



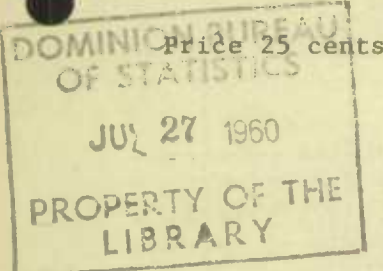
DOMINION BUREAU OF STATISTICS

OTTAWA - CANADA

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

Annual

Price 25 cents



MOTION PICTURE PRODUCTION

1 9 5 9

This report covers the 1959 operations of 54 private firms and 7 government agencies 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, 7 films for television use and 18 other non-theatrical films of five minutes or longer; 288 newsreel stories and ciné-magazines, 20 commercial advertising films for television and 1 non-commercial advertising film for other uses. These firms derived \$100,995 of their total revenue of \$326,432 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 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	Gross Revenue		
				Production	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(3)	52	1,133	2,770,375	3,902,780	3,344,948	421,975
1959	54	1,365	3,471,347	5,085,690	3,229,240	389,480

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

(3) Revised.

Industry and Merchandising Division.

Summary Statistics

Table 1 of this report covers the years 1958 and 1959 and 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. Table 2 contains a technical and language classification of films of 5 minutes or longer. Of the total of 514 films of 5 minutes or longer reported by private industry, 40 television and 15 other non-theatrical films were adaptations or language versions of original films; 11 were made for other than Canadian sponsors. Twenty theatrical shorts, 10 television and 61 other non-theatrical films of 5 minutes or longer were reported by government agencies as adaptations or language versions of the original films. One of the films produced was made for other than Canadian sponsors.

Private industry and government agencies printed 47,978,205 feet of 16MM film and 21,200,275 feet of 35MM in black and white; 7,802,333 feet of 16MM film were in colour.

TABLE 1. Summary Statistics - Motion Picture Production, 1958⁽¹⁾ and 1959

Type	Private Industry								Government		Total	
	Quebec		Ontario		Other provinces		Canada Total		1958	1959	1958	1959
	1958	1959	1958	1959	1958	1959	1958	1959				
Entertainment, Documentary and Instructional Films												
Five minutes or longer:												
Theatrical: Features	-	-	2	-	-	-	2	-	-	-	2	-
Shorts	9	1	3	1	3	-	15	2	19	28	34	30
Non-theatrical: T.V.	104	138	108	165	-	2	212	305	55	60	267	365
Other	29	46	160	139	31	22	220	202	188	179	408	386
Less than five minutes	6	2	4	35	2	8	12	45	46	11	58	56
Publicity, News and Other Films												
Commercial advertising: T.V.	469	423	1,316	1,374	255	367	2,040	2,164	-	-	2,040	2,164
Other	1	-	8	31	8	3	17	34	-	-	17	34
Non-commercial advertising: T.V. ..	1	6	45	52	9	4	55	62	-	6	55	68
Other ..	-	-	4	8	2	6	6	14	6	12	12	26
Trailers: T.V.	6	106	1	-	1	-	8	106	1	30	9	136
Other	1	-	4	4	651	593	656	597	-	1	656	598
Newsclips: T.V.	240	250	7	146	8	20	255	416	50	30	305	446
Other	-	-	3	-	-	-	3	-	15	2	18	2
Newsreel stories and ciné-magazines:												
T.V.	78	29	31	79	6	15	115	123	4	-	119	123
Other	105	105	-	61	-	-	105	166	52	48	157	214
Slidefilms (filmstrips):												
Silent	12	3	3	8	-	-	15	11	-	33	15	44
Sound (with a record)	-	-	12	7	-	-	12	7	-	3	12	10
Film Titles	-	3	-	46	-	7	-	56	-	1	-	57
Other films	-	-	592	585	4	-	596	585	-	-	596	585

1. Revised.



1010740422

TABLE 2. Technical and Language Classes of Motion Picture Films, 1959

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	-	-	-	-	-	-	-
Shorts	-	2	2	-	1	1	-
Non-theatrical:							
Television	40	265	278	27	172	106	-
Other	123	84	114	93	94	15	5
Government							
Theatrical:							
Features	-	-	-	-	-	-	-
Shorts	23	5	28	-	15	13	-
Non-theatrical:							
Television	-	60	56	4	34	22	-
Other	92	87	175	4	80	40	55
Total							
Theatrical:							
Features	-	-	-	-	-	-	-
Shorts	23	7	30	-	16	14	-
Non-theatrical:							
Television	40	325	334	31	206	128	-
Other	215	171	289	97	174	55	60

- 4 -