

## DOMINION BUREAU OF STATISTICS

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MOTION PICTURE PRODUCTION

1961

This report covers the 1961 operations of 67 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. Five other firms coming to our attention which did not meet the classification requirement produced four theatrical shorts, three films for television use and ten other non-theatrical films of five minutes or longer; 252 newsreel stories and ciné-magazines for television; 20 commercial advertising films for television and 25 film titles for unspecified uses. They printed 10,000 feet of 16 mm film in black and white. These firms derived \$82,750 of their total revenue of \$382,745 from the production of motion pictures. Figures relating to these five 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	..
1953 .....	32	387	1,150,890	1,592,779	1,230,493	..
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(1) ...	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(2) ...	52	1,133	2,770,375	3,902,780	3,344,948	421,975
1959(2) ...	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
1961 .....	67	784(3)	3,562,041	6,354,071	3,580,570	752,734

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

(2) Revised figures.

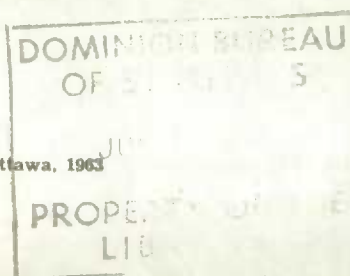
(3) As of last week of November 1961. Not comparable with previous years.

.. Figures not available.

Merchandising and Services Division

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SUMMARY STATISTICS

Table 1 of this report covers the years 1960 and 1961 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 623 films of 5 minutes or longer reported by private industry, 1 theatrical, 62 T.V. and 30 other non-theatrical films were adaptations or language versions of original films; 55 were made for other than Canadian sponsors. Ten theatrical shorts, 26 television and 136 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 except one were made for Canadian sponsors.

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

Private industry and government agencies printed 64,351,799 feet of 16 mm film and 22,640,272 feet of 35 mm in black and white; 8,205,054 feet of 16 mm film and 116,561 feet of 35 mm film were in colour.

TABLE 1. Summary Statistics - Motion Picture Production, 1960 and 1961

Type	Private industry								Government		Total	
	Quebec		Ontario		Other provinces		Canada total		1960	1961	1960	1961
	1960	1961	1960	1961	1960	1961	1960	1961				
Entertainment, documentary and instructional films:												
Five minutes or longer:												
Theatrical - Features .....	1	-	1	3	1	-	3	-	-	-	3	-
Shorts .....	181	1	9	2	-	1	190	4	13	19	203	23
Non-theatrical - T.V. ....	243	231	52	111	5	-	300	342	46	88	346	430
Other .....	37	48	143	163	77	66	257	277	226	191	483	468
Less than five minutes .....	-	10	217	59	-	57	217	126	-	15	217	141
Publicity, news and other films:												
Commercial advertising - T.V. ..	388	217	1,528	1,728	287	141	2,203	2,086	-	-	2,203	2,086
Other .....	-	-	6	-	30	2	36	2	-	-	36	2
Non-commercial advertising -												
T.V. ....	17	-	63	83	2	3	82	86	2	-	84	86
Other .....	-	3	2	6	5	1	7	10	-	2	7	12
Trailers - T.V. ....	62	-	6	11	-	-	68	11	-	23	68	34
Other .....	-	1	6	0	405	300	411	301	-	-	411	301
Newsclips - T.V. ....	144	10	152	168	-	-	296	178	98	109	394	287
Other .....	-	-	3	3	-	-	3	3	23	5	26	8
Newsreel stories and ciné-magazines - T.V. ....	3	202	40	88	15	55	58	345	47	72	105	417
Other .....	110	104	2	2	-	1	112	107	-	-	112	107
Slidefilms (filmstrips):												
Silent .....	2	1	298	2	1	2	301	5	32	53	333	58
Sound (with a record) .....	4	1	12	13	-	-	16	14	6	6	22	20
Film titles .....	52	61	28	12	24	3	104	76	-	5	104	81
Other films .....	-	-	44	416	392	7	436	423	-	-	436	423



TABLE 2. Technical and Language Classes of Motion Picture Films, 1961

Type	Colour	Black and white	Sound	Silent	Languages (sound)		
					English	French	Other
Private industry:							
Theatrical -							
Features .....	-	-	-	-	-	-	-
Shorts .....	4	-	4	-	2	2	-
Non-theatrical -							
Television .....	108	234	306	36	108	198	-
Other .....	155	122	140	137	102	37	1
Government:							
Theatrical -							
Features .....	-	-	-	-	-	-	-
Shorts .....	15	4	19	-	9	10	-
Non-theatrical -							
Television .....	1	87	88	-	44	44	-
Other .....	102	89	182	9	68	29	85
Total:							
Theatrical -							
Features .....	-	-	-	-	-	-	-
Shorts .....	19	4	23	-	11	12	-
Non-theatrical -							
Television .....	109	321	394	36	152	242	-
Other .....	257	211	322	146	170	66	86

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

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