

2.3
Table 1(a). Film, Video and Audio-visual Production Industry, Canada, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers (by specialization)					
Theatrical features	20	19	20	15	15
Conventional and pay television	92	119	137	138	164
Advertising	61	61	58	58	53
Government and educational	103	123	123	113	116
Industry	127	183	182	166	157
Other production companies	140	134	130	99	129
Other	59	102	92	78	109
Total	602	741	742	667	743
Number of Productions					
Theatrical features	48	54	56	31	44
Television productions*					
under 30 minutes	2,223	3,099	2,713
30-74 minutes	4,867	3,994	5,550
75 minutes or more	414	88	235
Television sub-total	7,504	7,181	8,498
TV commercials	4,728	3,619	3,929	3,908	3,637
Music videos	157	217	209	146	126
Corporate videos*	4,069	3,332	3,377
Home videos*	141	279	181
Educational productions*	262	297	209
Other*	1,806	987	3,721	939	712
Total	17,181	17,634	19,891	16,113	16,784
Employment					
Full-time	2,823	3,387	2,821	2,463	3,400
Part-time	1,394	3,080	2,545	1,712	2,755
Freelancers	10,156	8,500	8,382
Working proprietors	66	68	103	59	58
Total	4,283	6,535	15,625	12,734	14,595
Salaries and Wages (\$millions)					
Salaries and wages	107.0	124.8	132.0	103.3	150.9
Benefits	7.2	10.0	11.4	10.4	13.9
Freelancers' fees	91.0	108.2	64.7	82.3	84.5
Total	205.1	243.1	208.1	195.9	249.3
Production Revenue (by client type) (\$millions)					
Distributors					
Theatrical features	10.3	17.0	8.5	3.7	3.7
Other placements	18.9	12.3	74.2	63.6	55.9
Conventional television	91.4	146.1	138.0	200.3	236.8
Pay television	6.3	32.5	33.9	7.3	23.4
Non-theatrical					
Advertising	134.3	131.9	137.0	147.3	146.0
Government	31.1	38.0	45.0	45.8	70.3
Educational	2.9	5.0	3.5	2.1	3.2
Industry	80.7	95.1	78.1	54.1	68.4
Non-theatrical sub-total	249.0	270.0	263.6	249.2	288.0
For other production companies	85.9	89.3	50.2	42.1	87.4
Other	37.7	14.0	13.3	20.3	38.7
Total	499.6	581.2	581.8	586.4	733.9
Exports (\$millions)	116.1	80.6	82.8	132.0	148.8
Total Revenue (\$millions)	583.6	700.6	688.2	697.4	996.5
Total Operating Expenses (\$millions)	567.8	693.5	611.9	637.0	909.7
Profit Margin (% of total revenue)	2.7	1.0	11.1	8.7	8.7

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

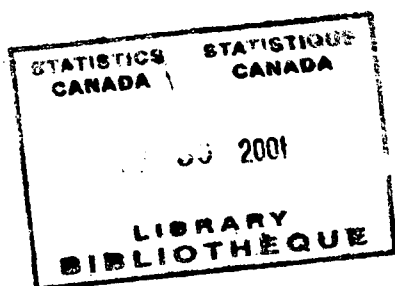


Table 1(b). Film, Video and Audio-Visual Production Industry, Atlantic Provinces, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	30	32	29	40	37
Number of Productions					
Theatrical features	...	1	1
Television productions*					
Under 30 minutes	--	...	4	13	21
30-74 minutes	1	34	5
75 minutes or more	1	...	1
Television sub-total	6	47	27
TV commercials	456	128	62	116	56
Music videos	...	2	11	8	1
Corporate videos*	76	119	133
Home videos	20	270	172
Educational productions*	7	17	16
Other*	41	1	31	56	6
Total	754	277	213	633	412
Employment					
Full-time	106	118	90	59	53
Part-time	45	45	3	14	16
Freelancers	362	373	335
Working proprietors	2	2	2	4	7
Total	153	165	457	450	411
Salaries and Wages (\$millions)					
Salaries and wages	2.7	2.7	1.9	3.4	1.9
Benefits	0.2	0.2	0.2	0.2	0.1
Freelancers' fees	0.9	1.3	1.8	1.0	1.9
Total	3.8	4.2	3.9	4.6	3.9
Production Revenue (\$millions)	6.6	7.1	7.3	7.4	10.3
Exports (\$millions)	x	x	x
Total Revenue (\$millions)	8.2	9.4	9.3	13.4	11.1
Total Operating Expenses (\$millions)	10.5	13.7	11.1	13.2	10.4
Profit Margin (% of total revenue)	-27.5	-45.8	-19.0	1.9	6.3

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 1(c). Film, Video and Audio-visual Production Industry, Quebec, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	144	202	286	224	218
Number of productions					
Theatrical features	26	30	38	17	15
Television productions*					
Under 30 minutes	1,934	2,282	2,315
30-74 minutes	2,763	2,109	2,139
75 minutes or over	218	63	60
Television sub-total	4,978	4,454	4,514
TV commercials	1,148	890	1,048	782	975
Music videos	35	89	44	67	14
Corporate videos*	874	806	637
Home videos*	100	6	...
Educational productions*	76	152	31
Other*	365	135	2,828	98	152
Total	4,036	5,593	10,086	6,382	6,338
Employment					
Full-time	622	851	941	766	882
Part-time	560	1,362	862	1,176	1,156
Freelancers	6,992	4,511	5,103
Working proprietors	7	14	27	15	15
Total	1,189	2,227	8,822	6,468	7,156
Salaries and Wages (\$millions)					
Salaries and wages	20.7	27.6	31.6	27.1	31.9
Benefits	1.9	2.6	3.4	3.4	5.0
Freelancers' fees	23.6	47.0	35.9	27.4	29.6
Total	46.2	77.2	70.9	57.9	66.5
Production Revenue (by client type) (\$millions)					
Distributors-					
Theatrical features	2.3	6.5	4.8	2.6	2.1
Other placements	12.7	3.8	10.6	8.7	5.6
Conventional television	43.4	79.1	92.4	73.5	89.0
Pay television	1.1	5.4	4.4	4.6	4.8
Non-theatrical					
Advertising	24.4	30.5	32.0	34.8	29.8
Government	4.7	8.6	11.3	11.9	13.6
Educational	0.1	0.3	0.3	0.4	0.4
Industry	8.7	14.5	14.4	13.3	10.6
Non-theatrical sub-total	37.8	53.9	58.1	60.4	54.3
For other production companies	4.3	11.6	9.2	2.5	17.2
Other	12.2	3.8	6.3	9.3	11.7
Total	113.8	164.2	185.9	161.6	184.8
Exports (\$millions)	3.7	7.9	6.6	12.7	22.9
Total Revenue (\$millions)	142.7	209.9	218.2	190.0	223.1
Total Operating Expenses (\$millions)	146.1	217.4	206.7	178.3	201.3
Profit Margin (% of total revenue)	-2.4	-3.6	5.3	6.1	9.8

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.



Table 1(d). Film, Video and Audio-visual Production Industry, Ontario, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	269	318	250	259	271
Number of Productions					
Theatrical features	14	15	13	11	16
Television productions*					
Under 30 minutes	174	294	87
30-74 minutes	1,044	1,187	2,005
75 minutes or more	22	17	156
Television sub-total	1,240	1,498	2,248
TV commercials	1,556	1,395	1,198	1,020	1,132
Music videos	70	81	37	57	97
Corporate videos*	2,134	1,593	1,801
Home videos*	14	2	2
Educational productions*	75	75	89
Other*	1,137	711	644	400	213
Total	8,130	7,750	5,355	4,656	5,598
Employment					
Full-time	1,583	1,582	1,267	1,195	1,912
Part-time	417	412	284	319	653
Freelancers	1,221	2,108	1,732
Working proprietors	29	32	60	31	28
Total	2,029	2,026	2,832	3,653	4,325
Salaries and Wages (\$millions)					
Salaries and wages	53.9	67.9	66.9	49.4	78.7
Benefits	3.4	4.5	4.6	3.5	5.7
Freelancers' fees	42.4	38.0	10.1	35.6	42.6
Total	99.7	110.3	81.6	88.5	127.0
Production Revenue (by client type) (\$millions)					
Distributors					
Theatrical features	7.0	5.9	3.0	0.7	1.4
Other placements	5.2	6.8	12.4	14.7	47.5
Conventional television	43.0	60.1	35.0	115.5	130.5
Pay television	4.9	26.5	29.3	2.6	18.5
Non-theatrical					
Advertising	89.9	79.5	84.4	93.0	95.1
Government	13.8	16.3	16.7	23.9	42.1
Educational	1.3	2.9	2.5	0.9	0.6
Industry	63.3	64.3	51.6	27.9	41.9
Non-theatrical sub-total	168.3	163.0	155.1	145.7	179.8
For other production companies	15.6	33.7	31.9	30.8	10.1
Other	19.7	8.6	5.6	6.8	25.1
Total	263.7	304.6	272.4	316.8	412.9
Exports (\$millions)	55.5	37.2	30.2	116.3	109.4
Total Revenue (\$millions)	307.7	367.5	331.2	383.7	624.0
Total Operating Expenses (\$millions)	285.3	345.8	283.8	362.5	567.4
Profit Margin (% of total revenue)	7.3	5.9	14.3	5.5	9.1

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 1(e). Film, Video and Audio-visual Production Industry, Manitoba, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	17	24	22	23	26
Number of Productions					
Theatrical features	...	1	1	...	1
Television productions*					
Under 30 minutes	14
30-74 minutes	35	13	2
75 minutes or more	2	2	5
Television sub-total	37	15	21
TV commercials	37	97	40	25	55
Music videos	...	2	2
Corporate videos*	70	90	88
Home videos*
Educational productions*	5	3	9
Other*	128	83	168	297	257
Total	276	359	321	430	431
Employment					
Full-time	28	31	31	38	41
Part-time	7	19	9	4	6
Freelancers	196	79	124
Working proprietors	4	5	5	2	5
Total	39	55	241	123	176
Salaries and Wages (\$millions)					
Salaries and wages	0.7	0.7	0.7	1.0	1.2
Benefit	-	0.1	0.1	0.1	0.1
Freelancers' fees	0.4	0.9	1.2	0.9	2.2
Total	1.2	1.7	1.9	2.1	3.5
Production Revenue (\$millions)	2.4	2.5	3.3	5.9	7.8
Exports (\$millions)	-	0.3	0.2
Total Revenue (\$millions)	2.6	3.1	3.9	7.2	8.6
Total Operating Expenses (\$millions)	3.0	4.6	4.7	6.8	8.4
Profit Margin (% of total revenue)	-14.5	-47.7	-19.4	5.8	2.0

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.



Table 1(f). Film, Video and Audio-visual Production Industry, Saskatchewan, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	15	23	18	17	27
Number of Productions					
Theatrical features	1
Television productions*					
Under 30 minutes	86	28	12
30-74 minutes	64	151	187
75 minutes or more	2
Television sub-total	150	179	201
TV commercials	279	53	33	14	42
Music videos	5	5	3	1	...
Corporate videos*	98	43	89
Home videos*	3
Educational productions*	13	6	2
Other*	113	...	5	36	4
Total	702	480	302	279	341
Employment					
Full-time	46	56	44	43	44
Part-time	24	11	4	6	13
Freelancers	114	125	103
Working proprietors	2	5	2	2	...
Total	72	72	164	176	160
Salaries and Wages (\$millions)					
Salaries and wages	1.1	1.4	1.6	1.3	1.2
Benefits	0.1	0.1	0.1	0.1	0.1
Freelancers' fees	0.4	0.8	0.8	0.8	0.5
Total	1.7	2.3	2.5	2.1	1.8
Production Revenue (\$millions)	4.7	5.7	5.3	4.1	4.3
Exports (\$millions)	-	0.1	...	0.1	0.1
Total Revenue (\$millions)	5.5	6.5	6.4	4.7	5.2
Total Operating Expenses (\$millions)	5.9	5.9	5.5	4.2	4.9
Profit Margin (% of total revenue)	-6.2	10.0	14.1	11.4	6.9

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 1(g). Film, Video and Audio-visual Production Industry, Alberta, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	32	30	22	27	38
Number of Productions					
Theatrical features	3	3	1	1	4
Television productions*					
Under 30 minutes	15	411	258
30-74 minutes	64	177	177
75 minutes or more	3	...	1
Television sub-total	82	588	436
TV commercials	213	260	644	748	340
Music videos	2	4	3	2	9
Corporate videos*	380	320	383
Home videos*	3
Educational productions*	48	28	15
Other*	3	24	11	23	1
Total	607	736	1,169	1,710	1,191
Employment					
Full-time	115	425	131	121	179
Part-time	20	123	16	23	19
Freelancers	138	141	105
Working proprietors	2	1	1
Total	137	549	286	285	303
Salaries and Wages (\$millions)					
Salaries and wages	3.1	4.7	4.4	3.0	4.6
Benefits	0.2	0.4	0.3	0.2	0.4
Freelancers' fees	3.8	3.2	1.1	1.5	1.4
Total	7.1	8.4	5.8	4.8	6.3
Production Revenue (\$millions)	10.6	14.4	12.5	13.6	16.0
Exports (\$millions)	0.3	0.2	-	0.1	0.6
Total Revenue (\$millions)	14.5	16.7	16.8	16.9	21.1
Total Operating Expenses (\$millions)	16.4	19.1	13.4	10.4	14.7
Profit Margin (% of total revenue)	-12.9	-13.8	20.0	38.5	30.4

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 1(h). Film, Video and Audio-visual Production Industry, British Columbia, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	92	109	112	74	121
Number of Productions					
Theatrical features	4	4	3	2	7
Television productions*					
Under 30 minutes	10	71	2
30-74 minutes	823	322	1,033
75 minutes or more	105	6	10
Television sub-total	938	399	1,045
TV commercials	1,035	793	903	1,203	1,037
Music videos	44	34	11	11	5
Corporate videos*	433	352	232
Home videos*	7	1	...
Educational productions*	38	16	44
Other*	19	32	34	22	59
Total	2,636	2,398	2,367	2,006	2,429
Employment					
Full-time	310	309	303	236	282
Part-time	321	1,108	1,366	166	887
Freelancers	1,109	1,152	873
Working proprietors	20	9	6	5	3
Total	651	1,426	2,784	1,559	2,045
Salaries and Wages (\$millions)					
Salaries and wages	24.4	19.3	24.4	18.0	31.2
Benefits	1.3	2.1	2.7	2.8	2.5
Freelancers' fees	19.4	17.0	13.6	15.0	6.2
Total	45.1	38.4	40.8	35.8	40.0
Production Revenue (\$millions)	97.3	82.2	94.6	76.7	97.4
Exports (\$millions)	56.6	35.1	42.4	2.4	15.6
Total Revenue (\$millions)	101.2	86.2	101.1	81.1	102.7
Total Operating Expenses (\$millions)	99.8	85.8	85.4	61.2	102.1
Profit Margin (% of total revenue)	1.4	0.5	15.5	24.5	0.5

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 1(i). Film, Video and Audio-visual Production Industry, Yukon and Northwest Territories, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	3	3	3	3	5
Number of Productions					
Theatrical features
Television productions*					
Under 30 minutes	4
30-74 minutes	73	1	...
75 minutes or more
Television sub-total	73	1	4
TV commercials	4	3	1	...	2
Music videos	1
Corporate videos*	4	9	14
Home videos*	1
Educational productions*	3
Other*	...	1	...	7	20
Total	40	41	78	17	44
Employment					
Full-time	13	15	14	5	7
Part-time	1	4	5
Freelancers	24	11	7
Working proprietors
Total	13	15	39	20	19
Salaries and Wages (\$millions)					
Salaries and wages	0.4	0.4	0.5	0.1	0.2
Benefits	-	-	-	-	-
Freelancers' fees	-	0.1	0.1	0.1	-
Total	0.4	0.5	0.6	0.2	0.3
Production Revenue (\$millions)	0.5	0.5	0.5	0.3	0.6
Exports (\$millions)
Total Revenue (\$millions)	1.2	1.1	1.3	0.4	0.7
Total Operating Expenses (\$millions)	0.9	1.1	1.3	0.4	0.5
Profit Margin (% of total revenue)	20.0	2.0	-2.1	-4.3	28.2

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.



Table 2(a). Profile of Theatrical Producers, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	20	19	20	15	15
Number of Productions					
Theatrical features	14	19	11	6	5
Television productions*					
under 30 minutes	13
30-74 minutes	28	2
75 minutes or over	2	...	5
Television sub-total	2	28	20
TV commercials	510	200	12
Music videos	2	1	...
Corporate videos*	2
Home videos*
Educational productions*
Other*	1
Total	668	229	25	35	27
Production Revenue (\$millions)	9.1	17.4	8.1	3.2	3.3
Specialization Ratio (%)	91	87	90	84	84
Theatrical Market Share (%)	80	90	85	73	74
Exports (\$millions)	3.9	3.5	2.7	1.3	1.2
Total Revenue (\$millions)	11.0	20.5	10.9	4.7	7.1
Total Operating Expenses (\$millions)	14.0	24.0	13.3	7.7	17.2
Profit Margin (% of total revenue)	-27.5	-17.0	-22.6	-64.3	-141.3

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.



Table 2(b). Profile of Conventional and Pay Television Producers, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	92	119	137	138	164
Number of Productions					
Theatrical features	3	1	9	3	7
Television productions*					
under 30 minutes	1,490	2,694	2,488
30-74 minutes	2,358	2,045	3,141
75 minutes or over	366	56	151
Television sub-total	4,214	4,795	5,780
TV commercials	246	114	53	17	264
Music videos	15	19	1	7	...
Corporate videos*	208	13	174
Home videos*	21	2	2
Educational productions*	18	2	18
Other*	100	14	91	194	110
Total	3,257	5,389	4,515	5,033	6,355
Production Revenue (\$millions)	93.1	174.3	172.6	271.7	348.8
Specialization Ratio (%)	93	93	89	73	72
Television Market Share (%)	88	91	89	95	96
Exports (\$millions)	19.2	11.2	18.7	85.1	104.1
Total Revenue (\$millions)	128.2	222.6	213.3	319.1	527.7
Total Operating Expenses (\$millions)	122.2	224.2	191.1	287.0	464.5
Profit Margin (% of total revenue)	4.6	-0.7	10.4	10.1	12.0

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 2(c). Profile of Producers of Advertising, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	61	61	58	58	53
Number of Productions					
Theatrical features	1	1
Television productions*					
under 30 minutes	10	...	11
30-74 minutes	41	28	117
75 minutes or over	1	...
Television sub-total	51	29	128
TV commercials	2,432	2,091	1,939	2,261	1,907
Music videos	13	40	20	14	100
Corporate videos*	164	93	97
Home videos*	1
Educational productions*	7	7	3
Other*	212	16	8	55	26
Total	3,097	2,506	2,190	2,459	2,261
Production Revenue (\$millions)	133.5	132.3	138.1	147.8	149.4
Specialization Ratio (%)	95	95	96	97	95
Advertising Market Share (%)	94	96	97	97	97
Exports (\$millions)	25.6	7.7	7.3	13.5	12.1
Total Revenue (\$millions)	142.6	140.5	146.3	151.6	153.4
Total Operating Expenses (\$millions)	139.5	132.2	122.2	134.3	132.5
Profit Margin (% of total revenue)	2.1	6.0	16.5	11.4	13.6

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 2(d). Profile of Producers for Government and Education, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	103	123	123	113	116
Number of Productions					
Theatrical features	6	5	5	5	6
Television productions*					
under 30 minutes	62	53	83
30-74 minutes	398	647	265
75 minutes or over	5	16	8
Television sub-total	465	716	356
TV commercials	103	143	61	95	145
Music videos	8	4	2	4	2
Corporate videos*	653	436	327
Home videos*	4
Educational productions*	134	145	101
Other*	9	59	206	100	196
Total	1,244	1,450	1,524	1,501	1,133
Production Revenue (\$millions)	33.2	39.1	42.5	30.3	48.4
Specialization Ratio (%)	71	71	73	68	66
Governmental-Education Market Share (%)	70	65	64	43	43
Exports (\$millions)	0.3	0.9	2.2	0.4	3.0
Total Revenue (\$millions)	40.9	48.5	49.5	37.2	57.6
Total Operating Expenses (\$millions)	36.4	40.9	46.2	36.9	55.0
Profit Margin (% of total revenue)	11.2	15.8	6.6	1.0	4.4

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 2(e). Profile of Industrial Producers, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	127	183	182	166	157
Number of Productions					
Theatrical features	3	2	3	1	1
Television productions*					
under 30 minutes	362	142	22
30-74 minutes	497	279	384
75 minutes or over	2	1	...
Television sub-total	861	422	406
TV commercials	493	499	805	813	224
Music videos	32	53	27	10	18
Corporate videos*	2,679	2,564	2,566
Home videos*	32	274	175
Educational productions*	56	79	63
Other*	1,336	792	3,284	336	312
Total	5,358	5,394	7,747	4,077	3,765
Production Revenue (\$millions)	81.8	96.7	80.1	57.7	63.9
Specialization Ratio (%)	90	90	87	83	84
Industrial Market Share (%)	91	91	89	89	79
Exports (\$millions)	1.9	2.7	3.0	2.6	4.2
Total Revenue (\$millions)	89.8	109.5	97.9	66.4	82.6
Total Operating Expenses (\$millions)	76.2	88.3	80.5	61.0	71.2
Profit Margin (% of total revenue)	15.1	19.4	17.8	8.0	13.8

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 2(f). Profile of Producers Contracted by Other Production Companies and Executive Producers, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	140	134	130	99	129
Number of Productions					
Theatrical features	14	19	15	10	16
Television productions*					
under 30 minutes	189	63	95
30-74 minutes	1,034	323	986
75 minutes or over	34	9	69
Television sub-total	1,257	395	1,150
TV commercials	918	570	986	699	1,093
Music videos	86	99	114	69	1
Corporate videos*	237	186	155
Home videos*	80	3	4
Educational productions*	42	57	18
Other*	147	89	119	141	59
Total	3,471	2,368	2,850	1,560	2,496
Production Revenue (\$millions)	147.8	118.6	137.3	64.3	119.6
Specialization Ratio (%)	56	72	26	58	63
Producers for Others' Market Share (%)	96	96	72	89	86
Exports (\$millions)	64.9	53.9	47.5	29.0	24.2
Total Revenue (\$millions)	163.0	134.6	158.7	83.9	127.4
Total Operating Expenses (\$millions)	160.6	125.3	141.4	76.0	122.1
Profit Margin (% of total revenue)	1.4	6.9	10.9	9.4	4.2

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 2(g). Profile of Other Producers (unspecialized), 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of Producers	59	102	92	78	109
Number of Productions					
Theatrical features	7	7	13	6	9
Television productions*					
under 30 minutes	110	147	1
30-74 minutes	539	644	655
75 minutes or over	5	5	2
Television sub-total	654	796	658
TV commercials	26	2	73	23	4
Music videos	1	2	45	41	5
Corporate videos*	128	40	56
Home videos*	3
Educational productions*	5	7	6
Other*	1	17	19	113	9
Total	86	298	940	1,026	747
Production Revenue (\$millions)	1.1	2.9	3.1	11.4	0.5
Specialization Ratio (%)	2	13	...
Unspecialized Market Share (%)	-	-	1	2	-
Exports (\$millions)	0.2	0.6	1.4
Total Revenue (\$millions)	8.1	24.4	11.5	34.5	40.7
Total Operating Expenses (\$millions)	18.8	58.6	17.2	34.0	47.1
Profit Margin (% of total revenue)	-130.9	-140.4	-50.1	1.2	-15.8

* Due to a change in methodology in 1991-92, the data for these categories are not strictly comparable with data from previous years.

Table 3. Canadian Film Laboratories, Production and Post-Production Services Industry, Summary, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Number of firms					
Quebec	28	41	50	53	55
Ontario	101	107	89	85	84
Other provinces and territories	24	25	23	23	25
Canada	153	173	162	161	164
Employment					
Full-time	1,861	1,908	2,063	1,912	2,042
Part-time	266	272	341	363	271
Freelancers	--	520	753	802	795
Working proprietors	15	19	16	18	19
Total	2,142	2,719	3,173	3,095	3,127
Salaries and Wages (\$millions)					
Salaries and wages	61.8	66.3	70.3	70.9	70.4
Benefits	4.6	6.0	7.1	7.4	7.3
Freelancers' fees	--	3.5	4.3	3.9	5.0
Total	66.3	75.8	81.6	82.2	82.6
Operating Revenue (\$millions)					
Quebec	52.3	77.3	87.6	96.4	89.9
Ontario	194.9	170.5	184.9	197.5	212.1
Other provinces and territories	15.2	16.8	14.4	15.9	21.7
Canada	262.5	264.6	286.9	309.8	323.7
Operating Expenses (\$millions)					
Quebec	45.1	70.1	86.8	93.1	83.2
Ontario	158.7	153.0	165.3	186.4	195.4
Other provinces and territories	12.4	14.7	14.2	15.3	20.8
Canada	216.2	237.7	266.3	294.8	299.5
Operating Margin (% of operating revenue)					
Quebec	13.7	9.4	0.9	3.5	7.4
Ontario	18.6	10.3	10.6	5.6	7.9
Other provinces and territories	18.7	12.7	1.1	3.5	4.0
Canada	17.6	10.2	7.2	4.8	7.5

Tableau 3. L'industrie canadienne des laboratoires cinématographiques et services de production et de post-production, sommaire, 1989-1990 à 1993-1994

	1989-1990	1990-1991	1991-1992	1992-1993	1993-1994
Nombre d'entreprises					
Québec	28	41	50	53	55
Ontario	101	107	89	85	84
Autres provinces et territoires	24	25	23	23	25
Canada	153	173	162	161	164
Emploi					
Plein-temps	1,861	1,908	2,063	1,912	2,042
Temps-partiel	266	272	341	363	271
Pigistes	--	520	753	802	795
Propriétaires actifs	15	19	16	18	19
Total	2,142	2,719	3,173	3,095	3,127
Salaires et avantages sociaux (\$millions)					
Salaires	61.8	66.3	70.3	70.9	70.4
Avantages sociaux	4.6	6.0	7.1	7.4	7.3
Sommes versées aux pigistes	--	3.5	4.3	3.9	5.0
Total	66.3	75.8	81.6	82.2	82.6
Recettes d'exploitation (\$millions)					
Québec	52.3	77.3	87.6	96.4	89.9
Ontario	194.9	170.5	184.9	197.5	212.1
Autres provinces et territoires	15.2	16.8	14.4	15.9	21.7
Canada	262.5	264.6	286.9	309.8	323.7
Dépenses d'exploitation (\$millions)					
Québec	45.1	70.1	86.8	93.1	83.2
Ontario	158.7	153.0	165.3	186.4	195.4
Autres provinces et territoires	12.4	14.7	14.2	15.3	20.8
Canada	216.2	237.7	266.3	294.8	299.5
Marge d'exploitation (% de recettes d'exploitation)					
Québec	13.7	9.4	0.9	3.5	7.4
Ontario	18.6	10.3	10.6	5.6	7.9
Autres provinces et territoires	18.7	12.7	1.1	3.5	4.0
Canada	17.6	10.2	7.2	4.8	7.5

Table 4. Film and Video Distribution and Videocassettes Wholesaling, Number of Firms by Principal Activity and Financial Control, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Both Distributing & Wholesaling					
Canadian-controlled	21	22	13	7	8
Foreign-controlled	2	1	2	1	1
Total	23	23	15	8	9
Film and Video Distribution Only					
Canadian-controlled	101	90	100	99	104
Foreign-controlled	20	18	17	16	16
Total	121	108	117	115	120
Videocassette Wholesaling Only					
Canadian-controlled	32	35	29	27	23
Foreign-controlled	5	6	4	4	4
Total	37	41	33	31	27
Total Distributing & Wholesaling					
Canadian-controlled	154	147	142	133	135
Foreign-controlled	27	25	23	21	21
Total	181	172	165	154	156

Table 5. Revenue from the Distribution of Film, Video and Audio-visual Productions and Videocassette Wholesaling by Primary Market, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Primary Market (\$millions)					
Theatrical	225.5	193.4	184.6	170.8	196.4
Pay TV 33.7	33.5	34.3	35.1	54.8	
Conventional TV	309.2	329.5	308.9	275.9	375.5
Home video	55.3	74.9	92.7	132.8	121.5
Sub-total/Home entertainment	398.2	437.8	435.9	443.7	551.9
Non-theatrical	25.7	24.3	22.7	21.9	22.2
Unspecified	-	-	-	13.6	13.6
Total distribution	649.4	655.5	643.3	650.0	784.0
Wholesaling videocassettes	426.4	495.4	547.3	542.7	514.1
Other revenue	30.8	32.9	40.1	36.4	38.0
Total revenue	1,106.7	1,183.8	1,230.7	1,229.1	1,336.1
Foreign-controlled Share (%)					
Theatrical	85.5	84.0	83.4	87.5	83.0
Home entertainment	49.0	47.7	47.6	38.9	39.7
Non-theatrical	18.1	9.8	9.2	4.6	4.5
Total distribution	60.5	57.0	56.5	51.8	50.6
Wholesaling	32.9	32.6	33.0	31.2	31.1
Other revenue	14.9	18.3	15.3	5.3	32.5
Total	48.6	45.7	44.7	41.3	42.5
Canadian Content Share (%)					
Theatrical	4.3	5.8	6.4	5.2	10.1
Home entertainment	10.2	12.7	14.7	23.0	17.4
Non-theatrical	24.8	21.1	18.2	38.4	32.0
Total	8.7	11.0	12.4	18.3	15.7

Table 6. Film and Video Distribution and Videocassette Wholesaling, Employment, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
TOTAL					
Employment					
Full-time	1,649	1,751	1,689	1,663	1,682
Part-time	358	269	280	195	238
Working proprietors	6	3	4	4	3
Total	2,013	2,023	1,973	1,862	1,923
Salaries & Benefits (\$millions)	55.9	60.9	64.7	64.4	65.6
FOREIGN-CONTROLLED SHARE (%)					
Employment (%)					
Full-time	15.7	15.1	14.5	13.7	13.9
Part-time	59.2	0.4	0.4	1.5	4.6
Working proprietors	-	-	-	-	-
Total	23.4	13.1	12.5	12.4	12.7
Salaries & Benefits (%)	21.4	18.1	17.1	17.7	19.7

Table 7. Film and Video Distribution and Videocassettes Wholesaling, Total Revenue, Expenses and Profitability by Financial Control, 1989-90 to 1993-94

	1989-90	1990-91	1991-92	1992-93	1993-94
Canadian-controlled					
Revenue (\$millions)					
Distribution titles	256.8	281.7	279.7	313.3	387.7
Wholesaling videocassettes	286.1	333.9	366.6	373.2	354.3
Other revenue	26.2	26.9	34.0	34.5	25.7
Total revenue	569.1	642.5	680.3	721.1	767.7
Expenses (\$millions)					
Salaries & benefits	44.0	49.9	53.7	53.0	52.7
Licensing costs (rights, royalties & other fees)	197.0	193.3	186.6	125.7	200.7
Depreciation & amortization	15.7	8.1	9.1	12.5	12.7
Interest expenses	2.4	5.3	5.8	3.3	2.9
Other costs	289.6	358.5	405.3	447.5	409.9
Total expenses	548.7	615.0	660.5	641.7	678.9
Profit Margin (% of Total Revenue) ¹	3.6	4.3	2.9	11.0	11.6
Foreign-controlled					
Revenue (\$millions)					
Distribution titles	392.6	373.8	363.6	336.7	396.3
Wholesaling videocassettes	140.4	161.4	180.6	169.4	159.8
Other revenue	4.6	6.0	6.1	1.9	12.3
Total revenue	537.6	541.3	550.4	508.0	568.4
Expenses (\$millions)					
Salaries & benefits	12.0	11.0	11.0	11.4	12.9
Licensing costs (rights, royalties & other fees)	212.0	207.7	163.4	158.3	136.6
Depreciation & amortization	0.3	0.7	8.3	1.0	1.2
Interest expenses	0.3	0.2	0.2	6.3	2.8
Other costs	201.1	230.4	240.9	272.8	293.9
Total expenses	425.6	450.1	423.8	449.8	447.5
Profit Margin (% of Total Revenue) ¹	20.8	16.8	23.0	11.5	21.3
Total					
Revenue (\$millions)					
Distribution titles	649.4	655.5	643.3	650.0	784.0
Wholesaling videocassettes	426.4	495.4	547.3	542.7	514.1
Other revenue	30.8	32.9	40.1	36.4	38.0
Total revenue	1,106.7	1,183.8	1,230.7	1,229.1	1,336.1
Expenses (\$millions)					
Salaries & benefits	55.9	60.9	64.7	64.4	65.6
Licensing costs (rights, royalties & other fees)	409.0	401.0	350.0	284.1	337.3
Depreciation & amortization	16.0	8.8	17.4	13.5	13.9
Interest expenses	2.7	5.5	6.0	9.5	5.7
Other costs	490.7	589.0	646.2	720.3	703.8
Total expenses	974.3	1,065.1	1,084.3	1,091.4	1,126.4
Profit Margin (% of Total Revenue) ¹	12.0	10.0	11.9	11.2	15.7

¹ Profit margin is defined as total revenue less total expenses (profit or loss).

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