

The Daily

Statistics Canada

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Television broadcasting

2009

The television broadcasting sector's operating revenues totalled \$6.5 billion in 2009, up 0.6% from 2008. This was the lowest year-over-year increase since 1997, when a decrease in revenues had been reported. However, the financial picture varies widely across the various segments of the industry.

Revenues of public and private conventional television broadcasters fell 3.9% from 2008 to \$3.4 billion in 2009, the steepest decline in 10 years. It was a particularly difficult year for private conventional television. Compared with 2008, the operating revenues of this segment dropped 7.7% in 2009, the largest annual decrease in more than 30 years. Public and non-commercial television posted a 1.9% increase in operating revenues between 2008 and 2009.

The specialty (+3.3%) and pay television (+16.6%) segments posted operating revenue gains in 2009 compared with 2008. Revenues for the two segments combined totalled \$3.1 billion. Nevertheless, revenue growth for pay and specialty television has been diminishing each year for the past few years in both absolute and percentage terms. The year-over-year increase was \$230 million in 2007, \$200 million in 2008 and \$175 million in 2009.

Canadian television broadcasters' advertising revenues fell 8.4% from 2008 to \$3.1 billion in 2009, the first decline in 15 years. The weak growth of operating revenues in the television industry as a whole in 2009 was largely due to the decrease in advertising revenues, as other revenue sources were up.

Advertising revenues have long been the largest source of income for the television sector, accounting

for more than half of its revenues. However, for the first time in a number of years, advertising revenues represented less than half (47.8%) of the sector's total revenues. A decade earlier, these revenues accounted for nearly 60% of the sector's total revenues.

Private conventional television has faced a myriad of financial challenges in the past several years, especially in the area of profits. Although the profit margin before interest and taxes of this sector was 11.2% in 2005, it obtained a negative result (-5.7%) in 2009. While profits before interest and taxes totalled \$4.8 million in 2008, losses amounted to \$113.4 million in 2009. It was the first time in 30 years that profits were negative. Pay and specialty channels, on the other hand, generated a profit margin in excess of 20% for the fifth consecutive year. Their profit margin rose from 22.1% in 2008 to 23.5% in 2009, and their operating profits increased from \$648.2 million to \$728.7 million.

Available on CANSIM: table 357-0001.

Definitions, data sources and methods: survey number 2724.

The publication *Television Broadcasting Industries*, 2009 (56-207-X, free), is now available from the *Key resource* module of our website under *Publications*.

For further information or to enquire about the concepts, methods or data quality of this release, contact Sylvain Ouellet (613-951-2779; sylvain.ouellet@statcan.gc.ca), Business Special Surveys and Technology Statistics Division.

□

Financial indicators: Television broadcasting industries¹

	2008	2009	2008 to 2009
	\$ millions		% change
Total revenues by type of broadcaster			
Private conventional television	2,147.4	1,981.8	-7.7
Public and non-commercial television	1,433.9	1,460.8	1.9
Specialty television ²	2,333.0	2,409.3	3.3
Pay television ²	596.4	695.6	16.6
Total	6,510.7	6,547.5	0.6
Total revenues by source			
Air time	3,412.8	3,127.7	-8.4
Subscription	1,866.9	2,051.4	9.9
Grants	877.7	935.2	6.5
Other	353.3	433.2	22.6
Total	6,510.7	6,547.5	0.6
Sale of airtime by type of broadcaster			
Private conventional television	2,006.8	1,816.4	-9.5
Public and non-commercial television	379.6	311.3	-18.0
Specialty television ²	1,026.5	1,000.0	-2.6
Pay television ²	.	.	.
Total	3,412.8	3,127.7	-8.4

. not available for any reference period

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

2. Statistics collected and published by the Canadian Radio-television and Telecommunications Commission, Industry analysis group.

Note: Totals may not add due to rounding.

Financial indicators: Television broadcasting industries¹

	2008	2009
	%	
Profit margin by type of broadcaster (private)		
Private conventional television	0.2	-5.7
Specialty television ²	23.5	26.7
Pay television ²	16.9	12.3
Total	12.9	12.1
Market share by type of broadcaster (revenue)		
Private conventional television	33.0	30.3
Public and non-commercial television	22.0	22.3
Specialty television ²	35.8	36.8
Pay television ²	9.2	10.6
Market share by type of broadcaster (air time)		
Private conventional television	58.8	58.1
Public and non-commercial television	11.1	10.0
Specialty television ²	30.1	32.0
Pay television ²	.	.

. not available for any reference period

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

2. Statistics collected and published by the Canadian Radio-television and Telecommunications Commission (CRTC), Industry analysis group.

Note: Totals may not add due to rounding.

Cement

May 2010

Data on cement are now available for May.

Available on CANSIM: tables 303-0060 and 303-0061.

Definitions, data sources and methods: survey number 2140.

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

New products and studies

Television Broadcasting Industries, 2009
Catalogue number 56-207-X (PDF, free; HTML, free)

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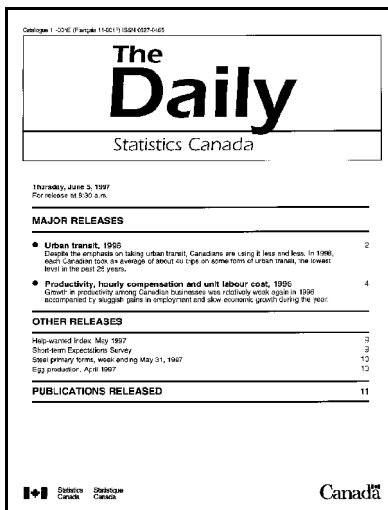
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