



DOMINION BUREAU OF STATISTICS

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MOTION PICTURE PRODUCTION

1960

This report covers the 1960 operations of 66 private firms and 8 government agencies engaged in the production and printing of motion picture films and film strips for industry, government, education, entertainment, etc. Nine other firms coming to our attention which did not meet the classification requirement produced one theatrical short, one film for television use and nine other non-theatrical films of five minutes or longer; 280 newsreel stories and ciné-magazines for television and four for other uses; 16 commercial advertising films and seven non-commercial advertising films for television; and 20 film titles for unspecified uses. They printed 20,000 feet of 16 mm film (5,000 in colour) and 13,000 feet of 35 mm film (6,500 in colour). These firms derived \$66,263 of their total revenue of \$300,105 from the production of motion pictures. Figures relating to these nine firms are not included in any of the tables included 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	Number of firms	Number 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(3) ...	54	1,065	3,609,537	5,814,690	3,229,240	389,480
1960	66	1,194	3,475,118	7,038,810	2,590,759	342,582

(1) Figures not available.

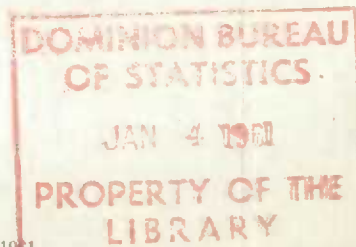
(2) Figures from 1956 include laboratories with no motion picture production. They are not included in the figures for prior years.

(3) Revised figures.

Industry and Merchandising Division

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6543-505



SUMMARY STATISTICS

Table 1 of this report covers the years 1959 and 1960 and gives detail by region of entertainment, documentary and instructional films of five minutes or longer and less than five minutes; and of publicity, news and other films. Table 2 contains a technical and language classification of films of five minutes or longer. Of the total of 750 films of 5 minutes or longer reported by private industry, 181 theatrical (one feature included), 13 T.V. and 18 other non-theatrical films were adaptations or language versions of original films; 14 were made for other than Canadian sponsors. Seven theatrical shorts, 7 television and 170 other non-theatrical films of five minutes or longer were reported by government agencies as adaptations or language versions of the original films. All films produced were made for Canadian sponsors.

A considerable number of commercial advertising films reported for the province of Ontario were videotape productions.

Private industry and government agencies printed 44,298,059 feet of 16 mm film and 19,155,561 feet of 35 mm in black and white; 8,766,135 feet of 16 mm film and 10,596 feet of 35 mm film were in colour.

TABLE 1. Summary Statistics - Motion Picture Production, 1959 and 1960

Type	Private industry								Government		Total	
	Quebec		Ontario		Other provinces		Canada total		1959	1960	1959	1960
	1959	1960	1959	1960	1959	1960	1959	1960				
Entertainment, documentary and instructional films:												
Five minutes or longer:												
Theatrical - Features	-	1	-	1	-	1	-	3	-	-	-	3
Shorts	1	181	1	9	-	-	2	190	28	13	30	203
Non-theatrical - T.V.	138	243	165	52	2	5	305	300	60	46	365	346
Other	46	37	139	143	22	77	207	257	179	226	386	483
Less than five minutes	2	-	35	217	8	-	45	217	11	-	56	217
Publicity, news and other films:												
Commercial advertising - T.V. ..	423	388	1,374	1,528	367	287	2,164	2,203	-	-	2,164	2,203
Other	-	-	31	6	3	30	34	36	-	-	34	36
Non-commercial advertising -												
T.V.	6	17	52	63	4	2	62	82	6	2	68	84
Other	-	-	8	2	6	5	14	7	12	-	26	7
Trailers - T.V.	106	62	-	6	-	-	106	68	30	-	136	68
Other	-	-	4	6	593	405	597	411	1	-	598	411
Newsclips - T.V.	250	144	146	152	20	-	416	296	30	98	446	394
Other	-	-	-	3	-	-	-	3	2	23	2	26
Newsreel stories and ciné-magazines - T.V.	29	3	79	40	15	15	123	58	-	47	123	105
Other	105	110	61	2	-	-	166	112	48	-	214	112
Slidefilms (filmstrips):												
Silent	3	2	8	298	-	1	11	301	33	32	44	333
Sound (with a record)	-	4	7	12	-	-	7	16	3	6	10	22
Film titles	3	52	46	28	7	24	56	104	1	-	57	104
Other films	-	-	585	44	-	392	585	436	-	-	585	436

TABLE 2. Technical and Language Classes of Motion Picture Films, 1960

Type	Colour	Black and white	Sound	Silent	Languages (sound)		
					English	French	Other
Private Industry:							
Theatrical -							
Features	2	1	3	-	2	1	-
Shorts	10	180	190	-	84	106	-
Non-theatrical -							
Television	122	178	284	16	49	235	-
Other	127	130	107	150	87	16	4
Government:							
Theatrical -							
Features	-	-	-	-	-	-	-
Shorts	7	6	13	-	7	6	-
Non-theatrical -							
Television	1	45	46	-	24	22	-
Other	108	118	226	-	85	41	100
Total:							
Theatrical -							
Features	2	1	3	-	2	1	-
Shorts	17	186	203	-	91	112	-
Non-theatrical -							
Television	123	223	330	16	73	257	-
Other	235	248	333	150	172	57	104

Note: Entertainment, documentary and instructional films only (5 minutes or longer).

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