



Film, Video and Audio-visual Production

1994-95

**Culture Statistics
Education, Culture and Tourism Division**

METHODOLOGY AND DATA QUALITY

i) Questionnaires

Statistics Canada data describing the Canadian film and video industry are collected through four separate surveys, each describing a different segment of the industry. Given the volatility of activity in this sector, data is collected annually through census surveys. This approach ensures the production of reliable indicators for monitoring the health and vitality of the industry. The four surveys are as follows:

1. Film, Video and Audio-visual Production Survey
2. Motion Picture Laboratory Operations and Production and Post-production Services Survey
3. Film, Video and Audio-visual Distribution and Videocassette Wholesaling Survey
4. Motion Picture Theatres Survey

These questionnaires were developed and revised in consultation with industry representatives, government departments and various data users. In particular, the Film, Video and Audio-visual Production Survey was modified for the 1991-92 survey year to provide more detail about film and television production on a title by title basis.

ii) Survey Frame

The frame for each survey is updated once a year using Statistics Canada's Business Register files which identify eligible companies, that is, those that belong to the appropriate Standard Industrial Classification (SIC, see **Definitions**). Additional names were drawn from association membership lists, federal and provincial agency listings and trade journals. As many sources as possible were consulted in order to create an exhaustive list of all firms operating in the Canadian film and video industry. Excluded from the frame are motion picture studios, television stations and freelance workers.

iii) Data Collection, Capture and Processing

Questionnaires were mailed in July 1995. After 21 days, telephone follow-ups ensured that the questionnaires had been received by the respondents. At this time, interviewers also verified the eligibility of new respondents, offered assistance and urged respondents to return completed questionnaires quickly.

Completed questionnaires were mailed back to Statistics Canada where they were manually edited for completeness and comparability with previously reported data (if available). If the reported information did not satisfy edit criteria, the respondent was contacted to confirm or complete the data.

Data capture operators then entered the data directly from the questionnaire onto computer files. No coding of questionnaires was necessary. Following data capture, all survey records were subjected to an exhaustive computer edit which included range, relationship and historical edits. Further editing was performed at both the questionnaire and aggregate level. Discrepancies were resolved through a review of a respondent's files and occasional direct contact with the respondent.



iv) Sources of Error

Since the film surveys provide a census of each of the four industry sectors (every firm on the frame is surveyed), only nonsampling errors are possible. These errors may be classified as coverage, non-response, measurement, and processing errors.

Careful design of the questionnaires, extensive manual and automated edits, imputation for non-response, and monitoring of survey operations all helped to limit the magnitude of measurement and processing errors in these surveys. Comprehensive editing procedures also minimized data capture and respondent error. Survey processes were thoroughly documented, providing the survey manager with the information necessary to assess the overall data quality. Once the data passed this final quality evaluation, it was released by the survey manager.

Coverage error was minimized by using multiple sources to update the frame. However, it is impossible to be sure that every company in the target population was included on the frame. For example, the population of film, video and audio-visual producers is difficult to maintain since companies may form for the purpose of a single one-time project, and then be dissolved. Nonetheless, every attempt is made each year to obtain complete coverage of the target population for each survey. Although an exact measure of the under-coverage is not available, it is believed to be small.

v) Imputation and Revision

Imputation for selected items of non-response was performed in order to maintain the historical consistency of the data. In general, only the key data cells used to produce published statistics were imputed for partially completed forms or for priority companies which were complete non-respondents. Imputed data were based on previous years' reports if available, or on the responses of a panel of establishments with characteristics similar to those of the non-respondent (revenue, size, province, country of control, etc.).

In addition, some historical revision of data was performed where necessary. The data series presented in the current publication are, therefore, the most recent, revised versions.

vi) Response Rates

For the 1994-95 reference period, a total of 1,431 questionnaires were mailed to film, video and audio-visual production companies. Of this total, 686 were out of scope, out of business, duplicates or undeliverable by the post office bringing the eligible population for this survey to 745 respondents. Seven hundred and seven questionnaires were either fully or partially completed for a response rate of 95%.

A total of 235 questionnaires were sent to motion picture laboratories and production and post-production services companies. Of this number, 77 were out of scope, out of business, duplicates or undeliverable by the post office, bringing the eligible population for this survey to 158 respondents. One hundred and fifty four questionnaires were either fully or partially completed for a response rate of 99%.

For the film and video distributors and videocassette wholesalers, 281 questionnaires were mailed out. Of this number, 104 proved to be out of scope, out of business, duplicates or undeliverable by the post office. One hundred and sixty eight questionnaires were either fully or partially completed, for a response rate of 95%.



A total of 725 questionnaires were sent to motion picture theatres. Of this number, 62 were out of scope, out of business, duplicates or undeliverable by the post office. Six hundred and fifty nine questionnaires were either fully or partially completed, resulting in a response rate of 99%.

(vii) Confidentiality

Statistics Canada's storage and retrieval systems respect the confidentiality of respondents as guaranteed by the Statistics Act. Data tabulations are also reviewed by the survey manager as a further measure to ensure that an individual respondent's data are never disclosed.



DEFINITIONS

i) Standard Industrial Classifications (SIC)

Film Producers

(SIC 9611: Motion Picture and Video Production)

Companies primarily engaged in film, video or audio-visual production. This **excludes** individual freelancers, production or post-production services companies, television stations and motion picture studios.

Film Distributors and Videocassette Wholesalers

(SIC 9612: Motion Picture and Video Distribution)

Companies primarily engaged in the distribution of film and video productions to motion picture theatres, television stations and commercial exhibitors, as well as companies involved in videocassette wholesaling. Film libraries and booking agencies are **excluded**.

Motion Picture Laboratory Operations and Production and Post-production Services

(SIC 9613: Motion Picture Laboratories and Video Production Facilities)

Companies primarily engaged in processing and duplicating motion picture films and providing video production facilities. This includes film developing and printing, film and video editing, duplication and transcoding, dubbing and sub-titling as well as film or video transfers.

Regular Motion Picture Theatres

(SIC 9621)

Companies which provide indoor seating facilities in an auditorium or hall and charge an admission fee for the viewing of a motion picture. Included are those theatres using 16mm, 35mm and 70mm projection equipment.

Drive-in Theatres

(SIC 9622: Outdoor Motion Picture Theatres)

Companies which provide outdoor automobile parking facilities with electrical speaker hook-ups and charge an admission fee for the viewing of a motion picture. They may also provide outdoor seating facilities.

ii) Glossary of Terms

Province

The determination of province for the Motion Picture Theatres Survey is based upon the physical location of the theatre, but for all other film surveys it refers to the location of the head office of the firm.

Financial Control

The financial control of a company is based upon the residency of the majority of the shareholders or of those persons who have effective control of the company's operating and financial policies. In the case in which a parent company is in fact controlled by another company residing in a different country, control is assigned to the country of the last or final parent.

Number of Productions



For the film, video and audio-visual production data, the number of productions refers to the number original productions completed during the reporting period. (A completed production is one for which an answer print or videotape master exists.) In the case of official international co-productions, domestic joint ventures or international co-ventures involving two or more Canadian production companies, only the major Canadian producer should report. In addition, each episode in a television series is counted as a separate production.

Market

a) Theatrical market refers to the showing of films in commercial movie theatres and drive-ins as well as halls and military camps open to the public.

b) Pay television market refers to the showing of films and videos on specialty channels for which the viewer must pay a special fee. A portion of this fee is used to compensate the producer of the service and ultimately the copyright owners of the broadcast material (e.g. First Choice, Family Channel, etc.).

c) Conventional television market refers to the showing of films, videos and other audiovisual productions on normal broadcast television.

d) Home video market refers to the rental or sale of videodiscs and videocassettes for showing films and videos on household videodisc and videocassette playback machines.

e) Non-theatrical market refers to the showing of films and videos by educational institutions, service clubs, governments, private companies, etc.

Primary Market

Film distribution and videocassette wholesaling: Revenue

The primary market of a company is that market in which the largest portion of revenue is earned. (Table5)

Market Share

For the film, video and audio-visual production data, market share refers to the percentage of total production revenue for a particular market generated by those production companies specializing in that same market (see **Specialization Ratio**).

Specialization Ratio

For the film, video and audio-visual production data, this ratio represents the proportion of a firm's production revenue which is generated by its principal activity. Production companies are each assigned to a specialization group on the basis of the largest portion of their production revenue. Those companies with no production revenue in a given year, or with no dominant activity are assigned to the non-specialized category.

Revenue

a) Total Revenue

Sum of operating revenue and non-operating revenue. The revenue for motion picture theatres excludes the Goods and Services Tax and all other taxes collected for remittance to a government agency.

b) Operating Revenue



Revenue derived directly from the firm's economic activity.

c) Non-operating Revenue

Includes items such as non-repayable financial aid recognized as revenue for this financial year (e.g. grants and subsidies), dividends, interest, etc. **Excluded** are equity investments and loans from government agencies and private sources.

Profit Margin

$$\frac{\text{Total Revenue} - \text{Total Expenses}}{\text{Total Revenue}}$$

Freelancers' Fees

Freelancers' fees include fees paid to any person for whom the employer is required to complete a Revenue Canada T-4A Supplementary form. Freelancers include talent and technical workers (actors, writers, camera operators, etc.). However, employees of companies which perform contract work are not considered freelancers.

Canadian Productions

These are films and videos meeting any one of the following criteria:

1. A production certified for 30% capital cost allowance during 1988, 1989 or 1990. Prior to 1988 the allowance was for 100%.
2. A production realized with the financial assistance of Telefilm Canada (formerly the Canadian Film Development Corporation).
3. A production made in Canada by Canadians prior to the Capital Cost Allowance Program.
4. A production by the National Film Board (NFB).
5. An official co-production between Canada and one of the following: Algeria, Argentina, Australia, Belgium, China, Czech Republic, Slovakia, France, Germany, Hong Kong, Hungary, Ireland, Israel, Italy, Japan, Mexico, Morocco, The Netherlands, New Zealand, Romania, Spain, Switzerland, the Soviet Union (except Estonia, Lithuania, Latvia), the United Kingdom, Yugoslavia (except Serbia).
6. A production certified by the Canadian Radio Television and Telecommunications Commission (CRTC).
7. A production realized with the financial assistance of: the Canada Council; the CBCRadio Canada; the Nova Scotia Film Development Corporation; la Société générale des industries culturelles (SOGIC); the Ontario Film Development Corporation (OFDC); the Canada-Manitoba Cultural Industries Development Office (CIDO); the Saskatchewan Film Development Corporation (Saskfilm); the Alberta Motion Picture Development Corporation; or British Columbia Film.



Table 1(a). Film, Video and Audio-visual Production Industry, Canada, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers (by specialization)					
Theatrical features	19	20	15	15	11
Conventional and pay television	119	137	138	164	181
Advertising	61	58	58	53	53
Government and educational	123	123	113	116	96
Industry	183	182	166	157	166
Other production companies	134	130	99	129	129
Other	102	92	78	109	70
Total	741	742	667	743	706
Number of Productions					
Theatrical features	54	56	31	44	38
Television productions*					
under 30 minutes	...	2,223	3,099	2,713	1,207
30-74 minutes	...	4,867	3,994	5,550	3,879
75 minutes or more	...	414	88	235	390
Television sub-total	...	7,504	7,181	8,498	5,476
TV commercials	3,619	3,929	3,908	3,637	4,335
Music videos	217	209	146	126	46
Corporate videos*	...	4,069	3,332	3,377	2,912
Home videos*	...	141	279	181	203
Educational productions*	...	262	297	209	139
Other*	987	3,721	939	712	841
Total	17,634	19,891	16,113	16,784	13,990
Employment					
Full-time	3,387	2,821	2,463	3,400	3,561
Part-time	3,080	2,545	1,712	2,755	2,326
Freelancers	...	10,156	8,500	8,382	9,857
Working proprietors	68	103	59	58	65
Total	6,535	15,625	12,734	14,595	15,809
Salaries and Wages (\$millions)					
Salaries and wages	124.8	132.0	103.3	150.9	145.0
Benefits	10.0	11.4	10.4	13.9	13.0
Freelancers' fees	108.2	64.7	82.3	84.5	100.9
Total	243.1	208.1	195.9	249.3	258.9
Production Revenue (by client type) (\$millions)					
Distributors					
Theatrical features	17.0	8.5	3.7	3.7	42.0
Other placements	12.3	74.2	63.6	55.9	78.3
Conventional television	146.1	138.0	200.3	236.8	290.2
Pay television	32.5	33.9	7.3	23.4	18.0
Non-theatrical					
Advertising	131.9	137.0	147.3	146.0	142.8
Government	38.0	45.0	45.8	70.3	35.8
Educational	5.0	3.5	2.1	3.2	2.2
Industry	95.1	78.1	54.1	68.4	75.2
Non-theatrical sub-total	270.0	263.6	249.2	288.0	256.1
For other production companies	89.3	50.2	42.1	87.4	90.1
Other	14.0	13.3	20.3	38.7	22.5
Total	581.2	581.8	586.4	733.9	797.4
Non-production revenue (\$millions)	119.3	106.4	111.0	262.6	312.4
Total Revenue (\$millions)	700.6	688.2	697.4	996.5	1,109.8
Exports (\$millions)	80.6	82.8	132.0	148.8	163.1
Total Operating Expenses (\$millions)	693.5	611.9	637.0	909.7	1,045.7
Profit Margin (% of total revenue)	1.0	11.1	8.7	8.7	5.8

* 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(b). Film, Video and Audio-Visual Production Industry, Atlantic Provinces, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	32	29	40	37	41
Number of Productions					
Theatrical features	1	1	3
Television productions*					
Under 30 minutes	...	4	13	21	81
30-74 minutes	...	1	34	5	10
75 minutes or more	...	1	...	1	2
Television sub-total	...	6	47	27	93
TV commercials	128	62	116	56	77
Music videos	2	11	8	1	-
Corporate videos*	...	76	119	133	114
Home videos	...	20	270	172	183
Educational productions*	...	7	17	16	10
Other*	1	31	56	6	12
Total	277	213	633	412	492
Employment					
Full-time	118	90	59	53	77
Part-time	45	3	14	16	92
Freelancers	...	362	373	335	190
Working proprietors	2	2	4	7	4
Total	165	457	450	411	363
Salaries and Wages (\$millions)					
Salaries and wages	2.7	1.9	3.4	1.9	7.5
Benefits	0.2	0.2	0.2	0.1	0.2
Freelancers' fees	1.3	1.8	1.0	1.9	2.2
Total	4.2	3.9	4.6	3.9	9.9
Production Revenue (\$millions)	7.1	7.3	7.4	10.3	18.6
Non-production revenue (\$millions)	2.3	2.0	6.0	0.9	2.7
Total Revenue (\$millions)	9.4	9.3	13.4	11.1	21.3
Exports (\$millions)	x	x
Total Operating Expenses (\$millions)	13.7	11.1	13.2	10.4	21.4
Profit Margin (% of total revenue)	-45.8	-19.0	1.9	6.3	-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(c). Film, Video and Audio-visual Production Industry, Quebec, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	202	286	224	218	202
Number of productions					
Theatrical features	30	38	17	15	19
Television productions*					
Under 30 minutes	...	1,934	2,282	2,315	642
30-74 minutes	...	2,763	2,109	2,139	1,490
75 minutes or over	...	281	63	60	258
Television sub-total	...	4,978	4,454	4,514	2,390
TV commercials	890	1,048	782	975	1,941
Music videos	89	44	67	14	9
Corporate videos*	...	874	806	637	653
Home videos*	...	100	6	...	10
Educational productions*	...	76	152	31	41
Other*	135	2,828	98	152	117
Total	5,593	10,086	6,382	6,338	5,180
Employment					
Full-time	851	941	766	882	993
Part-time	1,362	862	1,176	1,156	1,613
Freelancers	...	6,992	4,511	5,103	5,092
Working proprietors	14	27	15	15	16
Total	2,227	8,822	6,468	7,156	7,714
Salaries and Wages (\$millions)					
Salaries and wages	27.6	31.6	27.1	31.9	36.7
Benefits	2.6	3.4	3.4	5.0	3.6
Freelancers' fees	47.0	35.9	27.4	29.6	25.7
Total	77.2	70.9	57.9	66.5	66.0
Production Revenue (by client type) (\$millions)					
Distributors-					
Theatrical features	6.5	4.8	2.6	2.1	2.0
Other placements	3.8	10.6	8.7	5.6	3.1
Conventional television	79.1	92.4	73.5	89.0	83.1
Pay television	5.4	4.4	4.6	4.8	6.0
Non-theatrical					
Advertising	30.5	32.0	34.8	29.8	30.9
Government	8.6	11.3	11.9	13.6	8.9
Educational	0.3	0.3	0.4	0.4	0.1
Industry	14.5	14.4	13.3	10.6	13.5
Non-theatrical sub-total	53.9	58.1	60.4	54.3	53.4
For other production companies	11.6	9.2	2.5	17.2	10.8
Other	3.8	6.3	9.3	11.7	6.8
Total	164.2	185.9	161.6	184.8	165.3
Non-production revenue (\$millions)	45.7	32.3	28.3	38.3	40.5
Total Revenue (\$millions)	209.9	218.2	190.0	223.1	205.7
Exports (\$millions)	7.9	6.6	12.7	22.9	11.7
Total Operating Expenses (\$millions)	217.4	206.7	178.3	201.3	195.5
Profit Margin (% of total revenue)	-3.6	5.3	6.1	9.8	5.0

* 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(d). Film, Video and Audio-visual Production Industry, Ontario, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	318	250	259	271	272
Number of Productions					
Theatrical features	15	13	11	16	9
Television productions*					
Under 30 minutes	...	174	294	87	390
30-74 minutes	...	1,044	1,187	2,005	1,146
75 minutes or more	...	22	17	156	109
Television sub-total	...	1,240	1,498	2,248	1,645
TV commercials	1,395	1,198	1,020	1,132	1,042
Music videos	81	37	57	97	22
Corporate videos*	...	2,134	1,593	1,801	1,203
Home videos*	...	14	2	2	7
Educational productions*	...	75	75	89	49
Other*	711	644	400	213	108
Total	7,750	5,355	4,656	5,598	4,085
Employment					
Full-time	1,582	1,267	1,195	1,912	1,632
Part-time	412	284	319	653	228
Freelancers	...	1,221	2,108	1,732	2,782
Working proprietors	32	60	31	28	32
Total	2,026	2,832	3,653	4,325	4,674
Salaries and Wages (\$millions)					
Salaries and wages	67.9	66.9	49.4	78.7	72.0
Benefits	4.5	4.6	3.5	5.7	6.2
Freelancers' fees	38.0	10.1	35.6	42.6	51.7
Total	110.3	81.6	88.5	127.0	129.9
Production Revenue (by client type) (\$millions)					
Distributors					
Theatrical features	5.9	3.0	0.7	1.4	36.9
Other placements	6.8	12.4	14.7	47.5	45.1
Conventional television	60.1	35.0	115.5	130.5	179.1
Pay television	26.5	29.3	2.6	18.5	11.4
Non-theatrical					
Advertising	79.5	84.4	93.0	95.1	89.3
Government	16.3	16.7	23.9	42.1	18.6
Educational	2.9	2.5	0.9	0.6	0.7
Industry	64.3	51.6	27.9	41.9	44.5
Non-theatrical sub-total	163.0	155.1	145.7	179.8	153.2
For other production companies	33.7	31.9	30.8	10.1	56.1
Other	8.6	5.6	6.8	25.1	9.6
Total	304.6	272.4	316.8	412.9	491.4
Non-production revenue (\$millions)	62.9	58.8	66.9	211.1	255.3
Total Revenue (\$millions)	367.5	331.2	383.7	624.0	746.7
Exports (\$millions)	37.2	30.2	116.3	109.4	107.8
Total Operating Expenses (\$millions)	345.8	283.8	362.5	567.4	688.4
Profit Margin (% of total revenue)	5.9	14.3	5.5	9.1	7.8

* 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(e). Film, Video and Audio-visual Production Industry, Manitoba, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	24	22	23	26	20
Number of Productions					
Theatrical features	1	1	...	1	1
Television productions*					
Under 30 minutes	14	-
30-74 minutes	...	35	13	2	37
75 minutes or more	...	2	2	5	2
Television sub-total	...	37	15	21	39
TV commercials	97	40	25	55	61
Music videos	2	2	1
Corporate videos*	...	70	90	88	66
Home videos*	1
Educational productions*	...	5	3	9	5
Other*	83	168	297	257	431
Total	359	323	430	431	605
Employment					
Full-time	31	31	38	41	49
Part-time	19	9	4	6	5
Freelancers	...	196	79	124	27
Working proprietors	5	5	2	5	3
Total	55	241	123	176	84
Salaries and Wages (\$millions)					
Salaries and wages	0.7	0.7	1.0	1.2	1.2
Benefit	0.1	0.1	0.1	0.1	0.1
Freelancers' fees	0.9	1.2	0.9	2.2	0.1
Total	1.7	1.9	2.1	3.5	1.4
Production Revenue (\$millions)	2.5	3.3	5.9	7.8	2.3
Non-production revenue (\$millions)	0.6	0.6	1.3	0.8	1.5
Total Revenue (\$millions)	3.1	3.9	7.2	8.6	3.8
Exports (\$millions)	...	-	0.3	0.2	...
Total Operating Expenses (\$millions)	4.6	4.7	6.8	8.4	3.7
Profit Margin (% of total revenue)	-47.7	-19.4	5.8	2.0	2.7

* 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(f). Film, Video and Audio-visual Production Industry, Saskatchewan, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	23	18	17	27	25
Number of Productions					
Theatrical features	1
Television productions*					
Under 30 minutes	...	86	28	12	40
30-74 minutes	...	64	151	187	171
75 minutes or more	2	1
Television sub-total	...	150	179	201	212
TV commercials	53	33	14	42	11
Music videos	5	3	1
Corporate videos*	...	98	43	89	27
Home videos*	3	...
Educational productions*	...	13	6	2	...
Other*	...	5	36	4	1
Total	480	302	279	341	252
Employment					
Full-time	56	44	43	44	48
Part-time	11	4	6	13	21
Freelancers	...	114	125	103	131
Working proprietors	5	2	2	...	1
Total	72	164	176	160	201
Salaries and Wages (\$millions)					
Salaries and wages	1.4	1.6	1.3	1.2	2.1
Benefits	0.1	0.1	0.1	0.1	0.1
Freelancers' fees	0.8	0.8	0.8	0.5	0.6
Total	2.3	2.5	2.1	1.8	2.9
Production Revenue (\$millions)	5.7	5.3	4.1	4.3	6.9
Non-production Revenue (\$millions)	0.8	1.1	0.7	1.0	0.5
Total Revenue (\$millions)	6.5	6.4	4.7	5.2	7.4
Exports (\$millions)	0.1	...	0.1	0.1	0.1
Total Operating Expenses (\$millions)	5.9	5.5	4.2	4.9	6.8
Profit Margin (% of total revenue)	10.0	14.1	11.4	6.9	8.5

* 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(g). Film, Video and Audio-visual Production Industry, Alberta, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	30	22	27	38	41
Number of Productions					
Theatrical features	3	1	1	4	...
Television productions*					
Under 30 minutes	...	15	411	258	52
30-74 minutes	...	64	177	177	554
75 minutes or more	...	3	...	1	3
Television sub-total	...	82	588	436	609
TV commercials	260	644	748	340	525
Music videos	4	3	2	9	3
Corporate videos*	...	380	320	383	581
Home videos*	3	2
Educational productions*	...	48	28	15	14
Other*	24	11	23	1	1
Total	736	1,169	1,710	1,191	1,735
Employment					
Full-time	425	131	121	179	248
Part-time	123	16	23	19	12
Freelancers	...	138	141	105	142
Working proprietors	1	1	2
Total	549	286	285	303	404
Salaries and Wages (\$millions)					
Salaries and wages	4.7	4.4	3.0	4.6	9.8
Benefits	0.4	0.3	0.2	0.4	1.3
Freelancers' fees	3.2	1.1	1.5	1.4	11.4
Total	8.4	5.8	4.8	6.3	22.5
Production Revenue (\$millions)	14.4	12.5	13.6	16.0	49.6
Non-production Revenue (\$millions)	2.3	4.2	3.4	5.2	1.4
Total Revenue (\$millions)	16.7	16.8	16.9	21.1	51.0
Exports (\$millions)	0.2	-	0.1	0.6	25.9
Total Operating Expenses (\$millions)	19.1	13.4	10.4	14.7	50.0
Profit Margin (% of total revenue)	-13.8	20.0	38.5	30.4	1.9

* 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(h). Film, Video and Audio-visual Production Industry, British Columbia, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	109	112	74	121	105
Number of Productions					
Theatrical features	4	3	2	7	5
Television productions*					
Under 30 minutes	...	10	71	2	2
30-74 minutes	...	823	322	1,033	471
75 minutes or more	...	105	6	10	15
Television sub-total	...	938	399	1,045	488
TV commercials	793	903	1,203	1,037	678
Music videos	34	11	11	5	11
Corporate videos*	...	433	352	232	268
Home videos*	...	7	1
Educational productions*	...	38	16	44	20
Other*	32	34	22	59	171
Total	2,398	2,367	2,006	2,429	1,641
Employment					
Full-time	309	303	236	282	514
Part-time	1,108	1,366	166	887	355
Freelancers	...	1,109	1,152	873	1,493
Working proprietors	9	6	5	3	7
Total	1,426	2,784	1,559	2,045	2,369
Salaries and Wages (\$millions)					
Salaries and wages	19.3	24.4	18.0	31.2	15.6
Benefits	2.1	2.7	2.8	2.5	1.4
Freelancers' fees	17.0	13.6	15.0	6.2	9.1
Total	38.4	40.8	35.8	40.0	26.2
Production Revenue (\$millions)	82.2	94.6	76.7	97.4	63.3
Non-production Revenue (\$millions)	4.0	6.5	4.4	5.2	10.6
Total Revenue (\$millions)	86.2	101.1	81.1	102.7	73.9
Exports (\$millions)	35.1	42.4	2.4	15.6	17.6
Total Operating Expenses (\$millions)	85.8	85.4	61.2	102.1	80.0
Profit Margin (% of total revenue)	0.5	15.5	24.5	0.5	-8.3

* 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(i). Film, Video and Audio-visual Production Industry, Yukon and Northwest Territories, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	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	3	1	...	2	...
Music videos
Corporate videos*	...	4	9	14	...
Home videos*	1	...
Educational productions*	3	...
Other*	1	...	7	20	...
Total	41	78	17	44	...
Employment					
Full-time	15	14	5	7	...
Part-time	...	1	4	5	...
Freelancers	...	24	11	7	...
Working proprietors
Total	15	39	20	19	...
Salaries and Wages (\$millions)					
Salaries and wages	0.4	0.5	0.1	0.2	...
Benefits	-	-	-	-	...
Freelancers' fees	0.1	0.1	0.1	-	...
Total	0.5	0.6	0.2	0.3	...
Production Revenue (\$millions)	0.5	0.5	0.3	0.6	...
Non-production Revenue (\$millions)	0.6	0.8	0.1	0.1	...
Total Revenue (\$millions)	1.1	1.3	0.4	0.7	...
Exports (\$millions)
Total Operating Expenses (\$millions)	1.1	1.3	0.4	0.5	...
Profit Margin (% of total revenue)	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, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	19	20	15	15	11
Number of Productions					
Theatrical features	19	11	6	5	7
Television productions*					
under 30 minutes	13	32
30-74 minutes	28	2	2
75 minutes or over	...	2	...	5	2
Television sub-total	...	2	28	20	36
TV commercials	200	12
Music videos	1
Corporate videos*	2	1
Home videos*
Educational productions*	1
Other*	2
Total	229	25	35	27	47
Production Revenue (\$millions)	17.4	8.1	3.2	3.3	6.5
Non-production Revenue (\$millions)	3.1	2.8	1.5	3.9	1.3
Total Revenue (\$millions)	20.5	10.9	4.7	7.1	7.8
Specialization Ratio (%)	87	90	84	84	96
Theatrical Market Share (%)	90	85	73	74	15
Exports (\$millions)	3.5	2.7	1.3	1.2	4.1
Total Operating Expenses (\$millions)	24.0	13.3	7.7	17.2	10.0
Profit Margin (% of total revenue)	-17.0	-22.6	-64.3	-141.3	-27.7

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



Table 2(b). Profile of Conventional and Pay Television Producers, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	119	137	138	164	181
Number of Productions					
Theatrical features	1	9	3	7	8
Television productions*					
under 30 minutes	...	1,490	2,694	2,488	751
30-74 minutes	...	2,358	2,045	3,141	2,463
75 minutes or over	...	366	56	151	332
Television sub-total	...	4,214	4,795	5,780	3,546
TV commercials	114	53	17	264	1,758
Music videos	19	1	7	...	2
Corporate videos*	...	208	13	174	59
Home videos*	...	21	2	2	2
Educational productions*	...	18	2	18	2
Other*	14	91	194	110	232
Total	5,389	4,515	5,033	6,355	5,609
Production Revenue (\$millions)	174.3	172.6	271.7	348.8	434.6
Non-production Revenue (\$millions)	48.2	40.7	47.5	178.8	186.4
Total Revenue (\$millions)	222.6	213.3	319.1	527.7	621.0
Specialization Ratio (%)	93	89	73	72	69
Television Market Share (%)	91	89	95	96	97
Exports (\$millions)	11.2	18.7	85.1	104.1	129.2
Total Operating Expenses (\$millions)	224.2	191.1	287.0	464.5	591.6
Profit Margin (% of total revenue)	-0.7	10.4	10.1	12.0	4.7

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



Table 2(c). Profile of Producers of Advertising, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	61	58	58	53	53
Number of Productions					
Theatrical features	1	2
Television productions*					
under 30 minutes	...	10	...	11	...
30-74 minutes	...	41	28	117	40
75 minutes or over	1
Television sub-total	...	51	29	128	40
TV commercials	2,091	1,939	2,261	1,907	1,701
Music videos	40	20	14	100	23
Corporate videos*	...	164	93	97	61
Home videos*	...	1	5
Educational productions*	...	7	7	3	3
Other*	16	8	55	26	43
Total	2,506	2,190	2,459	2,261	1,878
Production Revenue (\$millions)	132.3	138.1	147.8	149.4	143.5
Non-production Revenue	8.3	8.2	3.8	4.1	2.7
Total Revenue (\$millions)	140.5	146.3	151.6	153.4	146.2
Specialization Ratio (%)	95	96	97	95	96
Advertising Market Share (%)	96	97	97	97	97
Exports (\$millions)	7.7	7.3	13.5	12.1	14.2
Total Operating Expenses (\$millions)	132.2	122.2	134.3	132.5	139.1
Profit Margin (% of total revenue)	6.0	16.5	11.4	13.6	4.8

* 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(d). Profile of Producers for Government and Education, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	123	123	113	116	96
Number of Productions					
Theatrical features	5	5	5	6	4
Television productions*					
under 30 minutes	...	62	53	83	79
30-74 minutes	...	398	647	265	99
75 minutes or over	...	5	16	8	6
Television sub-total	...	465	716	356	184
TV commercials	143	61	95	145	159
Music videos	4	2	4	2	1
Corporate videos*	...	653	436	327	357
Home videos*	...	4
Educational productions*	...	134	145	101	83
Other*	59	206	100	196	39
Total	1,450	1,524	1,501	1,133	827
Production Revenue (\$millions)	39.1	42.5	30.3	48.4	19.8
Non-production Revenue	9.5	7.0	6.9	9.1	9.6
Total Revenue (\$millions)	48.5	49.5	37.2	57.6	29.4
Specialization Ratio (%)	71	73	68	66	67
Governmental-Education Market Share (%)	65	64	43	43	35
Exports (\$millions)	0.9	2.2	0.4	3.0	0.8
Total Operating Expenses (\$millions)	40.9	46.2	36.9	55.0	27.4
Profit Margin (% of total revenue)	15.8	6.6	1.0	4.4	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 2(e). Profile of Industrial Producers, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	183	182	166	157	166
Number of Productions					
Theatrical features	2	3	1	1	3
Television productions*					
under 30 minutes	...	362	142	22	125
30-74 minutes	...	497	279	384	163
75 minutes or over	...	2	1	...	4
Television sub-total	...	861	422	406	292
TV commercials	499	805	813	224	144
Music videos	53	27	10	18	3
Corporate videos*	...	2,679	2,564	2,566	2,196
Home videos*	...	32	274	175	...
Educational productions*	...	56	79	63	18
Other*	792	3,284	336	312	501
Total	5,394	7,747	4,077	3,765	3,157
Production Revenue (\$millions)	96.7	80.1	57.7	63.9	68.7
Non-production Revenue (\$millions)	12.8	17.9	8.6	18.7	9.0
Total Revenue (\$millions)	109.5	97.9	66.4	82.6	77.8
Specialization Ratio (%)	90	87	83	84	84
Industrial Market Share (%)	91	89	89	79	76
Exports (\$millions)	2.7	3.0	2.6	4.2	0.8
Total Operating Expenses (\$millions)	88.3	80.5	61.0	71.2	69.7
Profit Margin (% of total revenue)	19.4	17.8	8.0	13.8	10.3

* 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(f). Profile of Producers Contracted by Other Production Companies and Executive Producers,
1990-91 to 1994-95**

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	134	130	99	129	129
Number of Productions					
Theatrical features	19	15	10	16	10
Television productions*					
under 30 minutes	...	189	63	95	101
30-74 minutes	...	1,034	323	986	1,003
75 minutes or over	...	34	9	69	15
Television sub-total	...	1,257	395	1,150	1,119
TV commercials	570	986	699	1,093	553
Music videos	99	114	69	1	17
Corporate videos*	...	237	186	155	184
Home videos*	...	80	3	4	196
Educational productions*	...	42	57	18	32
Other*	89	119	141	59	16
Total	2,368	2,850	1,560	2,496	2,127
Production Revenue (\$millions)	118.6	137.3	64.3	119.6	122.4
Non-production Revenue (\$millions)	16.0	21.4	19.5	7.8	75.3
Total Revenue (\$millions)	134.6	158.7	83.9	127.4	197.7
Specialization Ratio (%)	72	26	58	63	70
Producers for Others' Market Share (%)	96	72	89	86	95
Exports (\$millions)	53.9	47.5	29.0	24.2	14.0
Total Operating Expenses (\$millions)	125.3	141.4	76.0	122.1	179.6
Profit Margin (% of total revenue)	6.9	10.9	9.4	4.2	9.2

* 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), 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of Producers	102	92	78	109	70
Number of Productions					
Theatrical features	7	13	6	9	4
Television productions*					
under 30 minutes	...	110	147	1	119
30-74 minutes	...	539	644	655	109
75 minutes or over	...	5	5	2	31
Television sub-total	...	654	796	658	259
TV commercials	2	73	23	4	20
Music videos	2	45	41	5	...
Corporate videos*	...	128	40	56	54
Home videos*	...	3
Educational productions*	...	5	7	6	...
Other*	17	19	113	9	8
Total	298	940	1,026	747	345
Production Revenue (\$millions)	2.9	3.1	11.4	0.5	1.8
Non-production Revenue (\$millions)	21.5	8.4	23.1	40.2	28.1
Total Revenue (\$millions)	24.4	11.5	34.5	40.7	30.0
Specialization Ratio (%)	...	2	13	...	13
Unspecialized Market Share (%)	-	1	2	-	...
Exports (\$millions)	0.6	1.4
Total Operating Expenses (\$millions)	58.6	17.2	34.0	47.1	28.4
Profit Margin (% of total revenue)	-140.4	-50.1	1.2	-15.8	5.3

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



Motion Picture Laboratory Operations and Post-Production Services

1994-95

Culture Statistics
Education, Culture and Tourism Division



Table 3. Canadian Film Laboratories, Production and Post-Production Services Industry, Summary, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Number of firms					
Quebec	41	50	53	55	46
Ontario	107	89	85	84	85
Other provinces and territories	25	23	23	25	23
Canada	173	162	161	164	154
Employment					
Full-time	1,908	2,063	1,912	2,042	2,252
Part-time	272	341	363	271	220
Freelancers	520	753	802	795	527
Working proprietors	19	16	18	19	19
Total	2,719	3,173	3,095	3,127	3,018
Salaries and Wages (\$millions)					
Salaries and wages	66.3	70.3	70.9	70.4	83.5
Benefits	6.0	7.1	7.4	7.3	7.6
Freelancers' fees	3.5	4.3	3.9	5.0	6.6
Total	75.8	81.6	82.2	82.6	97.7
Operating Revenue (\$millions)					
Quebec	77.3	87.6	96.4	89.9	123.6
Ontario	170.5	184.9	197.5	212.1	248.4
Other provinces and territories	16.8	14.4	15.9	21.7	27.4
Canada	264.6	286.9	309.8	323.7	399.5
Operating Expenses (\$millions)					
Quebec	70.1	86.8	93.1	83.2	116.3
Ontario	153.0	165.3	186.4	195.4	203.0
Other provinces and territories	14.7	14.2	15.3	20.8	23.1
Canada	237.7	266.3	294.8	299.5	342.3
Operating Margin (% of operating revenue)					
Quebec	9.4	0.9	3.5	7.4	6.0
Ontario	10.3	10.6	5.6	7.9	18.3
Other provinces and territories	12.7	1.1	3.5	4.0	15.9
Canada	10.2	7.2	4.8	7.5	14.3



Film and Video Distribution and Videocassettes Wholesaling

1994-95

Culture Statistics

Education, Culture and Tourism Division



Table 4. Film and Video Distribution and Videocassettes Wholesaling, Number of firms by Principal Activity and Financial Control, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Both Distributing & Wholesaling					
Canadian Control	22	13	7	8	9
Foreign Control	1	2	1	1	1
Total	23	15	8	9	10
Film and Video Distribution Only					
Canadian Control	90	100	99	104	116
Foreign Control	18	17	16	16	19
Total	108	117	115	120	135
Videocassette Wholesaling Only					
Canadian Control	35	29	27	23	21
Foreign Control	6	4	4	4	2
Total	41	33	31	27	23
Total Distributing & Wholesaling					
Canadian Control	147	142	133	135	146
Foreign Control	25	23	21	21	22
Total	172	165	154	156	168



Table 5. Revenue from the Distribution of Film, Video and Audio-visual Productions and Videocassette Wholesaling by Primary Market, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Primary Market (\$millions)					
Theatrical	193.4	184.6	170.8	196.4	239.0
Pay TV	33.5	34.3	35.1	54.8	56.4
Conventional TV	329.5	308.9	275.9	375.5	305.4
Home Video	74.9	92.7	132.8	121.5	132.9
Sub-total/Home entertainment	437.8	435.9	443.7	551.9	494.7
Non-Theatrical	24.3	22.7	21.9	22.2	20.3
Unspecified	-	-	13.6	13.6	-
Total Distribution	655.5	643.3	650.0	784.0	754.0
Wholesaling Videocassettes	495.4	547.3	542.7	514.1	717.0
Other Revenue	32.9	40.1	36.4	38.0	32.4
Total Revenue	1,183.8	1,230.7	1,229.1	1,336.1	1,503.5
Foreign Controlled Share (%)					
Theatrical	84.0	83.4	87.5	83.0	75.6
Home Entertainment	47.7	47.6	38.9	39.7	29.4
Non-Theatrical	9.8	9.2	4.6	4.5	2.2
Total Distribution	57.0	56.5	51.8	50.6	43.3
Wholesaling	32.6	33.0	31.2	31.1	32.2
Other Revenue	18.3	15.3	5.3	32.5	21.7
Total	45.7	44.7	41.3	42.5	37.1



Table 6. Film and Video Distribution and Videocassette Wholesaling, Employment, 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Employment					
Full-time	1,751	1,689	1,663	1,682	1,986
Part-time	269	280	195	238	236
Working Proprietors	3	4	4	3	5
Total	2,023	1,973	1,862	1,923	2,227
Salaries & Benefits (\$millions)	60.9	64.7	64.4	65.0	67.2
Foreign Controlled Share (%)					
Employment					
Full-time	15.1	14.5	13.7	13.9	27.9
Part-time	0.4	0.4	1.5	4.6	4.2
Working Proprietors	-	-	-	-	-
Total	13.1	12.5	12.4	12.7	25.4
Salaries & Benefits (%)	18.1	17.1	17.7	19.7	18.5



Table 7. Film and Video Distribution and Videocassettes Wholesaling, Total Revenue, Expenses and Profitability by Financial Control 1990-91 to 1994-95

	1990-91	1991-92	1992-93	1993-94	1994-95
Canadian Control					
Revenue (\$millions)					
Distribution Titles	281.7	279.7	313.3	387.7	427.6
Wholesaling videocassettes	333.9	366.6	373.2	354.3	486.1
Other revenue	26.9	34.0	34.5	25.7	25.4
Total Revenue	642.5	680.3	721.1	767.7	939.1
Expenses (\$millions)					
Salaries & benefits	49.9	53.7	53.0	52.7	54.8
Licensing Costs(rights,royalties & other fees)	193.3	186.6	125.7	200.7	219.2
Depreciation & Amortization	8.1	9.1	12.5	12.7	14.3
Interest Expenses	5.3	5.8	3.3	2.9	9.6
Other costs	358.5	405.3	447.5	409.9	520.8
Total Expenses	615.0	660.5	641.7	678.9	818.7
Profit Margin (% of Total Revenue)	4.3	2.9	11.0	11.6	12.8
Foreign Control					
Revenue (\$millions)					
Distribution Titles	373.8	363.6	336.7	396.3	326.4
Wholesaling videocassettes	161.4	180.6	169.4	159.8	231.0
Other revenue	6.0	6.1	1.9	12.3	7.0
Total Revenue	541.3	550.4	508.0	568.4	564.4
Expenses (\$millions)					
Salaries & benefits	11.0	11.0	11.4	12.9	12.4
Licensing Costs(rights,royalties & other fees)	207.7	163.4	158.3	136.6	202.1
Depreciation & Amortization	0.7	8.3	1.0	1.2	4.3
Interest Expenses	0.2	0.2	6.3	2.8	0.2
Other costs	230.4	240.9	272.8	293.9	260.0
Total Expenses	450.1	423.8	449.8	447.5	479.1
Profit Margin (% of Total Revenue)	16.8	23.0	11.5	21.3	15.1
Total					
Revenue (\$millions)					
Distribution Titles	655.5	643.3	650.0	784.0	754.0
Wholesaling videocassettes	495.4	547.3	542.7	514.1	717.0
Other revenue	32.9	40.1	36.4	38.0	32.4
Total Revenue	1,183.8	1,230.7	1,229.1	1,336.1	1,503.5
Expenses (\$millions)					
Salaries & benefits	60.9	64.7	64.4	65.6	67.2
Licensing Costs(rights,royalties & other fees)	401.0	350.0	284.1	337.3	421.3
Depreciation & Amortization	8.8	17.4	13.5	13.9	18.7
Interest Expenses	5.5	6.0	9.5	5.7	9.7
Other costs	589.0	646.2	720.3	703.8	780.9
Total Expenses	1,065.1	1,084.3	1,091.4	1,126.3	1,297.8
Profit Margin (% of Total Revenue)	10.0	11.9	11.2	15.7	13.7

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