

The Daily

Statistics Canada

Tuesday, November 1, 2011

Released at 8:30 a.m. Eastern time

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Television broadcasting 2010

Operating revenues in the television broadcasting sector reached \$7.1 billion in 2010, up 8.0% from 2009. This was the largest annual increase since 2003 but comes on the heels of a more moderate growth of 0.7% in 2009.

In 2010, advertising revenues grew by 9.2% to \$3.4 billion, nearly the same level as in 2008 before the economic slowdown. In 2009, advertising revenues of Canadian television broadcasters fell by 8.3% year over year to \$3.1 billion, representing the first decrease in 15 years. However, results differed from one segment of the industry to another.

While private conventional television operating revenues rose 8.8% to \$2.2 billion in 2010, they remained below the peak observed in 2007. In 2009, private conventional television operating revenues (-7.7%) recorded the largest annual decrease for this segment in 30 years.

In terms of profits, private conventional television posted a profit margin before interest and taxes of 0.2% in 2010 to \$5.4 million in profits before interest and taxes. This result follows on losses before interest and taxes of \$113.4 million in 2009. Those losses were the first posted by the private conventional television segment in 30 years.

Pay and specialty television continued its upward trend in 2010, with operating revenues increasing 11.1% year over year to \$3.5 billion. This growth exceeded that of private conventional television (+8.8%) and public and non-commercial television (+0.4%). In 2010, the operating revenues of pay and specialty television represented 48.8% of the industry's operating revenues, up from 47.5% in 2009. A decade earlier, this segment accounted for one-third of the television industry's operating revenues.

The profit margin before interest and taxes of the pay and specialty television segments rose

to 25.4% in 2010 for profits before interest and taxes of \$877.3 million. In 2009, this margin was 23.4% for profits of \$728.6 million. The profit margin before interest and taxes for pay and specialty television has been above 20% since 2004.

Advertising revenues have long been the largest source of revenue for the television industry. However, in 2009, for the first time in several years, these revenues represented less than half (47.7%) of the sector's total operating revenues. Although these revenues accounted for close to 60% of the sector's total operating revenues 10 years ago, that proportion stood at 48.2% in 2010.

Subscription revenues for pay and specialty television accounted for 31.7% of the television industry's total operating revenues in 2010, up from 22.5% 10 years earlier.

Despite the importance of subscription revenues for specialty television, this segment has also continued to grow its share of the television advertising market, from 32.0% in 2009 to 32.6% in 2010. In 2001, specialty televisions share of the television advertising market stood at 17.1%.

Available on CANSIM: table 357-0001.

Definitions, data sources and methods: survey number 2724.

The publication *Television Broadcasting Industries, 2010* (56-207-X, free), is now available from the *Key resources* 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.

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Financial indicators: Television broadcasting industries¹

	2009	2010	2009 to 2010
	\$ millions		% change
Total revenues by type of broadcaster			
Private conventional television	1,981.8	2,156.8	8.8
Public and non-commercial television	1,461.0	1,466.4	0.4
Specialty television ²	2,417.2	2,655.8	9.9
Pay television ²	695.6	801.6	15.2
Total	6,555.6	7,080.7	8.0
Total revenues by source			
Air time	3,128.4	3,415.6	9.2
Subscription	2,050.1	2,244.7	9.5
Grants	935.2	937.8	0.3
Other	441.9	482.6	9.2
Total	6,555.6	7,080.7	8.0
Sale of air time by type of broadcaster			
Private conventional television	1,816.4	1,949.7	7.3
Public and non-commercial television	311.3	353.8	13.6
Specialty television ²	1,000.6	1,112.1	11.1
Pay television ²	.	.	.
Total	3,128.4	3,415.6	9.2

. 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 industries¹

	2009	2010
	%	
Profit margin (before interest and taxes) by type of broadcaster (private)		
Private conventional television	-5.7	0.2
Specialty television ²	26.6	27.9
Pay television ²	12.3	17.1
Total	12.1	15.7
Market share by type of broadcaster (revenue)		
Private conventional television	30.2	30.5
Public and non-commercial television	22.3	20.7
Specialty television ²	36.9	37.5
Pay television ²	10.6	11.3
Market share by type of broadcaster (air time)		
Private conventional television	58.1	57.1
Public and non-commercial television	10.0	10.4
Specialty television ²	32.0	32.6
Pay television ²	.	.

. 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.

Leading causes of death

2008

Cancer and heart disease, the two leading causes of death in Canada, were responsible for just over one-half (51%) of the 238,617 deaths in 2008.

For the first time, cancer was the leading cause of death in every province and territory. In 2007, it was the leading cause everywhere except Prince Edward Island and the Northwest Territories.

Heart disease was the second leading cause of death in every province and territory in 2008, except Nunavut where suicide ranked second.

Cancer accounted for 30% of all deaths in 2008, followed by heart disease (21%) and stroke (6%).

Ranked in order, the other seven leading causes of death were chronic lower respiratory diseases, accidents (unintentional injuries), diabetes, Alzheimer's disease, influenza and pneumonia, kidney disease and suicide.

These 10 leading causes accounted for 77% of all deaths in 2008, compared with 80% in 2000.

By age group, there were differences in the leading causes of death. Congenital abnormalities was the leading cause of death for infants under one year of age, accidents (unintentional injuries) for people aged 1 to 34, cancer for those aged 35 to 84 and heart disease for those aged 85 and over.

For young adults aged 15 to 24, the top three causes of death in order were accidents, suicide and homicide.

To control for the impact of population aging on death rates, comparisons over time are made using the "age-standardized mortality rate." This removes the impact of differences in the age structure of populations among areas and over time.

Between 2000 and 2008, age-standardized mortality rates were on a downward trend in general for all 10 leading causes of death. However, in 2008, age-standardized mortality rates for Alzheimer's disease increased 8% from 2007, as did the standardized rate for suicide, up 2%.

In 2008, 3,705 people committed suicide, up almost 3% from 2007. Of these, 2,777 were men, three times the total for women (928). Suicide was the second leading cause of death for men aged 15 to 44 and for women aged 15 to 24 and the third leading cause of death for women aged 25 to 44.

In 2008, 6,573 people died of Alzheimer's disease, up 11% from 2007. A total of 4,606 women died of Alzheimer's disease, more than twice the total for men (1,967).

Available on CANSIM: tables 102-0561 to 102-0563.

Definitions, data sources and methods: survey numbers, including related surveys, 3231 and 3233.

The publication *Leading Causes of Death in Canada, 2008* (84-215-X, free), is now available from the *Key resource* module of our website under *Publications*.

For more information, or to order custom tabulations, contact Client Services (613-951-1746; fax: 613-951-4198 hd-ds@statcan.gc.ca). To enquire about the concepts, methods or data quality of this release, contact Dai, Shiang Ying (613-951-1759) or Patricia Schembari (613-951-9502), Health Statistics Division.

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Ranking and number of deaths for the 10 leading causes, Canada, 2008

	rank	number	%
All causes of death	...	238,617	100.0
Total, 10 leading causes of death	...	183,338	76.8
Malignant neoplasms (cancer)	1	70,558	29.6
Diseases of heart (heart disease)	2	50,722	21.3
Cerebrovascular diseases (stroke)	3	13,870	5.8
Chronic lower respiratory diseases	4	10,923	4.6
Accidents (unintentional injuries)	5	10,234	4.3
Diabetes mellitus (diabetes)	6	7,521	3.2
Alzheimer's disease	7	6,573	2.8
Influenza and pneumonia	8	5,386	2.3
Nephritis, nephrotic syndrome and nephrosis (kidney disease)	9	3,846	1.6
Intentional self-harm (suicide)	10	3,705	1.6
All other causes	...	55,279	23.2

... not applicable

Note: The order of the causes of death in this table is based on the ranking of the 10 leading causes of death in 2008.

Ranking, number and percentage of male and female deaths for the 10 leading causes, Canada, 2008

	Males			Females		
	rank	number	%	rank	number	%
All causes of death	...	120,426	100.0	...	118,191	100.0
Malignant neoplasms (cancer)	1	37,077	30.8	1	33,481	28.3
Diseases of heart (heart disease)	2	26,688	22.2	2	24,034	20.3
Accidents (unintentional injuries)	3	6,105	5.1	6	4,129	3.5
Chronic lower respiratory diseases	4	5,742	4.8	4	5,181	4.4
Cerebrovascular diseases (stroke)	5	5,650	4.7	3	8,220	7.0
Diabetes mellitus (diabetes)	6	3,904	3.2	7	3,617	3.1
Intentional self-harm (suicide)	7	2,777	2.3	13	928	0.8
Influenza and pneumonia	8	2,471	2.1	8	2,915	2.5
Alzheimer's disease	9	1,967	1.6	5	4,606	3.9
Nephritis, nephrotic syndrome and nephrosis (kidney disease)	10	1,931	1.6	9	1,915	1.6
Septicaemia	14	1,011	0.8	10	1,124	1.0
All other causes	...	25,103	20.8	...	28,041	23.7

... not applicable

Note: The order of the causes of death in this table is based on the ranking of the 10 leading causes for males.



New products and studies

Television Broadcasting Industries, 2010
Catalogue number 56-207-X (PDF, free; HTML, free)

Leading Causes of Death in Canada, 2008
Catalogue number 84-215-X (HTML, free)

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

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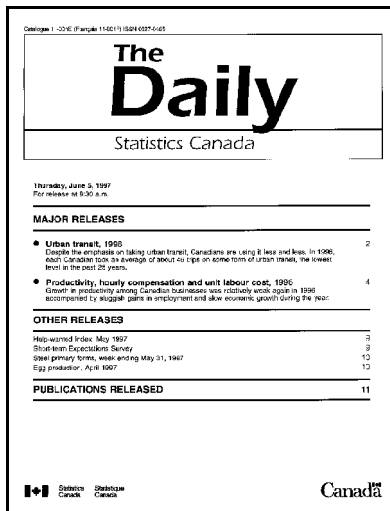
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Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

Published each working day by the Communications Division, Statistics Canada, 10G, R.H. Coats Building, 100 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6.

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