

# The Daily

Statistics Canada

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## Releases

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|   |   |
|---|---|
| Television broadcasting, 2007   | 2 |
| Production of eggs and poultry, May 2008  | 3 |
| Study: Examining the factorial validity of selected modules from the Canadian Survey of Experiences<br>with Primary Health Care | 3 |

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|                     |          |
|---------------------|----------|
| <b>New products</b> | <b>4</b> |
|---------------------|----------|

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## Television broadcasting 2007

While conventional television revenues declined for the first time in a decade in 2007, revenues for pay and specialty television continued to climb.

Public and non-commercial conventional television was hardest hit by the slowdown, which affected both its advertising revenue and grants.

Private conventional television experienced a slight recovery after stagnating in 2006. This segment faced a particular challenge in 2007 as a result of a weak advertising market. Advertising sales generally account for about 94% of this segment's annual revenues. Advertising revenue for the television sector as a whole increased only 1.8% in 2007, the smallest growth in a decade, while the share of private conventional television continued to decline.

The pay television segment experienced the strongest growth in the whole sector, driven largely by the increasing popularity of pay-per-view television and video-on-demand. Revenues from those services increased a substantial 25.8% in 2007 to \$197.8 million, accounting for almost two-thirds of the growth in the pay television segment.

The specialty television segment also had a strong year, with revenues up 8.0%. Its two main sources

of income (subscriptions and advertising revenues) increased, although less so than in 2006.

The weak performance of conventional television compared with pay and specialty television is part of a strong long-term trend. Conventional television accounted for 55.9% of all television broadcasting revenues in 2007, considerably less than the 79.4% a decade earlier.

As for profitability, the profit margin before interest and taxes for all private television broadcasters rose slightly between 2006 and 2007. Pay and specialty television channels accounted for almost 85% of private television profits in 2007.

**Available on CANSIM: table 357-0001.**

**Definitions, data sources and methods: survey number 2724.**

The publication *Television Broadcasting Industries, 2007* (56-207-XWE, free), is now available from the *Publications* module of our website.

For further 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)) or Dany Gravel (613-951-0390; [dany.gravel@statcan.ca](mailto:dany.gravel@statcan.ca)), Science, Innovation and Electronic Information Division.

## Financial indicators: Television broadcasting industries<sup>1</sup>

|   | 2006           | 2007           | 2006<br>to<br>2007 |
|---|----------------|----------------|--------------------|
|   | \$ millions    |                | % change           |
| <b>Total revenues by type of broadcaster</b>      |                |                |                    |
| Private conventional television                   | 2,163.6        | 2,187.2        | 1.1                |
| Public and non-commercial conventional television | 1,337.9        | 1,267.1        | -5.3               |
| Specialty television <sup>2</sup>                 | 2,016.7        | 2,177.8        | 8.0                |
| Pay television <sup>2</sup>                       | 482.3          | 547.4          | 13.5               |
| <b>Total</b>                                      | <b>6,000.6</b> | <b>6,179.5</b> | <b>3.0</b>         |
| <b>Total revenues by source</b>                   |                |                |                    |
| Air time  | 3,260.5        | 3,318.7        | 1.8                |
| Subscription                                      | 1,580.4        | 1,732.3        | 9.6                |
| Grants  | 831.2          | 790.4          | -4.9               |
| Other   | 328.5          | 338.1          | 2.9                |
| <b>Total</b>                                      | <b>6,000.6</b> | <b>6,179.5</b> | <b>3.0</b>         |
| <b>Sale of airtime by type of broadcaster</b>     |                |                |                    |
| Private conventional television                   | 2,027.1        | 2,048.0        | 1.0                |
| Public and non-commercial conventional television | 351.1          | 322.3          | -8.2               |
| Specialty television <sup>2</sup>                 | 882.4          | 948.3          | 7.5                |
| Pay television <sup>2</sup>                       | .              | .              | .                  |
| <b>Total</b>                                      | <b>3,260.5</b> | <b>3,318.7</b> | <b>1.8</b>         |

. not available for any reference period

1. North American Industry Classification System 2007 (51512, Television Broadcasting and 51521, Pay and Specialty Television).

2. Statistics collected and published by the Canadian Radio-television and Telecommunications Commission, Industry Statistics and Analysis, Broadcast Analysis Branch.

## Financial indicators: Television broadcasting industries<sup>1</sup>

|   | 2006        | 2007        |
|---|-------------|-------------|
|   | %           |             |
| <b>Profit margin (before interest and taxes) by type of broadcaster (private)</b> |             |             |
| Private conventional television   | 4.2         | 5.3         |
| Specialty television <sup>2</sup>   | 22.2        | 24.4        |
| Pay television <sup>2</sup>   | 25.9        | 21.3        |
| <b>Total</b>  | <b>14.2</b> | <b>15.5</b> |

1. North American Industry Classification System 2007 (51512, Television Broadcasting and 51521, Pay and Specialty Television).

2. Statistics collected and published by the Canadian Radio-television and Telecommunications Commission, Industry Statistics and Analysis, Broadcast Analysis Branch.

## Production of eggs and poultry

May 2008 (preliminary)

Egg production was estimated at 49.0 million dozen in May, down 0.1% from May 2007.

Poultry meat production reached 103.3 million kilograms in May, up 3.5% from May 2007.

**Definitions, data sources and methods: survey numbers, including related surveys, 3425 and 5039.**

For further information, or to enquire about the concepts, methods or data quality of this release, contact Sandy Gielfeldt (613-951-2505; [sandy.gielfeldt@statcan.ca](mailto:sandy.gielfeldt@statcan.ca)) or Bernadette Alain (902-893-7251; [bernadette.alain@statcan.ca](mailto:bernadette.alain@statcan.ca)), Agriculture Division. ■

## Study: Examining the factorial validity of selected modules from the Canadian Survey of Experiences with Primary Health Care

The study "Examining the factorial validity of selected modules from the Canadian Survey of Experiences with Primary Health Care" is now available.

The study examines the factorial validity of selected modules from the Canadian Survey of Experiences with Primary Health Care to determine the potential for combining items within each module into summary indices representing global primary health care concepts for individuals with chronic conditions.

**Definitions, data sources and methods: survey number 5138.**

The working paper, "Examining the factorial validity of selected modules from the Canadian Survey of Experiences with Primary Health Care," is now available as part of the *Health Research Working Paper Series* (82-622-XIE2008001, free), from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Cameron N. McIntosh (613-951-3725; [cameron.mcintosh@statcan.ca](mailto:cameron.mcintosh@statcan.ca)), Health Information and Research Division. ■

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## New products

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**Aircraft Movement Statistics: Airports Without Air Traffic Control Towers (TP 141)**, November 2007, Vol. 2, no. 11  
**Catalogue number 51-008-XWE**  
(free).

**Television Broadcasting Industries**, 2007  
**Catalogue number 56-207-XWE**  
(free).

**Building Permits**, May 2008, Vol. 52, no. 5  
**Catalogue number 64-001-XWE**  
(free).

**Employment, Earnings and Hours**, April 2008, Vol. 86, no. 4  
**Catalogue number 72-002-XIB**  
(free).

**Health Research Working Paper Series: "Examining the factorial validity of selected modules from the Canadian Survey of Experiences with Primary Health Care"**, no. 1  
**Catalogue number 82-622-XIE2008001**  
(free).

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## **Statistics Canada's official release bulletin**

Catalogue 11-001-XIE.

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