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DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

Annual

Price 25 cents

Published by Authority of the Hon. Gordon Churchill, Minister of Trade and Commerce

MOTION PICTURE PRODUCTION

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This report covers the 1958 operations of 53 private firms and 7 government agencies primarily engaged in the production and printing of motion picture films and film strips for industry, government, education, entertainment, etc. Five other firms coming to our attention which did not meet the classification requirement produced 1 feature film, 1 theatrical short and 4 non-theatrical films of 5 minutes or longer; 1 newsreel or ciné-magazine and 56 newsclips were produced for television and 3 commercial advertising films were produced for other uses. These firms derived \$48,471 of their total revenue of \$272,746 from the production of motion pictures. Figures relating to the above-mentioned 5 firms are not included in any of the tables contained in this report.

The statistics shown in the following table pertain only to the private industry sector. The employment figures do not include proprietors of unincorporated firms.

Summary Statistics of Motion Picture Production
(Private Industry)

Year	No. of Firms	No. of Employees	Salaries and Wages \$	Production \$	Gross Revenue	
					Printing and Laboratory \$	Other Revenue \$
1952	30	386	1,006,918	1,331,393	1,274,137	(1)
1953	32	387	1,150,890	1,592,779	1,230,493	(1)
1954	45	478	1,549,233	2,106,131	1,456,405	1,328,021
1955	46	445	1,460,421	2,456,038	1,051,673	512,727
1956(2)	59	1,127	2,483,910	3,726,557	2,095,985	423,899
1957	58	1,216	2,758,560	4,471,710	2,978,626	469,369
1958	53	1,137	2,793,975	3,962,780	3,344,948	421,975

(1) Not available. (2) Figures from 1956 include laboratories with no motion picture production. They are not included in the figures for prior years.

Industry and Merchandising Division.

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Summary Statistics

Table 1 of this report gives detail by region of entertainment, documentary and instructional films of 5 minutes or longer and less than 5 minutes and of publicity, news and other films for the years 1957 and 1958. This breakdown differs somewhat from that followed in the 1957 report and care should be taken in making comparisons. Table 2 contains a technical and language classification of films of 5 minutes or longer. Of the total of 689 films of 5 minutes or longer reported by private industry, 1 theatrical, 239 television and 39 other non-theatrical films were adaptations or language versions of the original films. Eight were made for other than Canadian sponsors. Twelve theatrical, 14 television and 118 other non-theatrical films of 5 minutes or longer were reported by government agencies as adaptations or language versions of the original films. Ten of the films produced were made for other than Canadian sponsors.

Private industry and government agencies printed 47,670,511 feet of 16MM film and 24,427,610 feet of 35MM in black and white. The division of colour film was 5,598,226 feet of 16MM and 19,809 feet of 35MM.

Notes:

1. In 1957 firms were not asked to distinguish shorts of less than 5 minutes duration and it is possible that the 60 theatrical shorts shown include films which belong to the new group of less than 5 minutes.
2. Similarly, in 1957, firms were not asked to report separately non-commercial advertising films and it is possible that the 1,844 commercial advertising films shown include a few films (not more than 50) which should be added to the figure 737 shown in brackets.

TABLE 1. Summary Statistics - Motion Picture Production, 1957 and 1958

Type	Private Industry								Government		Total	
	Quebec		Ontario		Other provinces		Canada Total					
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
Entertainment, Documentary and Instructional Films												
Five minutes or longer:												
Theatrical: Features	-	-	2	2	-	-	2	2	-	-	2	2
Shorts	1	12	11	3	17	3	29	18	31	19	60*	37
Non-theatrical: T.V.	168	341	214	108	14	-	396	449	103	55	499	504
Other	44	29	174	160	27	31	245	220	118	188	363	408
Less than five minutes	(1)	6	(1)	4	(1)	2	(1)	12	(1)	46	(1)	58
Publicity, News and Other Films												
Commercial advertising: T.V.	353	494	1,112	1,316	378	255	1,843	2,065	1	-	1,844*	2,065
Other	(1		(8		(8		(17		(-		(17	
Non-commercial advertising: T.V.	(1		(45		(9		(55		(-		(55	
Other ..)	(-		(4		(2		(6		(6		(12	
Trailers: T.V.	61	(6	53	(1	606	(1	720	(8	17	(1	737	(9
Other	(1		(4		(651		(656		(-		(656	
Newsclips: T.V.	(335		(7		(8		(350		(50		(400	
Other	(-		(3		(-		(3		(15		(18	
Newsreel stories and ciné-magazines:												
T.V.	55	78	8	31	12	6	75	115	30	4	105	119
Other	171	105	-	-	3	-	174	105	40	52	214	157
Slidefilms (filmstrips,:												
Silent	-	12	22	3	-	-	22	15	1	-	23	15
Sound (with a record)	-	-	8	12	13	-	21	12	-	-	21	12
Other films	14	-	345	592	-	4	359	596	-	-	359	596

1. Not available 1957.

* See notes at the end of the text.

TABLE 2. Technical and Language Classes of Motion Picture Films, 1958
Note: Entertainment, documentary and instructional films only
(5 minutes or longer)

Type	Colour	Black and White	Sound	Silent	Languages (sound)		
					English	French	Other
Private Industry							
Theatrical:							
Features	-	2	2	-	2	-	-
Shorts	12	6	18	-	9	9	-
Non-theatrical:							
Television	42	407	435	14	326	108	1
Other	108	112	116	104	96	18	2
Government							
Theatrical:							
Features	-	-	-	-	-	-	-
Shorts	8	11	19	-	11	8	-
Non-theatrical:							
Television	2	53	55	-	33	22	-
Other	94	94	178	10	71	45	62
Total							
Theatrical:							
Features	-	2	2	-	2	-	-
Shorts	20	17	37	-	20	17	-
Non-theatrical:							
Television	44	460	490	14	359	130	1
Other	202	206	294	114	167	63	64