

**Film, Video and Audio-visual Production**

**1995-96**

**Culture Statistics Program**

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Table 1(a). Film, Video and Audio-visual Production Industry, Canada, Summary, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers (by specialization)</b>					
Theatrical features	20	15	15	11	14
Conventional and pay television	137	138	164	181	125
Advertising	58	58	53	53	42
Government and educational	123	113	116	96	110
Industry	182	166	157	166	133
Other production companies	130	99	129	129	126
Other	92	78	109	70	66
Total	742	667	743	706	616
<b>Number of Productions</b>					
Theatrical features	56	31	44	38	53
Television productions*					
under 30 minutes	2,223	3,099	2,713	1,207	1,683
30-74 minutes	4,867	3,994	5,550	3,879	4,889
75 minutes or more	414	88	235	390	322
Television sub-total	7,504	7,181	8,498	5,476	6,894
TV commercials	3,929	3,908	3,637	4,335	2,255
Music videos	209	146	126	46	24
Corporate videos*	4,069	3,332	3,377	2,912	2,217
Home videos*	141	279	181	203	67
Educational productions*	262	297	209	139	226
Other*	3,721	939	712	841	796
Total	19,891	16,113	16,784	13,990	12,532
<b>Employment</b>					
Full-time	2,821	2,463	3,400	3,561	3,603
Part-time	2,545	1,712	2,755	2,326	2,286
Freelancers	10,156	8,500	8,382	9,857	10,571
Working proprietors	103	59	58	65	60
Total	15,625	12,734	14,595	15,809	16,520
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	132.0	103.3	150.9	145.0	159.2
Benefits	11.4	10.4	13.9	13.0	16.1
Freelancers' fees	64.7	82.3	84.5	100.9	84.1
Total	208.1	195.9	249.3	258.9	259.4
<b>Production Revenue (by client type) (\$million)</b>					
Distributors					
Theatrical features	8.5	3.7	3.7	42.0	54.6
Other placements	74.2	63.6	55.9	78.3	224.8
Conventional television	138.0	200.3	236.8	290.2	168.2
Pay television	33.9	7.3	23.4	18.0	26.2
Non-theatrical					
Advertising	137.0	147.3	146.0	142.8	142.5
Government	45.0	45.8	70.3	35.8	67.9
Educational	3.5	2.1	3.2	2.2	1.9
Industry	78.1	54.1	68.4	75.2	60.0
Non-theatrical sub-total	263.6	249.2	288.0	256.1	272.3
For other production companies	50.2	42.1	87.4	90.1	77.3
Other	13.3	20.3	38.7	22.5	55.8
Total	581.8	586.4	733.9	797.4	879.2
<b>Non-production Revenue (\$millions)</b>	<b>106.4</b>	<b>111.0</b>	<b>262.6</b>	<b>312.4</b>	<b>347.0</b>
<b>Total Revenue (\$millions)</b>	<b>688.2</b>	<b>697.4</b>	<b>996.5</b>	<b>1109.8</b>	<b>1226.2</b>
<b>Exports (\$millions)</b>	<b>82.8</b>	<b>132.0</b>	<b>148.8</b>	<b>163.1</b>	<b>320.8</b>
<b>Total Operating Expenses (\$millions)</b>	<b>611.9</b>	<b>637.0</b>	<b>909.7</b>	<b>1045.7</b>	<b>1166.3</b>
<b>Profit Margin (% of total revenue)</b>	<b>11.1</b>	<b>8.7</b>	<b>8.7</b>	<b>5.8</b>	<b>4.9</b>

\* 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,  
1991-92 to 1995-96**

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>29</b>	<b>40</b>	<b>37</b>	<b>41</b>	<b>33</b>
<b>Number of Productions</b>					
Theatrical features	...	...	1	3	1
Television productions*					
Under 30 minutes	4	13	21	81	37
30-74 minutes	1	34	5	10	47
75 minutes or more	1	...	1	2	...
Television sub-total	6	47	27	93	84
TV commercials	62	116	56	77	37
Music videos	11	8	1	...	...
Corporate videos*	76	119	133	114	109
Home videos	20	270	172	183	...
Educational productions*	7	17	16	10	5
Other*	31	56	6	12	12
<b>Total</b>	<b>213</b>	<b>633</b>	<b>412</b>	<b>492</b>	<b>248</b>
<b>Employment</b>					
Full-time	90	59	53	77	66
Part-time	3	14	16	92	11
Freelancers	362	373	335	190	116
Working proprietors	2	4	7	4	3
<b>Total</b>	<b>457</b>	<b>450</b>	<b>411</b>	<b>363</b>	<b>196</b>
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	1.9	3.4	1.9	7.5	2.7
Benefits	0.2	0.2	0.1	0.2	0.5
Freelancers' fees	1.8	1.0	1.9	2.2	0.7
<b>Total</b>	<b>3.9</b>	<b>4.6</b>	<b>3.9</b>	<b>9.9</b>	<b>3.9</b>
<b>Production Revenue (\$millions)</b>	<b>7.3</b>	<b>7.4</b>	<b>10.3</b>	<b>18.6</b>	<b>10.3</b>
<b>Non-production Revenue (\$millions)</b>	<b>2.0</b>	<b>6.0</b>	<b>0.9</b>	<b>2.7</b>	<b>2.5</b>
<b>Total Revenue (\$millions)</b>	<b>9.3</b>	<b>13.4</b>	<b>11.1</b>	<b>21.3</b>	<b>12.8</b>
<b>Exports (\$millions)</b>	<b>x</b>	<b>x</b>	<b>...</b>	<b>...</b>	<b>...</b>
<b>Total Operating Expenses (\$millions)</b>	<b>11.1</b>	<b>13.2</b>	<b>10.4</b>	<b>21.4</b>	<b>12.6</b>
<b>Profit Margin (% of total revenue)</b>	<b>-19.0</b>	<b>1.9</b>	<b>6.3</b>	<b>-0.5</b>	<b>1.8</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>286</b>	<b>224</b>	<b>218</b>	<b>202</b>	<b>177</b>
<b>Number of productions</b>					
Theatrical features	38	17	15	19	22
Television productions*					
Under 30 minutes	1,934	2,282	2,315	642	1,295
30-74 minutes	2,763	2,109	2,139	1,490	2,054
75 minutes or over	218	63	60	258	246
Television sub-total	4,978	4,454	4,514	2,390	3,595
TV commercials	1,048	782	975	1,941	571
Music videos	44	67	14	9	4
Corporate videos*	874	806	637	653	597
Home videos*	100	6	...	10	6
Educational productions*	76	152	31	41	18
Other*	2,828	98	152	117	167
Total	10,086	6,382	6,338	5,180	4,980
<b>Employment</b>					
Full-time	941	766	882	993	1,130
Part-time	862	1,176	1,156	1,613	1,423
Freelancers	6,992	4,511	5,103	5,092	7,816
Working proprietors	27	15	15	16	16
Total	8,822	6,468	7,156	7,714	10,385
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	31.6	27.1	31.9	36.7	37.4
Benefits	3.4	3.4	5.0	3.6	5.0
Freelancers' fees	35.9	27.4	29.6	25.7	32.8
Total	70.9	57.9	66.5	66.0	75.3
<b>Production Revenue (by client type) (\$millions)</b>					
Distributors-					
Theatrical features	4.8	2.6	2.1	2.0	21.3
Other placements	10.6	8.7	5.6	3.1	31.5
Conventional television	92.4	73.5	89.0	83.1	68.7
Pay television	4.4	4.6	4.8	6.0	2.8
Non-theatrical					
Advertising	32.0	34.8	29.8	30.9	38.5
Government	11.3	11.9	13.6	8.9	22.1
Educational	0.3	0.4	0.4	0.1	0.2
Industry	14.4	13.3	10.6	13.5	11.7
Non-theatrical sub-total	58.1	60.4	54.3	53.4	72.6
For other production companies	9.2	2.5	17.2	10.8	15.0
Other	6.3	9.3	11.7	6.8	38.8
Total	185.9	161.6	184.8	165.3	250.8
<b>Non-production Revenue (\$millions)</b>	<b>32.3</b>	<b>28.3</b>	<b>38.3</b>	<b>40.5</b>	<b>58.2</b>
<b>Total Revenue (\$millions)</b>	<b>218.2</b>	<b>190.0</b>	<b>223.1</b>	<b>205.7</b>	<b>309.0</b>
<b>Exports (\$millions)</b>	<b>6.6</b>	<b>12.7</b>	<b>22.9</b>	<b>11.7</b>	<b>52.7</b>
<b>Total Operating Expenses (\$millions)</b>	<b>206.7</b>	<b>178.3</b>	<b>201.3</b>	<b>195.5</b>	<b>284.6</b>
<b>Profit Margin (% of total revenue)</b>	<b>5.3</b>	<b>6.1</b>	<b>9.8</b>	<b>5.0</b>	<b>7.9</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>250</b>	<b>259</b>	<b>271</b>	<b>272</b>	<b>252</b>
<b>Number of Productions</b>					
Theatrical features	13	11	16	9	20
Television productions*					
Under 30 minutes	174	294	87	390	316
30-74 minutes	1,044	1,187	2,005	1,146	1,417
75 minutes or more	22	17	156	109	54
Television sub-total	1,240	1,498	2,248	1,645	1,787
TV commercials	1,198	1,020	1,132	1,042	725
Music videos	37	57	97	22	4
Corporate videos*	2,134	1,593	1,801	1,203	1,024
Home videos*	14	2	2	7	13
Educational productions*	75	75	89	49	67
Other*	644	400	213	108	51
<b>Total</b>	<b>5,355</b>	<b>4,656</b>	<b>5,598</b>	<b>4,085</b>	<b>3,691</b>
<b>Employment</b>					
Full-time	1,267	1,195	1,912	1,632	1,751
Part-time	284	319	653	228	488
Freelancers	1,221	2,108	1,732	2,782	1,674
Working proprietors	60	31	28	32	37
<b>Total</b>	<b>2,832</b>	<b>3,653</b>	<b>4,325</b>	<b>4,674</b>	<b>3,950</b>
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	66.9	49.4	78.7	72.0	90.4
Benefits	4.6	3.5	5.7	6.2	7.6
Freelancers' fees	10.1	35.6	42.6	51.7	31.9
<b>Total</b>	<b>81.6</b>	<b>88.5</b>	<b>127.0</b>	<b>129.9</b>	<b>129.9</b>
<b>Production Revenue (by client type) (\$millions)</b>					
Contributors					
Theatrical features	3.0	0.7	1.4	36.9	33.0
Other placements	12.4	14.7	47.5	45.1	145.0
Conventional television	35.0	115.5	130.5	179.1	88.7
Pay television	29.3	2.6	18.5	11.4	22.8
Non-theatrical					
Advertising	84.4	93.0	95.1	89.3	78.6
Government	16.7	23.9	42.1	18.6	38.6
Educational	2.5	0.9	0.6	0.7	1.1
Industry	51.6	27.9	41.9	44.5	31.1
Non-theatrical sub-total	155.1	145.7	179.8	153.2	149.5
For other production companies	31.9	30.8	10.1	56.1	56.6
Other	5.6	6.8	25.1	9.6	7.4
<b>Total</b>	<b>272.4</b>	<b>316.8</b>	<b>412.9</b>	<b>491.4</b>	<b>503.0</b>
<b>Non-production Revenue (\$millions)</b>	<b>58.8</b>	<b>66.9</b>	<b>211.1</b>	<b>255.3</b>	<b>278.5</b>
<b>Total Revenue (\$millions)</b>	<b>331.2</b>	<b>383.7</b>	<b>624.0</b>	<b>746.7</b>	<b>781.5</b>
<b>Exports (\$millions)</b>	<b>30.2</b>	<b>116.3</b>	<b>109.4</b>	<b>107.8</b>	<b>229.6</b>
<b>Total Operating Expenses (\$millions)</b>	<b>283.8</b>	<b>362.5</b>	<b>567.4</b>	<b>688.4</b>	<b>745.3</b>
<b>Profit Margin (% of total revenue)</b>	<b>14.3</b>	<b>5.5</b>	<b>9.1</b>	<b>7.8</b>	<b>4.6</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>22</b>	<b>23</b>	<b>26</b>	<b>20</b>	<b>15</b>
<b>Number of Productions</b>					
Theatrical features	1	...	1	1	1
Television productions*					
Under 30 minutes	...	...	14	...	22
30-74 minutes	35	13	2	37	239
75 minutes or more	2	2	5	2	1
Television sub-total	37	15	21	39	262
TV commercials	40	25	55	61	46
Music videos	2	...	...	1	...
Corporate videos*	70	90	88	66	51
Home videos*	...	...	...	1	34
Educational productions*	5	3	9	5	6
Other*	168	297	257	431	384
<b>Total</b>	<b>321</b>	<b>430</b>	<b>431</b>	<b>605</b>	<b>784</b>
<b>Employment</b>					
Full-time	31	38	41	49	50
Part-time	9	4	6	5	18
Freelancers	196	79	124	27	30
Working proprietors	5	2	5	3	1
<b>Total</b>	<b>241</b>	<b>123</b>	<b>176</b>	<b>84</b>	<b>99</b>
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	0.7	1.0	1.2	1.2	1.7
Benefit	0.1	0.1	0.1	0.1	0.1
Freelancers' fees	1.2	0.9	2.2	0.1	0.2
<b>Total</b>	<b>1.9</b>	<b>2.1</b>	<b>3.5</b>	<b>1.4</b>	<b>2.0</b>
<b>Production Revenue (\$millions)</b>	<b>3.3</b>	<b>5.9</b>	<b>7.8</b>	<b>2.3</b>	<b>3.5</b>
<b>Non-production Revenue (\$millions)</b>	<b>0.6</b>	<b>1.3</b>	<b>0.8</b>	<b>1.5</b>	<b>1.2</b>
<b>Total Revenue (\$millions)</b>	<b>3.9</b>	<b>7.2</b>	<b>8.6</b>	<b>3.8</b>	<b>4.7</b>
<b>Exports (\$millions)</b>	<b>...</b>	<b>0.3</b>	<b>0.2</b>	<b>...</b>	<b>...</b>
<b>Total Operating Expenses (\$millions)</b>	<b>4.7</b>	<b>6.8</b>	<b>8.4</b>	<b>3.7</b>	<b>4.2</b>
<b>Profit Margin (% of total revenue)</b>	<b>-19.4</b>	<b>5.8</b>	<b>2.0</b>	<b>2.7</b>	<b>10.1</b>

\* 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,  
1991-92 to 1995-96**

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>18</b>	<b>17</b>	<b>27</b>	<b>25</b>	<b>20</b>
<b>Number of Productions</b>					
Theatrical features	...	...	...	1	2
Television productions*					
Under 30 minutes	86	28	12	40	...
30-74 minutes	64	151	187	171	178
75 minutes or more	...	...	2	1	1
Television sub-total	150	179	201	212	179
TV commercials	33	14	42	11	20
Music videos	3	1	...	...	3
Corporate videos*	98	43	89	27	56
Home videos*	...	...	3	...	...
Educational productions*	13	6	2	...	5
Other*	5	36	4	1	150
<b>Total</b>	<b>302</b>	<b>279</b>	<b>341</b>	<b>252</b>	<b>415</b>
<b>Employment</b>					
Full-time	44	43	44	48	53
Part-time	4	6	13	21	7
Freelancers	114	125	103	131	166
Working proprietors	2	2	...	1	...
<b>Total</b>	<b>164</b>	<b>176</b>	<b>160</b>	<b>201</b>	<b>226</b>
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	1.6	1.3	1.2	2.1	1.9
Benefits	0.1	0.1	0.1	0.1	0.1
Freelancers' fees	0.8	0.8	0.5	0.6	0.7
<b>Total</b>	<b>2.5</b>	<b>2.1</b>	<b>1.8</b>	<b>2.9</b>	<b>2.7</b>
<b>Production Revenue (\$millions)</b>	<b>5.3</b>	<b>4.1</b>	<b>4.3</b>	<b>6.9</b>	<b>5.9</b>
<b>Non-production Revenue (\$millions)</b>	<b>1.1</b>	<b>0.7</b>	<b>1.0</b>	<b>0.5</b>	<b>0.7</b>
<b>Total Revenue (\$millions)</b>	<b>6.4</b>	<b>4.7</b>	<b>5.2</b>	<b>7.4</b>	<b>6.7</b>
<b>Exports (\$millions)</b>	<b>...</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>
<b>Total Operating Expenses (\$millions)</b>	<b>5.5</b>	<b>4.2</b>	<b>4.9</b>	<b>6.8</b>	<b>6.5</b>
<b>Profit Margin (% of total revenue)</b>	<b>14.1</b>	<b>11.4</b>	<b>6.9</b>	<b>8.5</b>	<b>3.0</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>22</b>	<b>27</b>	<b>38</b>	<b>41</b>	<b>38</b>
<b>Number of Productions</b>					
Theatrical features	1	1	4	...	1
Television productions*					
Under 30 minutes	15	411	258	52	12
30-74 minutes	64	177	177	554	411
75 minutes or more	3	...	1	3	1
Television sub-total	82	588	436	609	424
TV commercials	644	748	340	525	558
Music videos	3	2	9	3	1
Corporate videos*	380	320	383	581	176
Home videos*	...	...	3	2	...
Educational productions*	48	28	15	14	72
Other*	11	23	1	1	3
Total	1,169	1,710	1,191	1,735	1,235
<b>Employment</b>					
Full-time	131	121	179	248	261
Part-time	16	23	19	12	23
Freelancers	138	141	105	142	268
Working proprietors	1	...	...	2	1
Total	286	285	303	404	553
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	4.4	3.0	4.6	9.8	10.8
Benefits	0.3	0.2	0.4	1.3	1.6
Freelancers' fees	1.1	1.5	1.4	11.4	12.6
Total	5.8	4.8	6.3	22.5	25.0
<b>Production Revenue (\$millions)</b>	<b>12.5</b>	<b>13.6</b>	<b>16.0</b>	<b>49.6</b>	<b>55.0</b>
<b>Non-production Revenue (\$millions)</b>	<b>4.2</b>	<b>3.4</b>	<b>5.2</b>	<b>1.4</b>	<b>2.7</b>
<b>Total Revenue (\$millions)</b>	<b>16.8</b>	<b>16.9</b>	<b>21.1</b>	<b>51.0</b>	<b>57.7</b>
<b>Exports (\$millions)</b>	<b>-</b>	<b>0.1</b>	<b>0.6</b>	<b>25.9</b>	<b>31.0</b>
<b>Total Operating Expenses (\$millions)</b>	<b>13.4</b>	<b>10.4</b>	<b>14.7</b>	<b>50.0</b>	<b>55.9</b>
<b>Profit Margin (% of total revenue)</b>	<b>20.0</b>	<b>38.5</b>	<b>30.4</b>	<b>1.9</b>	<b>3.2</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>112</b>	<b>74</b>	<b>121</b>	<b>105</b>	<b>80</b>
<b>Number of Productions</b>					
Theatrical features	3	2	7	5	6
Television productions*					
Under 30 minutes	10	71	2	2	1
30-74 minutes	823	322	1,033	471	543
75 minutes or more	105	6	10	15	21
Television sub-total	938	399	1,045	488	565
TV commercials	903	1,203	1,037	678	298
Music videos	11	11	5	11	12
Corporate videos*	433	352	232	268	204
Home videos*	7	1	...	...	14
Educational productions*	38	16	44	20	53
Other*	34	22	59	171	27
<b>Total</b>	<b>2,367</b>	<b>2,006</b>	<b>2,429</b>	<b>1,641</b>	<b>1,179</b>
<b>Employment</b>					
Full-time	303	236	282	514	290
Part-time	1,366	166	887	355	314
Freelancers	1,109	1,152	873	1,493	498
Working proprietors	6	5	3	7	2
<b>Total</b>	<b>2,784</b>	<b>1,559</b>	<b>2,045</b>	<b>2,369</b>	<b>1,104</b>
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	24.4	18.0	31.2	15.6	14.3
Benefits	2.7	2.8	2.5	1.4	1.2
Freelancers' fees	13.6	15.0	6.2	9.1	5.1
<b>Total</b>	<b>40.8</b>	<b>35.8</b>	<b>40.0</b>	<b>26.2</b>	<b>20.6</b>
<b>Production Revenue (\$millions)</b>	<b>94.6</b>	<b>76.7</b>	<b>97.4</b>	<b>63.3</b>	<b>50.5</b>
<b>Non-production Revenue (\$millions)</b>	<b>6.5</b>	<b>4.4</b>	<b>5.2</b>	<b>10.6</b>	<b>3.2</b>
<b>Total Revenue (\$millions)</b>	<b>101.1</b>	<b>81.1</b>	<b>102.7</b>	<b>73.9</b>	<b>53.7</b>
<b>Exports (\$millions)</b>	<b>42.4</b>	<b>2.4</b>	<b>15.6</b>	<b>17.6</b>	<b>7.3</b>
<b>Total Operating Expenses (\$millions)</b>	<b>85.4</b>	<b>61.2</b>	<b>102.1</b>	<b>80.0</b>	<b>57.0</b>
<b>Profit Margin (% of total revenue)</b>	<b>15.5</b>	<b>24.5</b>	<b>0.5</b>	<b>-8.3</b>	<b>-6.2</b>

\* 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,  
1991-92 to 1995-96**

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>...</b>	<b>1</b>
<b>Number of Productions</b>					
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	1	...	2	...	...
Music videos	...	...	...	...	...
Corporate videos*	4	9	14	...	...
Home videos*	...	...	1	...	...
Educational productions*	...	...	3	...	...
Other*	...	7	20	...	2
Total	78	17	44	...	2
<b>Employment</b>					
Full-time	14	5	7	...	2
Part-time	1	4	5	...	2
Freelancers	24	11	7	...	3
Working proprietors	...	...	...	...	...
Total	39	20	19	...	7
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	0.5	0.1	0.2	...	...
Benefits	-	-	-	...	...
Freelancers' fees	0.1	0.1	-	...	...
Total	0.6	0.2	0.3	...	0.1
<b>Production Revenue (\$millions)</b>	<b>0.5</b>	<b>0.3</b>	<b>0.6</b>	<b>...</b>	<b>0.2</b>
<b>Non-production Revenue (\$millions)</b>	<b>0.8</b>	<b>0.1</b>	<b>0.1</b>	<b>...</b>	<b>...</b>
<b>Total Revenue (\$millions)</b>	<b>1.3</b>	<b>0.4</b>	<b>0.7</b>	<b>...</b>	<b>0.2</b>
<b>Exports (\$millions)</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>
<b>Total Operating Expenses (\$millions)</b>	<b>1.3</b>	<b>0.4</b>	<b>0.5</b>	<b>...</b>	<b>0.2</b>
<b>Profit Margin (% of total revenue)</b>	<b>-2.1</b>	<b>-4.3</b>	<b>28.2</b>	<b>...</b>	<b>10.5</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>20</b>	<b>15</b>	<b>15</b>	<b>11</b>	<b>14</b>
<b>Number of Productions</b>					
Theatrical features	11	6	5	7	11
Television productions*					
under 30 minutes	...	...	13	32	0
30-74 minutes	...	28	2	2	31
75 minutes or over	2	...	5	2	0
Television sub-total	2	28	20	36	31
TV commercials	12	...	...	--	0
Music videos	...	1	...	--	0
Corporate videos*	...	...	2	1	1
Home videos*	...	...	...	--	0
Educational productions*	...	...	...	1	0
Other*	...	...	...	2	3
<b>Total</b>	<b>25</b>	<b>35</b>	<b>27</b>	<b>47</b>	<b>77</b>
<b>Production Revenue (\$millions)</b>	<b>8.1</b>	<b>3.2</b>	<b>3.3</b>	<b>6.5</b>	<b>62.3</b>
<b>Non-production Revenue(\$millions)</b>	<b>2.8</b>	<b>1.5</b>	<b>3.9</b>	<b>1.3</b>	<b>4.1</b>
<b>Total Revenue (\$millions)</b>	<b>10.9</b>	<b>4.7</b>	<b>7.1</b>	<b>7.8</b>	<b>66.3</b>
<b>Specialization Ratio (%)</b>	<b>90</b>	<b>84</b>	<b>84</b>	<b>96</b>	<b>62</b>
<b>Theatrical Market Share (%)</b>	<b>85</b>	<b>73</b>	<b>74</b>	<b>15</b>	<b>70</b>
<b>Exports (\$millions)</b>	<b>2.7</b>	<b>1.3</b>	<b>1.2</b>	<b>4.1</b>	<b>40.2</b>
<b>Total Operating Expenses (\$millions)</b>	<b>13.3</b>	<b>7.7</b>	<b>17.2</b>	<b>10.0</b>	<b>63.3</b>
<b>Profit Margin (% of total revenue)</b>	<b>-22.6</b>	<b>-64.3</b>	<b>-141.3</b>	<b>-27.7</b>	<b>4.5</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>137</b>	<b>138</b>	<b>164</b>	<b>181</b>	<b>125</b>
<b>Number of Productions</b>					
Theatrical features	9	3	7	8	6
Television productions*					
under 30 minutes	1,490	2,694	2,488	751	650
30-74 minutes	2,358	2,045	3,141	2,463	3,009
75 minutes or over	366	56	151	332	123
Television sub-total	4,214	4,795	5,780	3,546	3,782
TV commercials	53	17	264	1,758	8
Music videos	1	7	...	2	0
Corporate videos*	208	13	174	59	31
Home videos*	21	2	2	2	1
Educational productions*	18	2	18	2	1
Other*	91	194	110	232	69
<b>Total</b>	<b>4,515</b>	<b>5,033</b>	<b>6,355</b>	<b>5,609</b>	<b>3,898</b>
<b>Production Revenue (\$millions)</b>	<b>172.6</b>	<b>271.7</b>	<b>348.8</b>	<b>434.6</b>	<b>356.9</b>
<b>Non-production Revenue (\$millions)</b>	<b>40.7</b>	<b>47.5</b>	<b>178.8</b>	<b>186.4</b>	<b>113.7</b>
<b>Total Revenue (\$millions)</b>	<b>213.3</b>	<b>319.1</b>	<b>527.7</b>	<b>621.0</b>	<b>470.6</b>
<b>Specialization Ratio (%)</b>	<b>89</b>	<b>73</b>	<b>72</b>	<b>69</b>	<b>52</b>
<b>Television Market Share (%)</b>	<b>89</b>	<b>95</b>	<b>96</b>	<b>97</b>	<b>95</b>
<b>Operating Expenses (\$millions)</b>	<b>18.7</b>	<b>85.1</b>	<b>104.1</b>	<b>129.2</b>	<b>179.9</b>
<b>Total Operating Expenses (\$millions)</b>	<b>191.1</b>	<b>287.0</b>	<b>464.5</b>	<b>591.6</b>	<b>448.9</b>
<b>Profit Margin (% of total revenue)</b>	<b>10.4</b>	<b>10.1</b>	<b>12.0</b>	<b>4.7</b>	<b>4.6</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>58</b>	<b>58</b>	<b>53</b>	<b>53</b>	<b>42</b>
<b>Number of Productions</b>					
Theatrical features	...	...	...	2	2
Television productions*					
under 30 minutes	10	...	11	--	2
30-74 minutes	41	28	117	40	413
75 minutes or over	...	1	...	--	16
Television sub-total	51	29	128	40	431
TV commercials	1,939	2,261	1,907	1,701	1,648
Music videos	20	14	100	23	1
Corporate videos*	164	93	97	61	56
Home videos*	1	...	...	5	5
Educational productions*	7	7	3	3	0
Other*	8	55	26	43	1
Total	2,190	2,459	2,261	1,878	1,967
<b>Production Revenue (\$millions)</b>	<b>138.1</b>	<b>147.8</b>	<b>149.4</b>	<b>143.5</b>	<b>145.1</b>
<b>Non-production Revenue (\$millions)</b>	<b>8.2</b>	<b>3.8</b>	<b>4.1</b>	<b>2.7</b>	<b>2.6</b>
<b>Total Revenue (\$millions)</b>	<b>146.3</b>	<b>151.6</b>	<b>153.4</b>	<b>146.2</b>	<b>147.6</b>
<b>Specialization Ratio (%)</b>	<b>96</b>	<b>97</b>	<b>95</b>	<b>96</b>	<b>96</b>
<b>Advertising Market Share (%)</b>	<b>97</b>	<b>97</b>	<b>97</b>	<b>97</b>	<b>98</b>
<b>Exports (\$millions)</b>	<b>7.3</b>	<b>13.5</b>	<b>12.1</b>	<b>14.2</b>	<b>14.2</b>
<b>Total Operating Expenses (\$millions)</b>	<b>122.2</b>	<b>134.3</b>	<b>132.5</b>	<b>139.1</b>	<b>147.8</b>
<b>Profit Margin (% of total revenue)</b>	<b>16.5</b>	<b>11.4</b>	<b>13.6</b>	<b>4.8</b>	<b>-0.1</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>123</b>	<b>113</b>	<b>116</b>	<b>96</b>	<b>110</b>
<b>Number of Productions</b>					
Theatrical features	5	5	6	4	10
Television productions*					
under 30 minutes	62	53	83	79	45
30-74 minutes	398	647	265	99	75
75 minutes or over	5	16	8	6	131
Television sub-total	465	716	356	184	251
TV commercials	61	95	145	159	342
Music videos	2	4	2	1	4
Corporate videos*	653	436	327	357	267
Home videos*	4	...	...	- -	0
Educational productions*	134	145	101	83	116
Other*	206	100	196	39	27
<b>Total</b>	<b>1,524</b>	<b>1,501</b>	<b>1,133</b>	<b>827</b>	<b>947</b>
<b>Production Revenue (\$millions)</b>	<b>42.5</b>	<b>30.3</b>	<b>48.4</b>	<b>19.8</b>	<b>41.6</b>
<b>Non-production Revenue (\$millions)</b>	<b>7.0</b>	<b>6.9</b>	<b>9.1</b>	<b>9.6</b>	<b>11.4</b>
<b>Total Revenue (\$millions)</b>	<b>49.5</b>	<b>37.2</b>	<b>57.6</b>	<b>29.4</b>	<b>53.0</b>
<b>Specialization Ratio (%)</b>	<b>73</b>	<b>68</b>	<b>66</b>	<b>67</b>	<b>63</b>
<b>Governmental-Education Market Share (%)</b>	<b>64</b>	<b>43</b>	<b>43</b>	<b>35</b>	<b>37</b>
<b>Imports (\$millions)</b>	<b>2.2</b>	<b>0.4</b>	<b>3.0</b>	<b>0.8</b>	<b>1.8</b>
<b>Total Operating Expenses (\$millions)</b>	<b>46.2</b>	<b>36.9</b>	<b>55.0</b>	<b>27.4</b>	<b>46.1</b>
<b>Profit Margin (% of total revenue)</b>	<b>6.6</b>	<b>1.0</b>	<b>4.4</b>	<b>6.9</b>	<b>12.9</b>

\* 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, 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>182</b>	<b>166</b>	<b>157</b>	<b>166</b>	<b>133</b>
<b>Number of Productions</b>					
Theatrical features	3	1	1	3	4
Television productions*					
under 30 minutes	362	142	22	125	42
30-74 minutes	497	279	384	163	131
75 minutes or over	2	1	...	4	8
Television sub-total	861	422	406	292	181
TV commercials	805	813	224	144	137
Music videos	27	10	18	3	5
Corporate videos*	2,679	2,564	2,566	2,196	1,615
Home videos*	32	274	175	- -	15
Educational productions*	56	79	63	18	98
Other*	3,284	336	312	501	382
Total	7,747	4,077	3,765	3,157	4,170
<b>Production Revenue (\$millions)</b>	<b>80.1</b>	<b>57.7</b>	<b>63.9</b>	<b>68.7</b>	<b>61.3</b>
<b>Non-production Revenue (\$millions)</b>	<b>17.9</b>	<b>8.6</b>	<b>18.7</b>	<b>9.0</b>	<b>9.7</b>
<b>Total Revenue (\$millions)</b>	<b>97.9</b>	<b>66.4</b>	<b>82.6</b>	<b>77.8</b>	<b>70.9</b>
<b>Specialization Ratio (%)</b>	<b>87</b>	<b>83</b>	<b>84</b>	<b>84</b>	<b>85</b>
<b>Industrial Market Share (%)</b>	<b>89</b>	<b>89</b>	<b>79</b>	<b>76</b>	<b>87</b>
<b>Exports (\$millions)</b>	<b>3.0</b>	<b>2.6</b>	<b>4.2</b>	<b>0.8</b>	<b>3.7</b>
<b>Total Operating Expenses (\$millions)</b>	<b>80.5</b>	<b>61.0</b>	<b>71.2</b>	<b>69.7</b>	<b>64.5</b>
<b>Profit Margin (% of total revenue)</b>	<b>17.8</b>	<b>8.0</b>	<b>13.8</b>	<b>10.3</b>	<b>9.1</b>

\* 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 Produce** 1-Apr-98  
1991-92 to 1995-96

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>130</b>	<b>99</b>	<b>129</b>	<b>129</b>	<b>126</b>
<b>Number of Productions</b>					
Theatrical features	15	10	16	10	16
Television productions*					
under 30 minutes	189	63	95	101	759
30-74 minutes	1,034	323	986	1,003	1,137
75 minutes or over	34	9	69	15	17
Television sub-total	1,257	395	1,150	1,119	1,913
TV commercials	986	699	1,093	553	118
Music videos	114	69	1	17	14
Corporate videos*	237	186	155	184	139
Home videos*	80	3	4	196	46
Educational productions*	42	57	18	32	8
Other*	119	141	59	16	284
<b>Total</b>	<b>2,850</b>	<b>1,560</b>	<b>2,496</b>	<b>2,127</b>	<b>2,538</b>
<b>Production Revenue (\$millions)</b>	<b>137.3</b>	<b>64.3</b>	<b>119.6</b>	<b>122.4</b>	<b>207.1</b>
<b>Non-production Revenue (\$millions)</b>	<b>21.4</b>	<b>19.5</b>	<b>7.8</b>	<b>75.3</b>	<b>177.3</b>
<b>Total Revenue (\$millions)</b>	<b>158.7</b>	<b>83.9</b>	<b>127.4</b>	<b>197.7</b>	<b>384.4</b>
<b>Specialization Ratio (%)</b>	<b>26</b>	<b>58</b>	<b>63</b>	<b>70</b>	<b>27</b>
<b>Producers for Others' Market Share (%)</b>	<b>72</b>	<b>89</b>	<b>86</b>	<b>95</b>	<b>73</b>
<b>Exports (\$millions)</b>	<b>47.5</b>	<b>29.0</b>	<b>24.2</b>	<b>14.0</b>	<b>80.8</b>
<b>Total Operating Expenses (\$millions)</b>	<b>141.4</b>	<b>76.0</b>	<b>122.1</b>	<b>179.6</b>	<b>363.0</b>
<b>Profit Margin (% of total revenue)</b>	<b>10.9</b>	<b>9.4</b>	<b>4.2</b>	<b>9.2</b>	<b>5.6</b>

\* 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), 1991-92 to 1995-96

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Producers</b>	<b>92</b>	<b>78</b>	<b>109</b>	<b>70</b>	<b>66</b>
<b>Number of Productions</b>					
Theatrical features	13	6	9	4	4
Television productions*					
under 30 minutes	110	147	1	119	185
30-74 minutes	539	644	655	109	96
75 minutes or over	5	5	2	31	31
Television sub-total	654	796	658	259	312
TV commercials	73	23	4	20	2
Music videos	45	41	5	--	0
Corporate videos*	128	40	56	54	108
Home videos*	3	...	...	--	0
Educational productions*	5	7	6	--	3
Other*	19	113	9	8	30
Total	940	1,026	747	345	147
<b>Production Revenue (\$millions)</b>	<b>3.1</b>	<b>11.4</b>	<b>0.5</b>	<b>1.8</b>	<b>5.0</b>
<b>Non-production Revenue (\$millions)</b>	<b>8.4</b>	<b>23.1</b>	<b>40.2</b>	<b>28.1</b>	<b>28.3</b>
<b>Total Revenue (\$millions)</b>	<b>11.5</b>	<b>34.5</b>	<b>40.7</b>	<b>30.0</b>	<b>33.3</b>
<b>Specialization Ratio (%)</b>	<b>2</b>	<b>13</b>	<b>...</b>	<b>13</b>	<b>11</b>
<b>Unspecialized Market Share (%)</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>--</b>	<b>1</b>
<b>ports (\$millions)</b>	<b>1.4</b>	<b>...</b>	<b>...</b>	<b>--</b>	<b>0.3</b>
<b>Total Operating Expenses (\$millions)</b>	<b>17.2</b>	<b>34.0</b>	<b>47.1</b>	<b>28.4</b>	<b>32.6</b>
<b>Profit Margin (% of total revenue)</b>	<b>-50.1</b>	<b>1.2</b>	<b>-15.8</b>	<b>5.3</b>	<b>2.2</b>

\* 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**

**1995-96**

**Culture Statistics Program**

**Table 3. Canadian Film Laboratories, Production and Post-Production Services Industry, Summary, 199 1995-96**

1-Apr-98

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of firms</b>					
Quebec	50	53	55	46	55
Ontario	89	85	84	85	123
Other provinces and territories	23	23	25	23	48
Canada	162	161	164	154	226
<b>Employment</b>					
Full-time	2,063	1,912	2,042	2,252	2,799
Part-time	341	363	271	220	578
Freelancers	753	802	795	527	1,565
Working proprietors	16	18	19	19	35
Total	3,173	3,095	3,127	3,018	4,977
<b>Salaries and Wages (\$millions)</b>					
Salaries and wages	70.3	70.9	70.4	83.5	95.4
Benefits	7.1	7.4	7.3	7.6	10.8
Freelancers' fees	4.3	3.9	5	6.6	13.3
Total	81.6	82.2	82.6	97.7	119.5
<b>Operating Revenue (\$millions)</b>					
Quebec	87.6	96.4	89.9	123.6	144.8
Ontario	184.9	197.5	212.1	248.4	299.3
Other provinces and territories	14.4	15.9	21.7	27.4	39.8
Canada	286.9	309.8	323.7	399.5	483.8
<b>Operating Expenses (\$millions)</b>					
Quebec	86.8	93.1	83.2	116.3	123.6
Ontario	165.3	186.4	195.4	203.0	249.4
Other provinces and territories	14.2	15.3	20.8	23.1	30.0
Canada	266.3	294.8	299.5	342.3	403.0
<b>Operating Margin (% of operating revenue)</b>					
Quebec	0.9	3.5	7.4	6.0	14.6
Ontario	10.6	5.6	7.9	18.3	16.6
Other provinces and territories	1.1	3.5	4	15.9	24.7
Canada	7.2	4.8	7.5	14.3	16.7



**Film, Video and Audio-Visual Distribution and Videocassette Wholesaling**

**1994-95**

**Culture Statistics Program**

**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
<b>Both Distributing &amp; Wholesaling</b>					
Canadian Control	22	13	7	8	9
Foreign Control	1	2	1	1	1
<b>Total</b>	<b>23</b>	<b>15</b>	<b>8</b>	<b>9</b>	<b>10</b>
<b>Film and Video Distribution Only</b>					
Canadian Control	90	100	99	104	116
Foreign Control	18	17	16	16	19
<b>Total</b>	<b>108</b>	<b>117</b>	<b>115</b>	<b>120</b>	<b>135</b>
<b>Videocassette Wholesaling Only</b>					
Canadian Control	35	29	27	23	21
Foreign Control	6	4	4	4	2
<b>Total</b>	<b>41</b>	<b>33</b>	<b>31</b>	<b>27</b>	<b>23</b>
<b>Total Distributing &amp; Wholesaling</b>					
Canadian Control	147	142	133	135	146
Foreign Control	25	23	21	21	22
<b>Total</b>	<b>172</b>	<b>165</b>	<b>154</b>	<b>156</b>	<b>168</b>

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

	1990-91	1991-92	1992-93	1993-94	1994-95
<b>Primary Market (\$millions)</b>					
Theatrical	193.4	184.6	170.8	196.4	239
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
<b>Total Revenue</b>	<b>1183.8</b>	<b>1230.7</b>	<b>1229.1</b>	<b>1336.1</b>	<b>1503.5</b>
<b>Foreign Controlled Share (%)</b>					
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
<b>Total</b>	<b>45.7</b>	<b>44.7</b>	<b>41.3</b>	<b>42.5</b>	<b>37.5</b>

**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
<b>Employment</b>					
Full-time	1751	1689	1663	1682	1986
Part-time	269	280	195	238	236
Working Proprietors	3	4	4	3	5
<b>Total</b>	<b>2023</b>	<b>1973</b>	<b>1862</b>	<b>1923</b>	<b>2227</b>
<b>Salaries &amp; Benefits (\$millions)</b>					
	60.9	64.7	64.4	65.6	67.2
<b>Foreign Controlled Share (%)</b>					
<b>Employment</b>					
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	-	-	-	-	-
<b>Total</b>	<b>13.1</b>	<b>12.5</b>	<b>12.4</b>	<b>12.7</b>	<b>25.4</b>
<b>Salaries &amp; Benefits (%)</b>					
	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
<b>Canadian Control</b>					
<b>Revenue (\$millions)</b>					
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
<b>Expenses (\$millions)</b>					
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
<b>Profit Margin (% of Total Revenue)</b>	4.3	2.9	11.0	11.6	12.8
<b>Foreign Control</b>					
<b>Revenue (\$millions)</b>					
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
<b>Expenses (\$millions)</b>					
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
<b>Profit Margin (% of Total Revenue)</b>	16.8	23.0	11.5	21.3	15.1
<b>Total</b>					
<b>Revenue (\$millions)</b>					
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	1183.8	1230.7	1229.1	1336.1	1503.5
<b>Expenses (\$millions)</b>					
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	1065.1	1084.3	1091.4	1126.4	1297.8
<b>Profit Margin (% of Total Revenue)</b>	10.0	11.9	11.2	15.7	13.7

**Motion Picture Theatres**

**1995-96**

**Culture Statistics Program**

**TABLE 8(a). Motion Picture Theatres and Drive-Ins, Canada, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	620	598	581	582	590
-Drive-ins	103	88	83	77	77
-Total	723	686	664	659	667
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	69,195	71,678	76,510	81,090	84,997
-Drive-ins	2,426	2,049	2,302	2,676	2,457
-Total	71,621	73,727	78,812	83,766	87,454
<b>Average Ticket Price</b>					
-Regular Theatres	5.64	5.35	5.30	5.29	4.97
-Drive-ins	5.79	5.62	5.85	5.69	5.68
-Total	5.65	5.36	5.32	5.30	4.99
<b>Number of Screens</b>					
-Regular Theatres	1,611	1,613	1,601	1,682	1,779
-Drive-ins	143	129	126	126	123
-Total	1,754	1,742	1,727	1,808	1,902
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	482,052	471,582	461,110	470,568	483,816
-Drive-ins (cars)	56,887	51,760	52,115	54,151	54,597
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	367,334	364,966	387,857	409,540	404,881
-Concessions & other	124,445	129,464	144,919	158,678	161,864
-Total	491,779	494,430	532,776	568,217	566,746
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	13,078	10,768	12,627	14,362	13,181
-Concessions & other	5,988	4,652	5,265	5,585	5,603
-Total	19,066	15,419	17,893	19,947	18,784
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	433,657	431,500	475,610	505,569	506,873
-Drive-ins	16,999	14,186	16,134	18,038	16,491
-Total	450,657	445,686	491,745	523,608	523,363
<b>Employment - Theatres</b>					
-Full-time	1,304	1,014	1,305	1,155	1,005
-Part-time	7,794	7,700	8,323	7,722	8,155
-Working Proprietors & family workers	159	177	159	147	172
<b>Employment - Drive-Ins</b>					
-Full-time	177	122	133	173	130
-Part-time	760	659	762	784	812
-Working Proprietors & family workers	61	49	52	34	49
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	84,160	85,242	86,383	96,037	92,863
-Drive-ins	3,506	3,064	3,159	3,734	3,568
-Total	87,666	88,307	89,542	99,771	96,431
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	11.8	12.7	10.7	11.0	10.6
-Drive-ins	10.8	8.0	9.8	9.6	12.2
-Total	11.8	12.6	10.7	11.0	10.6

**TABLE 8(b). Motion Picture Theatres and Drive-Ins, Newfoundland, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	15	15	12	13	16
-Drive-ins	1	1	-	-	-
-Total	16	16	12	13	16
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	x	x	738	802	849
-Drive-ins	x	x	-	-	-
-Total	882	796	738	802	849
<b>Average Ticket Price</b>					
-Regular Theatres	x	x	5.12	5.04	5.02
-Drive-ins	x	x	-	-	-
-Total	5.19	5.18	5.12	5.04	5.02
<b>Number of Screens</b>					
-Regular Theatres	x	x	19	20	23
-Drive-ins	x	x	-	-	-
-Total	24	23	19	20	23
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	x	x	6,147	6,726	7,406
-Drive-ins (cars)	x	x	-	-	-
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	4,129 <sup>1</sup>	3,677 <sup>1</sup>	3,334	3,587	3,772
-Concession & other	1,637 <sup>1</sup>	1,557 <sup>1</sup>	1,494	1,763	1,827
-Total	5,767 <sup>1</sup>	5,234 <sup>1</sup>	4,827	5,350	5,599
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	x <sup>1</sup>	x <sup>1</sup>	-	-	-
-Concession & other	x <sup>1</sup>	x <sup>1</sup>	-	-	-
-Total	x <sup>1</sup>	x <sup>1</sup>	-	-	-
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	x	x	4,007	4,442	4,622
-Drive-ins	x	x	-	-	-
-Total	4,706	4,167	4,007	4,442	4,622
<b>Employment - Theatres</b>					
-Full-time	19 <sup>1</sup>	15 <sup>1</sup>	10	6	8
-Part-time	105 <sup>1</sup>	94 <sup>1</sup>	79	86	94
-Working Proprietors & family workers	10 <sup>1</sup>	9 <sup>1</sup>	10	14	18
<b>Employment - Drive-Ins</b>					
-Full-time	x <sup>1</sup>	x <sup>1</sup>	-	-	-
-Part-time	x <sup>1</sup>	x <sup>1</sup>	-	-	-
-Working Proprietors & family workers	x <sup>1</sup>	x <sup>1</sup>	-	-	-
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	x	x	792	852	1,012
-Drive-ins	x	x	-	-	-
-Total	929	850	792	852	1,012
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	x	x	17.0	17.0	17.4
-Drive-ins	x	x	-	-	-
-Total	18.4	20.4	17.0	17.0	17.4

<sup>1</sup> Combined data for regular and drive-in theatres are reported under regular theatres.



**TABLE 8(c). Motion Picture Theatres and Drive-Ins, Prince Edward Island, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	5	3	3	3	4
-Drive-ins	1	-	-	-	-
-Total	6	3	3	3	4
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	x	299	318	368	409
-Drive-ins	x	-	-	-	-
-Total	316	299	318	368	409
<b>Average Ticket Price</b>					
-Regular Theatres	x	x	5.18	5.22	5.06
-Drive-ins	x	-	-	-	-
-Total	5.33	5.54	5.18	5.22	5.06
<b>Number of Screens</b>					
-Regular Theatres	x	8	8	8	12
-Drive-ins	x	-	-	-	-
-Total	13	8	8	8	12
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	x	2,186	2,177	2,018	2,554
-Drive-ins (cars)	x	-	-	-	-
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	1,530 <sup>1</sup>	1,497	1,488	1,729	1,860
-Concessions & other	599 <sup>1</sup>	608	615	727	854
-Total	2,130 <sup>1</sup>	2,105	2,103	2,456	2,714
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	x <sup>1</sup>	-	-	-	-
-Concessions & other	x <sup>1</sup>	-	-	-	-
-Total	x <sup>1</sup>	-	-	-	-
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	x	1,539	1,621	1,916	2,128
-Drive-ins	x	-	-	-	-
-Total	1,539	1,539	1,621	1,916	2,128
<b>Employment - Theatres</b>					
-Full-time	7 <sup>1</sup>	5	3	4	4
-Part-time	91 <sup>1</sup>	37	44	39	48
-Working Proprietors & family workers	4 <sup>1</sup>	2	-	3	3
<b>Employment - Drive-Ins</b>					
-Full-time	x <sup>1</sup>	-	-	-	-
-Part-time	x <sup>1</sup>	-	-	-	-
-Working Proprietors & family workers	x <sup>1</sup>	-	-	-	-
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	x	326	306	344	391
-Drive-ins	x	-	-	-	-
-Total	378	326	306	344	391
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	x	26.9	22.9	22.0	21.6
-Drive-ins	x	-	-	-	-
-Total	27.7	26.9	22.9	22.0	21.6

<sup>1</sup> Combined data for regular and drive-in theatres are reported under regular theatres.

**TABLE 8(d). Motion Picture Theatres and Drive-Ins, Nova Scotia, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	23	23	23	20	19
-Drive-ins	3	2	2	2	2
-Total	26	25	25	22	21
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	2,179	1,887	2,060	2,368	2,307
<b>Average Ticket Price</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	5.62	5.44	5.28	5.25	5.34
<b>Number of Screens</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	54	53	57	55	54
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	x	x	x	x	x
-Drive-ins (cars)	x	x	x	x	x
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	10,947 <sup>1</sup>	9,247 <sup>1</sup>	9,780 <sup>1</sup>	11,186 <sup>1</sup>	11,081 <sup>1</sup>
-Concession & other	4,309 <sup>1</sup>	3,623 <sup>1</sup>	3,918 <sup>1</sup>	4,682 <sup>1</sup>	4,803 <sup>1</sup>
-Total	15,256 <sup>1</sup>	12,870 <sup>1</sup>	13,698 <sup>1</sup>	15,868 <sup>1</sup>	15,884 <sup>1</sup>
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Concession & other	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Total	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	13,068	11,839	12,586	14,308	14,424
<b>Employment - Theatres</b>					
-Full-time	50 <sup>1</sup>	37 <sup>1</sup>	43 <sup>1</sup>	43 <sup>1</sup>	38 <sup>1</sup>
-Part-time	308 <sup>1</sup>	284 <sup>1</sup>	319 <sup>1</sup>	279 <sup>1</sup>	260 <sup>1</sup>
-Working Proprietors & family workers	3 <sup>1</sup>	2 <sup>1</sup>	8 <sup>1</sup>	7 <sup>1</sup>	6 <sup>1</sup>
<b>Employment - Drive-Ins</b>					
-Full-time	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Part-time	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Working Proprietors & family workers	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	2,635	2,700	2,675	2,844	2,908
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	14.3	8.0	8.1	9.8	9.2

<sup>1</sup> Combined data for regular and drive-in theatres are reported under regular theatres.

**TABLE 8(e). Motion Picture Theatres and Drive-Ins, New Brunswick, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	15	16	14	15	16
-Drive-ins	7	6	6	6	7
-Total	22	22	20	21	23
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	869	1,042	1,032	1,179	1,134
-Drive-ins	76	72	78	84	75
-Total	945	1,114	1,111	1,263	1,209
<b>Average Ticket Price</b>					
-Regular Theatres	5.50	5.47	5.30	5.16	5.31
-Drive-ins	4.87	5.14	5.21	5.19	5.64
-Total	5.45	5.45	5.29	5.16	5.33
<b>Number of Screens</b>					
-Regular Theatres	26	29	27	28	34
-Drive-ins	7	6	6	6	7
-Total	33	35	33	34	41
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	9,450	10,344	9,231	9,487	10,399
-Drive-ins (cars)	1,669	1,579	1,632	1,762	2,062
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	4,349	5,087	4,940	5,496	5,438
-Concession receipts & other	1,715	2,081	1,983	2,304	2,352
-Total	6,064	7,168	6,923	7,801	7,789
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	352	345	378	403	392
-Concession receipts & other	186	148	204	202	214
-Total	538	493	582	605	605
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	5,025	6,067	6,233	6,799	6,958
-Drive-ins	471	470	597	672	622
-Total	5,496	6,537	6,831	7,471	7,581
<b>Employment - Theatres</b>					
-Full-time	16	18	15	22	17
-Part-time	159	182	168	162	184
-Working Proprietors & family workers	2	-	1	1	2
<b>Employment - Drive-Ins</b>					
-Full-time	12	21	20	16	12
-Part-time	27	18	16	26	42
-Working Proprietors & family workers	1	-	7	1	8
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	1,272	1,434	1,395	1,494	1,580
-Drive-ins	124	148	158	177	200
-Total	1,396	1,582	1,553	1,671	1,780
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	17.1	15.4	10.0	12.8	10.7
-Drive-ins	12.4	4.7	-2.7	-11.0	-2.8
-Total	16.8	14.7	9.0	11.1	9.7

**TABLE 8(f). Motion Picture Theatres and Drive-Ins, Quebec, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	96	100	93	105	103
-Drive-ins	21	20	22	23	23
-Total	117	120	115	128	126
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	11,990	13,423	14,954	17,116	17,754
-Drive-ins	864	799	1,003	1,233	1,076
-Total	12,854	14,223	15,957	18,349	18,829
<b>Average Ticket Price</b>					
-Regular Theatres	5.84	5.26	5.31	5.44	5.06
-Drive-ins	5.17	4.83	5.05	5.08	5.17
-Total	5.79	5.23	5.29	5.41	5.07
<b>Number of Screens</b>					
-Regular Theatres	260	305	293	387	418
-Drive-ins	37	37	40	47	47
-Total	297	342	333	434	465
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	77,457	85,878	81,500	96,602	98,097
-Drive-ins (cars)	19,798	18,918	21,320	23,940	25,228
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	63,879	67,215	76,128	87,233	84,551
-Concession receipts & other	17,493	18,704	22,325	27,040	27,405
-Total	81,372	85,919	98,453	114,274	111,956
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	4,090	3,598	4,799	5,873	5,265
-Concession receipts & other	1,753	1,403	1,775	2,222	1,986
-Total	5,843	5,001	6,574	8,095	7,251
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	74,218	79,103	89,911	103,550	104,461
-Drive-ins	5,017	4,546	5,711	6,804	5,938
-Total	79,236	83,649	95,623	110,354	110,399
<b>Employment - Theatres</b>					
-Full-time	292	233	308	303	288
-Part-time	1,020	1,169	1,228	1,380	1,415
-Working Proprietors & family workers	20	27	20	15	17
<b>Employment - Drive-Ins</b>					
-Full-time	64	31	54	66	63
-Part-time	201	182	246	319	335
-Working Proprietors & family workers	10	11	12	6	9
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	14,949	15,848	15,913	18,147	18,397
-Drive-ins	812	766	1,001	1,309	1,184
-Total	15,761	16,614	16,914	19,456	19,580
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	8.8	7.9	8.7	9.4	6.7
-Drive-ins	14.1	9.1	13.1	16.0	18.1
-Total	9.1	8.0	9.0	9.8	7.4



**TABLE 8(g). Motion Picture Theatres and Drive-Ins, Ontario, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	208	197	196	187	191
-Drive-ins	36	30	27	24	24
-Total	244	227	223	211	215
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	29,960	31,059	31,824	32,375	33,549
-Drive-ins	958	736	823	896	885
-Total	30,918	31,795	32,646	33,271	34,434
<b>Average Ticket Price</b>					
-Regular Theatres	5.73	5.50	5.55	5.37	5.08
-Drive-ins	6.44	6.47	6.60	6.31	6.13
-Total	5.76	5.52	5.58	5.40	5.11
<b>Number of Screens</b>					
-Regular Theatres	649	631	629	618	656
-Drive-ins	53	47	45	42	40
-Total	702	678	674	660	696
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	188,366	179,118	177,504	173,179	181,044
-Drive-ins (cars)	20,216	17,794	16,965	15,637	15,888
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	158,976	159,768	166,191	164,535	161,563
-Concession receipts & other	51,838	54,762	60,242	63,867	65,934
-Total	210,814	214,529	226,433	228,402	227,497
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	5,659	4,351	4,961	5,268	5,050
-Concession receipts & other	2,563	1,816	2,092	1,854	2,276
-Total	8,222	6,168	7,053	7,122	7,326
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	186,040	185,691	203,210	206,574	203,958
-Drive-ins	7,180	5,484	6,211	6,645	6,444
-Total	193,220	191,175	209,421	213,219	210,402
<b>Employment - Theatres</b>					
-Full-time	499	376	513	396	345
-Part-time	3,376	3,258	3,554	2,975	3,219
-Working Proprietors & family workers	45	35	26	38	45
<b>Employment - Drive-Ins</b>					
-Full-time	51	46	30	37	30
-Part-time	309	274	341	281	286
-Working Proprietors & family workers	27	15	9	14	12
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	35,101	35,405	36,154	40,077	37,984
-Drive-ins	1,614	1,269	1,232	1,444	1,456
-Total	36,714	36,674	37,386	41,520	39,440
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	11.8	13.4	10.3	9.6	10.3
-Drive-ins	12.7	11.1	11.9	6.7	12.0
-Total	11.8	13.4	10.3	9.5	10.4



**TABLE 8(h). Motion Picture Theatres and Drive-Ins, Manitoba, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	33	28	29	29	29
-Drive-ins	7	7	5	5	4
-Total	40	35	34	34	33
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	2,499	2,507	2,510	2,480	2,220
-Drive-ins	88	79	74	95	86
-Total	2,587	2,585	2,584	2,575	2,306
<b>Average Ticket Price</b>					
-Regular Theatres	5.53	5.37	5.62	5.78	5.35
-Drive-ins	5.42	5.48	6.13	6.07	5.49
-Total	5.52	5.37	5.63	5.79	5.35
<b>Number of Screens</b>					
-Regular Theatres	67	56	57	57	50
-Drive-ins	7	7	5	5	4
-Total	74	63	62	62	54
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	19,326	17,526	17,892	17,663	16,117
-Drive-ins (cars)	2,448	2,223	1,848	3,140	2,810
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	12,706	12,331	12,949	13,546	11,270
-Concession receipts & other	4,907	5,009	5,163	5,341	4,781
-Total	17,613	17,340	18,111	18,888	16,051
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	455	408	414	543	440
-Concession receipts & other	252	224	215	255	223
-Total	707	633	629	797	663
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	16,095	15,329	16,269	17,111	14,874
-Drive-ins	621	541	495	608	550
-Total	16,716	15,870	16,764	17,719	15,424
<b>Employment - Theatres</b>					
-Full-time	35	26	36	26	22
-Part-time	309	300	309	298	286
-Working Proprietors & family workers	17	25	24	19	14
<b>Employment - Drive-Ins</b>					
-Full-time	10	9	7	16	8
-Part-time	33	24	22	26	29
-Working Proprietors & family workers	5	9	2	2	2
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	2,954	2,770	2,722	2,891	2,275
-Drive-ins	155	133	112	120	121
-Total	3,109	2,902	2,834	3,011	2,396
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	8.6	11.6	10.2	9.4	7.3
-Drive-ins	12.2	14.5	21.3	23.7	17.1
-Total	8.8	11.7	10.5	10.0	7.7

**TABLE 8(i). Motion Picture Theatres and Drive-Ins, Saskatchewan, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	44	44	41	38	41
-Drive-ins	15	12	13	9	7
-Total	59	56	54	47	48
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	1,833	1,841	1,902	1,983	1,926
-Drive-ins	82	71	65	70	39
-Total	1,915	1,911	1,966	2,054	1,965
<b>Average Ticket Price</b>					
-Regular Theatres	5.28	4.95	4.92	5.14	4.79
-Drive-ins	5.57	5.46	5.57	5.37	5.57
-Total	5.29	4.97	4.94	5.14	4.81
<b>Number of Screens</b>					
-Regular Theatres	74	75	71	67	70
-Drive-ins	17	14	15	11	9
-Total	91	89	86	78	79
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	21,191	21,305	19,922	18,598	19,469
-Drive-ins (cars)	3,783	3,233	3,639	2,691	1,869
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	9,118	8,603	8,820	9,644	8,761
-Concession receipts & other	3,978	3,876	4,180	4,509	4,218
-Total	13,095	12,478	13,000	14,153	12,979
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	446	374	346	366	215
-Concession receipts & other	221	203	163	174	101
-Total	668	577	509	540	316
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	10,982	10,365	10,967	11,547	11,007
-Drive-ins	778	679	622	612	338
-Total	11,760	11,044	11,590	12,160	11,346
<b>Employment - Theatres</b>					
-Full-time	44	37	38	40	41
-Part-time	299	289	268	247	264
-Working Proprietors & family workers	31	23	30	22	37
<b>Employment - Drive-Ins</b>					
-Full-time	11	6	6	6	3
-Part-time	67	56	41	44	27
-Working Proprietors & family workers	9	12	18	6	11
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	2,380	2,322	2,200	2,324	2,277
-Drive-ins	192	166	136	129	70
-Total	2,572	2,488	2,336	2,453	2,347
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	16.1	16.9	15.6	18.4	15.2
-Drive-ins	-16.5	-17.8	-22.2	-13.4	-7.3
-Total	14.6	15.4	14.2	17.2	14.7

**TABLE 8(j). Motion Picture Theatres and Drive-Ins, Alberta, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	86	84	81	80	78
-Drive-ins	7	5	4	4	5
-Total	93	89	85	84	83
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	8,392	8,064	8,951	9,197	10,120
-Drive-ins	179	136	145	175	177
-Total	8,570	8,200	9,096	9,372	10,297
<b>Average Ticket Price</b>					
-Regular Theatres	5.48	5.31	4.86	4.99	4.34
-Drive-ins	6.53	6.53	6.94	6.52	5.49
-Total	5.50	5.33	4.89	5.01	4.36
<b>Number of Screens</b>					
-Regular Theatres	227	226	227	226	239
-Drive-ins	12	10	9	9	9
-Total	239	236	236	235	248
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	65,872	64,722	63,530	62,961	63,335
-Drive-ins (cars)	5,424	4,964	4,714	4,964	4,522
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	45,954	42,783	43,477	45,854	43,905
-Concession receipts & other	17,527	18,179	20,105	21,440	21,670
-Total	63,481	60,961	63,582	67,294	65,576
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	1,165	889	1,009	1,141	973
-Concession receipts & other	477	372	444	494	447
-Total	1,642	1,261	1,453	1,635	1,420
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	54,811	51,732	56,394	58,560	56,591
-Drive-ins	1,667	1,378	1,508	1,652	1,354
-Total	56,478	53,110	57,902	60,211	57,945
<b>Employment - Theatres</b>					
-Full-time	140	105	149	126	99
-Part-time	929	970	1,042	964	977
-Working Proprietors & family workers	31	43	35	20	17
<b>Employment - Drive-Ins</b>					
-Full-time	10	1	4	13	7
-Part-time	58	43	49	50	36
-Working Proprietors & family workers	5	-	-	-	-
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	9,034	9,298	9,435	10,319	9,194
-Drive-ins	303	289	278	279	244
-Total	9,338	9,586	9,713	10,598	9,438
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	13.7	15.2	11.3	13.0	13.7
-Drive-ins	-1.5	-9.2	-3.8	-1.0	4.6
-Total	13.3	14.7	11.0	12.6	13.5

**TABLE 8(k). Motion Picture Theatres and Drive-Ins, British Columbia, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	91	85	85	88	89
-Drive-ins	5	5	4	4	5
-Total	96	90	89	92	94
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	10,120	10,592	11,998	12,992	14,450
-Drive-ins	102	95	88	99	96
-Total	10,222	10,687	12,086	13,091	14,547
<b>Average Ticket Price</b>					
-Regular Theatres	5.42	5.09	4.98	5.05	4.95
-Drive-ins	5.45	5.53	5.93	5.90	6.80
-Total	5.42	5.09	4.99	5.06	4.96
<b>Number of Screens</b>					
-Regular Theatres	215	204	208	211	217
-Drive-ins	5	5	4	4	5
-Total	220	209	212	215	222
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	71,600	65,488	65,197	66,509	69,561
-Drive-ins (cars)	1,435	1,435	1,083	1,103	1,344
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	54,889	53,892	59,760	65,653	71,552
-Concession receipts & other	20,025	20,627	24,387	26,482	27,449
-Total	74,914	74,519	84,147	92,136	99,001
<b>Revenue - Drive-Ins (\$'000'S)</b>					
-Admission receipts	554	525	522	585	656
-Concession receipts & other	306	322	253	260	237
-Total	860	847	776	845	893
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres	66,038	64,499	73,046	79,270	86,308
-Drive-ins	737	682	657	756	949
-Total	66,775	65,181	73,702	80,026	87,257
<b>Employment - Theatres</b>					
-Full-time	203	161	189	195	142
-Part-time	1,157	1,077	1,250	1,230	1,368
-Working Proprietors & family workers	-	11	8	11	16
<b>Employment - Drive-Ins</b>					
-Full-time	12	5	7	7	3
-Part-time	30	36	31	31	40
-Working Proprietors & family workers	-	2	1	2	4
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	14,390	14,171	14,613	16,526	16,584
-Drive-ins	154	162	145	177	206
-Total	14,544	14,333	14,758	16,703	16,790
<b>PROFIT MARGIN (% of total revenue)</b>					
-Regular Theatres	11.8	13.4	13.2	14.0	12.8
-Drive-ins	14.4	19.5	15.4	10.6	-6.3
-Total	11.9	13.5	13.2	13.9	12.7



**TABLE 8(l). Motion Picture Theatres and Drive-Ins, Yukon and Northwest Territories, 1991-92 to 1995-96**

	1991-92	1992-93	1993-94	1994-95	1995-96
<b>Number of Theatres</b>					
-Regular Theatres	4	3	4	4	4
<b>Paid Admissions (000'S)</b>					
-Regular Theatres	234	229	250	253	302
<b>Average Ticket Price</b>					
-Regular Theatres	5.19	4.99	4.75	4.97	4.36
<b>Number of Screens</b>					
-Regular Theatres	7	6	7	7	8
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	1,523	1,426	1,523	1,478	1,389
<b>Revenue - Theatres (\$'000'S)</b>					
-Admission receipts	1,212	1,143	1,189	1,258	1,319
-Concession receipts	647	602	626	645	691
-Total	1,859	1,745	1,815	1,903	2,010
<b>Expenses - Total (\$'000'S)</b>					
-Regular Theatres (seats)	1,664	1,574	1,697	1,780	1,836
<b>Employment - Theatres</b>					
-Full-time	6	3	6	6	5
-Part-time	76	66	78	69	57
-Working proprietors & family workers	-	-	-	-	-
<b>Salaries &amp; Benefits (\$'000'S)</b>					
-Regular Theatres	289	251	276	318	349
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	10.5	9.8	6.5	6.5	8.7





## 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 September 1996. 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 1995-96 reference period, a total of 1,112 questionnaires were mailed to film, video and audio-visual production companies. Of this total, 462 were out of scope, out of business, duplicates or undeliverable by the post office bringing the eligible population for this survey to 650 respondents. Six hundred and sixteen questionnaires were either fully or partially completed for a response rate of 95%.

A total of 435 questionnaires were sent to motion picture laboratories and production and post-production services companies. Of this number, 208 were out of scope, out of business, duplicates or undeliverable by the post office, bringing the eligible population for this survey to 227 respondents. Two hundred and twenty-nine questionnaires were either fully or partially completed for 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.