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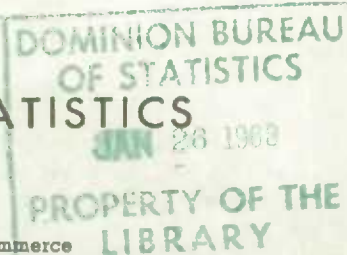
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## DOMINION BUREAU OF STATISTICS

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MOTION PICTURE PRODUCTION

1966

This report covers the 1966 operations of 82 private firms and 8 government agencies principally engaged in the production and printing of motion picture films and film strips for industry, government, education, entertainment, etc. It does not cover production by television stations. Ten other firms coming to our attention which did not meet the classification requirements produced 41 information or documentary films for television use, 18 non-theatrical films, 25 silent motion pictures, 176 commercial advertising films for television, 88 other films for unspecified use, 6 silent film strips and 1 sound film strip. These firms derived \$215,995 of their total revenue of \$1,082,758 from the production of motion pictures. Figures relating to these 10 firms are not included in any of the tables shown in this report. The report covers 5 firms primarily engaged in video tape production and statistics on these are shown in a separate section (Table 3). The statistics shown in the following table pertain only to the private sector (do not include government agencies or religious institutions). The employment figures do not include proprietors of unincorporated firms.

Summary Statistics of Motion Picture Production  
(Private Industry)

Year	Number of firms	Number of em- ployees(2)	Salaries and wages(2)	Gross revenue		
				Production	Printing and laboratory	Other revenue
dollars						
1952 .....	30	386	1,006,918	1,331,393	1,274,137	..
1953 .....	32	387	1,050,890	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 <sup>r</sup> .....	52	1,133	2,770,375	3,902,780	3,344,948	421,975
1959 <sup>r</sup> .....	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
1962 .....	76	903	3,728,592	7,312,205	3,946,179	850,432
1963 .....	69	949	3,811,964	7,768,146	3,939,275	407,848
1964 .....	71	953	4,356,119	7,904,574	4,350,534	439,193
1965 .....	74	891	4,687,194	8,639,638	4,543,402	1,074,222
1966 .....	82	944	4,852,789	11,458,394	5,110,540	1,374,850

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

(2) Prior to 1962 number of employees and salaries and wages include freelancers.

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

.. Figures not available.

<sup>r</sup> Revised figures.

Merchandising and Services Division

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# SUMMARY STATISTICS

Table 1 of this report gives detail by region of entertainment, documentary, instructional, publicity, news and other films. Table 2 contains a technical and language classification of entertainment, documentary and instructional films.

Private industry and government agencies printed 62,005,774 feet of 16 mm film and 11,591,627 feet of 35 mm in black and white; and 26,312,596 feet of 16 mm film and 5,088,060 feet of 35 mm film in colour.

There were 42 sound motion pictures of 5 minutes or longer made for other than Canadian sponsors.

TABLE 1. Summary Statistics - Motion Picture Production, 1966

Kind of film	Private industry				Government	Total
	Quebec	Ontario	Other provinces	Canada total		
<u>Theatrical feature films</u>						
Entertainment sound motion pictures running 60 minutes or longer produced primarily for release through theatres ...	3	-	-	3	3	6
<u>Theatrical shorts</u>						
Sound motion pictures of less than 60 minutes duration produced primarily for release through theatres .....	2	3	1	6	38	44
<u>Television entertainment</u>						
Entertainment motion pictures for television transmission .....	84	7	15	106	-	106
<u>Television information or documentary</u>						
Motion pictures for television whose prime purpose is other than to entertain .....	210	162	14	386	161	547
<u>Non-theatrical (also non-TV) motion pictures</u>						
All other non-theatrical sound motion pictures produced primarily for purposes other than showing by theatres and/or television .....	22	184	33	239	92	331
Silent motion pictures .....	-	98	105	203	116	319
<u>Television commercials</u>						
Film units not exceeding 2 minutes duration including billboards and public service announcements .....	188	2,785	194	3,167	-	3,167
<u>Theatre commercials</u>						
Advertising films not exceeding 2 minutes duration for release through theatres ....	8	-	-	8	-	8
<u>Other</u>						
All other completed film production assignments including newsreels, news-clips, trailers, titles, production services, etc. ....	1,143	2,072	34	3,249	612	3,861
Silent filmstrips (slidefilms) .....	-	7	-	7	3	10
Sound filmstrips (slidefilms) with record ....	-	9	1	10	-	10
Total production .....	1,660	5,327	397	7,384	1,025	8,409
Films in other than English or French						
All films .....	-	16	1	17	88	105

TABLE 2. Technical and Language Classes of Motion Picture Films, 1966  
(Entertainment, documentary and instructional films only)

Type	Number of original films in colour		Number of versions in colour		Number of original films in B & W		Number of versions in B & W	
	English	French	English	French	English	French	English	French
<u>Private industry</u>								
Theatrical - Features .....	1	-	-	-	-	1	-	1
Shorts .....	3	3	-	-	-	-	-	-
Non-theatrical - Television .....	118	35	12	35	250	31	1	10
Other .....	137	20	22	31	21	1	-	7
<u>Government</u>								
Theatrical - Features .....	-	-	-	-	-	1	2	-
Shorts .....	10	5	6	10	2	2	-	3
Non-theatrical - Television .....	17	9	120	3	7	-	1	4
Other .....	34	6	7	6	25	7	1	6
<u>Total</u>								
Theatrical - Features .....	1	-	-	-	-	2	2	1
Shorts .....	13	8	6	10	2	2	-	3
Non-theatrical - Television .....	135	44	132	38	257	31	2	14
Other .....	171	26	29	37	46	8	1	13

Note: Not included in this table were some entertainment, documentary and instructional films in other than English or French.

TABLE 3. Summary Statistics on Video Tape Production, 1966

Number of firms	Number of employees(1)	Salaries and wages	Gross revenue			Number of productions				
			From production	From other sources	Total	Television				
						Enter-tainment	Infor-mation	Commer-cials	Other	Total
5	40	308,458	1,189,703	340,033	1,529,736	95	27	85	594	801

(1) Excluding freelancers, performers and musicians. Includes working executives of incorporated companies but not proprietors of unincorporated firms.



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