutions accounted for 29.7%, health and social service institutions 24.8%, and government business enterprises 8.5%.

Estimates of public sector employment and aggregate public sector wages and salaries for the second quarter of 2006 are now available. The data for the first quarter have been revised.

Data tables on public sector employment are also available online in the *Summary tables* module of our website.

Note: The public sector includes all economic entities controlled by government. It is comprised of four major components, as follows: federal government (ministries, departments, agencies and non-autonomous funds, and autonomous funds and organizations); provincial and territorial government (ministries, departments, agencies and non-autonomous funds, autonomous funds and organizations, universities and colleges, and health and social service institutions); local government (municipalities and non-autonomous funds, autonomous funds and organizations, and school boards); and government business enterprises (at the federal, provincial/territorial and local levels).

Available on CANSIM: tables 183-0002 and 183-0004.

Definitions, data sources and methods: survey number 1713.

For a more detailed description of how public sector employment is defined and reconciled with other information sources please refer to the document *Reconciliation of Public Sector Employment Estimates from Multiple Information Sources* by clicking on survey number 1713.

For general information or to order data, contact Joanne Rice (613-951-0767; *joanne.rice@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact Claude Bilodeau (613-951-1816), *claude.bilodeau@statcan.ca*), Public Institutions Division.

Public sector employment[1]

	First quarter 2005	Second quarter 2005	First quarter 2006	Second quarter 2006
	thousands			
Public sector	**2,986**	**3,015**	**3,047**	**3,110**
General government	1,064	1,100	1,090	1,151
Federal	368	373	374	404
Provincial and territorial	333	350	337	351
Local	363	377	378	396
Educational institutions	921	898	939	925
Universities and colleges[2]	328	304	333	319
School boards	594	593	606	606
Health and social services institutions	738	752	757	771
Government business enterprises	262	266	261	265

1. *Numbers may not add up due to rounding.*
2. *Includes vocational and trade institutions.*

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Placement of hatchery chicks and turkey poults

July 2006 (preliminary)

Placements of hatchery chicks onto farms were estimated at 55.4 million birds in July down 5.1% from July 2005. Placements of turkey poults on farms increased 7.9% to 2.0 million birds.

Available on CANSIM: table 003-0021.

Definitions, data sources and methods: survey number 5039.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Sandra Gielfeldt (613-951-2505; *sandy.gielfeldt@statcan.ca*), Agriculture Division. ■

New products

Film, Video and Audio-visual Distribution, 2004/2005
Catalogue number 87F0010XIE
(free).

GeoSuite, 2001 Census (Geography Products: Geographic Data Products), Census year 2001
Catalogue number 92F0150XBB ($60).

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

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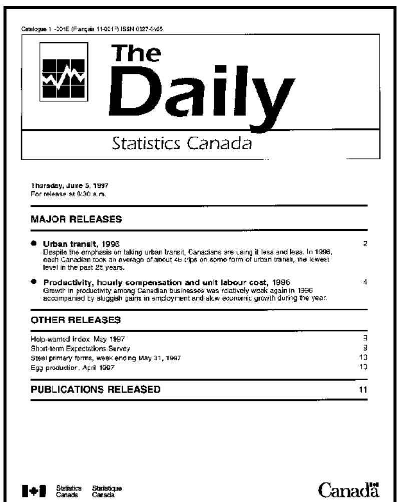
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Statistics Canada

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.

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PUBLICATIONS RELEASED 11

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