

Film and Video Distribution and Videocassettes Wholesaling

1997-98

Culture Statistics Program

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Symbols

The following standard symbols are used in Statistics Canada tables:

- .. figures not available
- ... figures not appropriate or not applicable
- nil or zero
- -- amount too small to be expressed
- p preliminary figures
- r revised figures
- x confidential to meet secrecy requirements of the Statistics Act

Note: The sum of items do not always add to the total due to rounding.

Table 4. Film and Video Distribution and Videocasettes Wholesaling, Number of firms by Principal Activity and Financial Control, 1991-92 to 1994-95 and 1997-98

·	1991-92 ^r	1992-93 ^r	1993-94 ^r	1994-95 ^r	1997-98
Both Distributing & Wholesaling					
Canadian Control	14	7	9	9	17
Foreign Control	2	1	1	1	2
Total	16	8	10	10	. 19
Film and Video Distribution Only					
Canadian Control	97	99	103	117	106
Foreign Control	17	16	16	18	13
Total	114	115	119	135	119
Videocassette Wholesaling Only					
Canadian Control	30	27	23	21	37
Foreign Control	4	4	· 4	3	3
Total	34	31	27	24	40
Total Distributing & Wholesaling					
Canadian Control	141	133	135	147	160
Foreign Control	23	21	21	22	18
Total	164	154	156	169	178

r Revised figures

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Table 5a. Revenue from the Distribution of Film, Video and Audio-visual Productions by Canadian and non-Canadian Productions, 1991-92 to 1994-95 and 1997-98

	1991-92 ^r	1992-93 ^r	1993-94 ^r	1994-95 ^r	1997-98
Canadian Production (\$thousands)			=		
Domestic Distribution					
Theatrical	4,853	4,972	5,653	7,922	5,665
Pay TV	7,356	13,592	13,441	15,499	9,840
Conventional TV	41,692	42,924	43,314	32,865	53,585
Home Video	3,126	3,456	3,387	6,239	1,826
Non-theatrical	3,836	8,143	6,144	5,076	6,204
Sub-total Domestic Distribution	60,863	73,087	71,939	67,601	77,120
Revenue from foreign clients	31,936	42,620	60,163	95,956	101,173
Total distribution	92,799	115,707	132,102	163,557	178,293
Non-Canadian Production (\$thousands)					
Domestic Distribution					
Theatrical	172,918	173,534	195,023	216,362	309,897
Pay TV	22,104	23,402	41,129	49,157	43,640
Conventional TV	274,327	223,729	317,758	263,910	253,958
Home Video	90,254	131,975	119,698	147,437	123,282
Non-theatrical	18,552	13,406	15,160	14,567	10,878
Sub-total Domestic Distribution	578,155	566,046	688,768	691,433	741,654
Revenue from foreign clients	-	•	•	, •	30,898
Total distribution	578,155	566,046	688,768	691,433	772,552

r Revised figures

Table 5b. Revenue from the Distribution of Film, Video and Audio-visual Productions and Videocassette Wholesaling by Primary Market, 1991-92 to 1994-95 and 1997-98

	1991-92 ^r	1992-93 ^r	1993-94 ^r	1994-95 ^r	1997-98
Domestic Distribution					
Theatrical	1 77,77 1	180,852	200,676	231,284	276,711
Pay TV	29,460	36,980	54,570	64,656	59,812
Conventional TV	316,019	263,937	361,072	296,775	340,061
Home Video	93,381	135,415	123,085	153,676	125,108
Non-theatrical	22,388	21,546	21,305	19,643	17,082
Sub-total Domestic Distribution	639,018	638,730	760,708	766,034	818,774
Revenue from foreign clients	31,936	42,620	60,163	95,956	132,071
Total distribution	670,954	681,351	820,871	861,990	950,845
Wholesaling videocassettes	552,135	542,664	522,159	719,950	812,226
Other revenue	40,107	36,387	38,028	35,952	57,689
Total revenue	1,263,196	1,260,402	1,381,058	1,617,892	1,820,760

r Revised figures

Table 5c. Revenue from the Distribution of Film, Video and Audio-visual Productions and Videocassette Wholesaling by Country of Control, 1991-92 to 1994-95 and 1997-98

	1991-92 ^r	1992-93 ^r	1993-94 ^r	1994-95 ^r	1997-98
Canadian-controlled (\$thousands)					
Domestic Distribution					
Theatrical	23,717	19,232	25,540	44,358	57,841
Pay TV	12,896	22,292	32,874	41,288	33,944
Conventional TV	134,406	105,945	165,405	175,402	195,734
Home Video & Non-theatrical	104,752	154,587	140,579	172,260	126,283
Sub-total Domestic Distribution	275,770	302,057	364,398	433,308	413,802
Revenue from foreign clients	31,936	42,620	60,163	95,956	132,071
Total distribution	371,507	344,677	424,561	529,264	545,872
Wholesaling videocassettes	371,507	373,249	362,369	442,495	400,327
Other revenue	33,967	34,460	25,687	28,931	50,764
Total revenue	713,180	752,386	812,617	1,000,690	996,962
Foreign-controlled (\$thousands)					
Domestic Distribution					
Theatrical	154,054	161,620	175,136	186,926	218,870
Pay TV	16,564	14,688	21,696	23,369	25,867
Conventional TV	181,614	157,992	195,667	121,373	144,327
Home Video & Non-theatrical	11,016	2,374	3,810	1,059	15,906
Sub-total Domestic Distribution	363,248	336,674	396,309	332,726	404,971
Revenue from foreign clients'	x	•	-	-	x
Total distribution	363,248	336,674	396,309	332,726	404,971
Wholesaling videocassettes	180,628	169,416	159,790	277,455	411,899
Other revenue	6,140	1,927	12,342	7,021	6,925
Total revenue	550,016	508,016	568,441	617,202	823,795

r Revised figures

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To avoid residual disclosure, data (a small amount of revenue) for 1991-92 & 1997-98 are included in the revenue from foreign clients for Canadian-controlled companies.

Table 5d. Revenue from the Distribution of Film, Video and Audio-visual Productions and Videocassette Wholesaling by Size Group, 1991-92 to 1994-95 and 1997-98

	1991-92 ^r	1992-93 ^r	1993-94 ^r	1994-95 ^r	1997-98
Small (\$thousands)					
Domestic Distribution					
Theatrical	159	133	102	240	119
Pay TV	34	182	34	44	218
Conventional TV	208	71	160	311	399
Home Video	5	40	45	128	36
Non-theatrical	177	205	285	130	136
Sub-total Domestic Distribution	582	631	627	854	908
Revenue from foreign clients	125	54	89	222	217
Total distribution	707	685	716	1,076	1,125
Wholesaling videocassettes	37	36	113	13	312
Other revenue	176	202	160	270	223
Total revenue	921	923	989	1,358	1,660
Medium (\$thousands) Domestic Distribution					
Theatrical	2,362	3,400	2,864	2,774	1,092
Pay TV	1,031	1,353	1,151	1,422	1,643
Conventional TV	6,150	5,511	4,973	7,306	3,814
Home Video	967	1,135	1,378	750	583
Non-theatrical	3,681	3,279	4,407	3,464	4,150
Sub-total Domestic Distribution	14,192	14,677	14,772	15,717	11,282
Revenue from foreign clients	1,311	1,409	1,142	1,996	2,174
Total distribution	15,502	16,086	15,914	17,713	13,455
Wholesaling videocassettes	2,258	2,069	3,409	2,071	6,857
Other revenue	3,991	3,603	3,164	3,707	2,494
Total revenue	21,751	21,759	22,487	23,491	22,806
Large (\$thousands)					
Domestic Distribution					
Theatrical	175,250	177,320	197,710	228,269	275,500
Pay TV	28,394	35,445	53,386	63,191	57,951
Conventional TV	309,662	258,355	355,940	289,157	335,848
Home Video	92,409	134,240	121,662	152,797	124,489
Non-theatrical	18,530	18,062	16,612	16,049	12,795
Sub-total Domestic Distribution	624,245	623,422	745,309	749,464	806,584
Revenue from foreign clients	30,500	41,158	58,932	93,738	129,680
Total distribution	654,745	664,579	804,241	843,202	936,265
Wholesaling videocassettes	549,840	540,559	518,636	717,866	805,056
Other revenue	35,940	32,582	34,704	31,975	54,972
Total revenue	1,240,524	1,237,720	1,357,582	1,593,043	1,796,293

r Revised figures

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Table 6. Film and Video Distribution and Videocasette Wholesaling, Employment, 1991-92 to 1994-95 and 1997-98

	1991-92 ^r	1992-93 ^r	1993-94 ^r	1994-95 ^r	1997-98
Employment					-
Full-time	1,689	1,663	1,682	1,709	2,086
Part-time	280	195	238	246	232
Working Proprietors	4	4	3	5	12
Total	1,973	1,862	1,923	1,960	2,330
Salaries & Benefits (\$thousands)	64,535	64,366	65,956	67,669	83,528
Foreign Controlled Share (%)					
Employment					
Full-time	14.5	13.7	13.9	15.6	15.7
Part-time	0.4	1.5	4.6	4.1	6.5
Working Proprietors	0.0	0.0	0.0	0.0	0.0
Total	12.5	12.4	12.7	14.1	14.7
Salaries & Benefits (%)	17.2	17.7	19.6	19.2	20.5

r Revised figures

Table 7. Film and Video Distribution and Videocasettes Wholesaling, Total Revenue, Expenses and Profitability by Financial Control 1991-92 to 1994-95 and 1997-98

	1001 00 ^t	1000 001	1000 04	10010#	
	1991-92 ^r	1992-93 ^r	1993-94 ^r	1994-95 ^r	1997-98
Canadian Control					
Revenue(\$thousands)	205.254	0.4.4.488	101 741	500 044	- 1 - 0 - 0 - 0 - 0 - 0 - 0 - 0 - 0 - 0
Distribution Titles	307,356	344,677	424,561	529,264	545,872
Wholesaling videocassettes	371,507	373,249	362,369	442,495	400,327
Other revenue Total Revenue	33,967 · 712,830	34,460 752,386	25,687 812,617	28,931 1,000,690	50,779 996,962
Expenses (\$thousands)					
Salaries & benefits	53,463	52,985	53,017	54,708	66,436
Licensing Costs(rights,royalties & other fees)	199,567	130,830	212,097	212,368	249,211
Depreciation & Amortization	9,123	12,519	12,669	14,623	11,215
Interest Expenses	5,787	3,275	2,905	9,860	5,818
Other costs	421,106	466,927	430,419	546,212	504,944
Total Expenses	689,046	666,536	711,107	837,772	837,624
Profit Margin (% of Total Revenue)	3.3	11.4	12.5	16.3	16.0
Foreign Control					
Revenue (\$thousands)					
Distribution Titles	363,599	336,674	396,309	332,727	404,973
Wholesaling videocassettes	180,628	169,416	159,790	277,455	411,899
Other revenue	6,140	1,927	12,342	7,021	6,925
Total Revenue	550,366	508,016	568,441	617,202	823,797
Expenses (\$thousands)					
Salaries & benefits	11,073	11,381	12,940	12,961	.17,093
Licensing Costs (rights,royalties & other fees)	184,954	184,759	183,576	232,897	290,374
Depreciation & Amortization	8,325	982	1,245	4,315	928
Interest Expenses	199	6,254	2,840	160	153
Other costs	219,251	246,377	246,915	267,537	339,717
Total Expenses	423,800	449,753	447,516	517,870	648,268
Profit Margin (% of Total Revenue)	23.0	11.5	21.3	16.1	21.3
Total					
Revenue (\$thousands)					
Distribution Titles	670,954	681,351	820,871	861,990	950,845
Wholesaling videocassettes	552,135	542,664	522,159	719,950	812,226
Other revenue	40,107	36,387	38,028	35,952	57,704
Total Revenue	1,263,196	1,260,402	1,381,058	1,617,892	1,820,759
Expenses (\$thousands)			,,,,,	4	
Salaries & benefits	64,535	64,366	65,956	67,669	83,529
Licensing Costs(rights,royalties & other fees)	384,521	315,589	395,674	445,265	539,585
Depreciation & Amortization	17,448	13,501	13,914	18,938	12,143
Interest Expenses	5,986	9,529	5,745	10,020	5,971
Other costs Total Expenses	640,357 1,112,847	713,304 1,116,289	677,334 1,158,623	813,750 1,355,642	844,662 1,485,890
Profit Margin (% of Total Revenue)	11.9	11.4	16.1	16.2	18.4

r Revised figures

FILM, VIDEO AND AUDIO-VISUAL DISTRIBUTION AND VIDEOCASSETTE WHOLESALING

METHODOLOGY AND DATA QUALITY

i) Questionnaire

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

The questionnaire for the film and video distribution and videocassette wholesaling was developed in consultation with industry representatives, government departments and various data users

ii) Survey Frame

The frame for the 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 9612: Motion Picture and Video Distribution). 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 Film Distribution and Videocassettes Wholesaling.

iii) Data Collection, Capture and Processing

Questionnaires were mailed in September 1997. 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 survey is a census of all known film and video distributors and videocassette wholesalers in Canada, only non-sampling 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 1997/98 reference period, a total of 445 questionnaires were mailed to film and video distributors and videocassette wholesalers. Of this total, 267 were out of scope, out of business, duplicates or undeliverable by the post office bringing the eligible population for this survey to 178 respondents. Of these, 4 did not respond to the survey. The total number of respondents (174) divided by the total eligible population (178) gives an overall 98% response rate. The total non-responses were estimated. Thus, the information in this publication for the 1997/98 represents 178 companies.

(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.

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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 film distribution and videocassette wholesaling survey 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.

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Size group

The size groups are defined according to the following total revenue ranges:

Small: Less than \$100,000; Medium: \$100,000 to \$999,999; Large: \$1 million and over.

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

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

Revenue

a) Total Revenue

Sum of operating revenue and non-operating revenue.

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

Total Revenue Total Expenses

Total Revenue

Canadian Productions

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

- 1. A production certified for 30% capital cost allowance since 1988. Prior to 1988 the allowance was 100%;
- 2. A production certified under the Film or Video Production Tax Credit (1995);
- 3. A production realized with the financial assistance of Telefilm Canada;
- 4. A production made in Canada by Canadians prior to the Capital Cost Allowance Program;
- 5. A production by the National Film Board (NFB);
- 6. An official co-production recognized under a treaty between Canada and another country;
- 7. A production certified by the Canadian Radio-television and Telecommunications Commission (CRTC).
- 8. A production realized with the financial assistance of: the Canada Council for the Atrs; the CBC/Radio 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.



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