

C3

Sound Recording

1995-96

Culture Statistics
Culture, Tourism and the Centre for Education Statistics



Note to Readers:

The Sound Recording Survey questionnaire was revised in 1995-96, following recommendations from the Joint Working Group on Music Industry Statistics. The most significant change is in the collection of new releases and net sales information, where data were collected by Canadian artist, NOT by the CRTC definition of Canadian content. *Thus, comparisons should NOT be made between Canadian content and Canadian artist data.* Changes have also been made in the reporting of employment, wages and salaries (including benefits). Employee counts and wages in 1995-96 now include both producers and salesmen. Lastly, the revenue question concerning music publishing was reworded from "mechanical royalties (including music publishing, airplay and performing rights fees)" to "publishing royalties (including mechanical royalties)".

Survey processes were also changed, resulting in adjustments to the data for companies that did not respond or for item non-response. New companies were also added to the survey frame in 1995-96. For the above reasons, *survey data may not be strictly comparable; these tables should not be used for year- to- year trend analysis.*

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**TABLE 1. Number of Reporting Companies by Size, Origin of Financial Control and Region,
1990-91 to 1993-94 and 1995-96**

	1990-91	1991-92	1992-93	1993-94	1995-96
SIZE					
Less than \$50,000	100	116	83	96	128
\$50,000 - \$99,999	13	15	23	22	23
\$100,000 - \$999,999	35	51	43	53	65
\$1,000,000 & over	33	33	38	39	38
Total	181	215	187	210	254
CONTROL					
Canadian	167	201	172	196	239
Foreign	14	14	15	14	15
Total	181	215	187	210	254
PROVINCE/REGION					
Atlantic	5	6	3	7	11
Quebec	47	61	52	76	84
Ontario	91	97	81	76	91
Prairies	18	29	32	29	28
British Columbia	20	22	19	22	40
Yukon & Northwest Territories	-	-	-	-	-
Canada	181	215	187	210	254



**TABLE 2. Number of New Releases¹ by Canadian Content / Canadian Artists³ and Language of Recording
1990-91 to 1993-94 and 1995-96**

	1990-91	1991-92	1992-93	1993-94	1995-96
WITH CANADIAN CONTENT/BY CANADIAN ARTISTS³					
English Lyrics	340	614	323	376	480
French Lyrics	196	327	185	190	117
Other ²	82	142	161	153	231
Unspecified	-	-	-	-	-
Total	618	1,083	669	719	828
WITHOUT CANADIAN CONTENT/NON- CANADIAN ARTISTS³					
English Lyrics	3,442	4,379	3,853	4,199	4,026
French Lyrics	79	173	161	150	176
Other ²	526	1,487	1,588	1,299	1,625
Unspecified	-	368	-	-	-
Total	4,047	6,407	5,602	5,648	5,827
TOTAL					
English Lyrics	3,782	4,993	4,176	4,575	4,506
French Lyrics	275	500	346	340	293
Other ²	608	1,629	1,749	1,452	1,856
Unspecified	-	368	-	-	-
Total	4,665	7,490	6,271	6,367	6,655

¹ Excludes singles. A recording released in more than one format (album, tape and CD etc.) is only counted once.

² Includes instrumental music.

³ In 1995-96, releases and sales of recording were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.



TABLE 3. Number of New Releases by Canadian Content / Canadian Artists² and Musical Category 1990-91 to 1993-94 and 1995-96

	1990-91	1991-92	1992-93	1993-94	1995-96
WITH CANADIAN CONTENT/BY CANADIAN ARTISTS²					
Popular music/rock ³	342	465	273	344	363
Classical and related	44	80	62	59	92
Jazz	33	17	33	21	49
Country and Folk	87	183	114	114	76
Children's	29	178	31	24	24
Other ¹	83	160	156	157	224
Total	618	1,083	669	719	828
WITHOUT CANADIAN CONTENT/NON- CANADIAN ARTISTS²					
Popular music/rock ³	2,732	3,441	2,631	2,857	2,925
Classical and related	355	1,360	1,343	1,150	1,216
Jazz	223	488	319	366	571
Country and Folk	284	233	477	377	313
Children's	41	135	120	172	97
Other ¹	412	750	712	726	705
Total	4,047	6,407	5,602	5,648	5,827
TOTAL					
Popular music/rock ³	3,074	3,906	2,904	3,201	3,288
Classical and related	399	1,440	1,405	1,209	1,308
Jazz	256	505	352	387	620
Country and Folk	371	416	591	491	389
Children's	70	313	151	196	121
Other ¹	495	910	868	883	929
Total	4,665	7,490	6,271	6,367	6,655

¹ Includes unspecified.

² In 1995-96, releases and sales of recording were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

³ Popular music and rock were classified in one category in 1995-96.



TABLE 4. Number of Units Sold by Format 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
	'000,000				
Singles	4.6	2.3	1.8	1.4	0.8
Albums	0.9	0.7	0.3	0.2	0.2
Compact Discs	20.8	30.9	45.3	56.1	81.4
Tapes(analog)	44.0	36.6	38.5	39.0	x
Other ²	-	--	--	--	x
Unspecified	0.2	0.1	0.1	-	-
Total	70.5	70.6	85.9	96.7	108.3
Number of Companies Reporting	138	184	160	175	214

¹ Figures may not add to totals due to rounding.² Other formats, including multi-media in the 1995-96 survey.**TABLE 5. Total Revenue by Source, 1990-91 to 1993-94 and 1995-96¹**

	1990-91	1991-92	1992-93	1993-94	1995-96
	\$'000,000				
Sales of records, tapes	508.7	579.7	633.5	738.0	875.1
Sales of Masters, Licensing Fees and Mechanical/Publishing Royalties ²	23.2	25.8	25.4	33.9	38.1
Other Revenue from Record Industry Activities	127.4	84.0	93.3	88.8	132.6
Other Revenues	56.9	60.0	76.1	93.1	92.0
Total Revenue	716.1	749.6	828.2	953.8	1,137.9
Number of Companies Reporting	177	214	187	208	254

¹ Figures may not add to totals due to rounding.² All types of publishing royalties are included in 1995-96 survey.



TABLE 6. Revenue from the Sale of Recordings, by Origin of the Master Tape, 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
	\$'000,000				
Produced by Reporting Organization	41.3	46.7	45.1	57.8	72.2
Leased from Production Company in Canada	51.2	55.3	65.0	86.2	104.2
Leased from Production Company in Another Country	406.5	466.2	518.7	593.9	698.8
Unspecified	9.8	11.6	4.7	-	-
Total	508.7	579.7	633.5	738.0	875.1

¹ Figures may not add to totals due to rounding.

TABLE 7. Revenue from the Sale of Recordings with Canadian Content/by Canadian Artists¹, 1990-91 to 1993-94 and 1995-96

	1990-91	1991-92	1992-93	1993-94	1995-96
	\$'000,000				
Sales Canadian Content / Canadian Artists ¹	53.6	57.9	71.5	92.7	127.2
Number of Companies Reporting	145	177	155	167	207
Total Sales	508.7	579.7	633.5	738.0	875.1
Number of Companies Reporting	156	193	162	175	214

¹ In 1995-96, releases and sales of recording were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

TABLE 8. Revenue from the Sale of Recordings by Format, 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
	\$'000,000				
Singles	13.1	5.3	5.6	4.8	3.7
Albums	8.9	5.0	2.1	1.2	1.2
Compact Discs	204.3	325.5	394.2	507.3	706.3
Tapes(analog)	280.9	243.4	231.4	224.7	x
Other ²	-	--	x	--	x
Unspecified	1.7	0.5	x	-	-
Total	508.7	579.7	633.5	738.0	875.1

¹ Figures may not add to totals due to rounding.² Other formats, including multi-media in the 1995-96 survey.**TABLE 9. Revenue from the Sale of Recordings by Musical Category, 1990-91 to 1993-94 and 1995-96¹**

	1990-91	1991-92	1992-93	1993-94	1995-96
	\$'000,000				
Popular music/rock ³	365.4	425.1	453.4	520.8	663.5
Classical and related	41.0	42.2	62.3	63.2	49.5
Jazz	14.9	11.9	19.7	18.0	19.8
Country and Folk	35.0	40.5	44.6	61.7	65.4
Children's	10.3	11.1	17.9	18.9	26.0
Other ²	42.0	49.0	35.6	55.5	50.9
Total	508.7	579.7	633.5	738.0	875.1

¹ Figures may not add to totals due to rounding.² Includes unspecified.³ Popular music and rock were classified in one category in 1995-96.

TABLE 10. Profile of the Sound Recording Industry in Canada, 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
1. NUMBER OF COMPANIES	181	215	187	210	254
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁵	618	1083	669	719	828
- Other	4,047	6,407	5,602	5,648	5,827
- Total	4,665	7,490	6,271	6,367	6,655
- Canadian Content /Artists ⁵ as % of releases	13.2	14.5	10.7	11.3	12.4
3. REVENUE \$'000,000					
- Sales of Recordings - Canadian Content/Artists ⁵	53.6	57.9	71.5	92.7	127.2
- Other Sales of Recordings	455.1	521.8	562.0	645.3	748.0
- Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties ⁷	23.2	25.8	25.4	33.9	38.1
- Other Revenue from Industry-related Activities	127.4	84.0	93.3	88.8	132.6
- Total Revenue from Industry-related Activities	659.3	689.6	752.2	860.7	1,045.9
- Total Revenue⁴	716.1	749.6	828.2	953.8	1,137.9
- Canadian Content/Artists ⁵ as % of Sales	10.5	10.0	11.3	12.6	14.5
4. EXPENSES \$'000,000					
- Cost of Goods sold	396.8	391.2	407.5	446.9	550.4
- Interest	5.6	5.7	4.9	3.5	4.0
- Depreciation	3.3	4.1	6.2	7.3	9.4
- Other Operating Expenses	204.4	241.6	272.9	356.1	404.9
- Total Expenses	610.2	642.6	691.6	813.7	968.7
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	106.0	106.6	136.6	140.1	169.1
- Profit Margin(%) ²	14.8	14.3	16.5	14.7	14.9
6. EMPLOYMENT⁶					
- Full-time	2,211	2,209	2,453	2,487	2,794
- Part-time	255	214	180	191	196
- Freelancers	-	-	136	81	231
7. SALARIES AND BENEFITS³					
- \$'000,000 ⁶	79.4	86.7	87.1	97.9	135.1

¹ Figures may not add to totals due to rounding.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁶ For 1995-96, includes employee counts and wages of producers and salesmen.

⁷ All types of publishing royalties are included in 1995-96 survey.

TABLE 11.1 Profile of Canadian-controlled Companies, 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
1. NUMBER OF COMPANIES	167	201	172	196	239
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁵	439	838	503	511	667
- Other	525	831	924	1,681	1,301
- Total	964	1,669	1,427	2,192	1,968
3. REVENUE \$'000,000					
- Sales of Recordings - Canadian Content/Artists ⁵	30.7	31.5	30.0	41.3	55.6
- Other Sales of Recordings	28.0	44.3	60.1	77.1	65.9
- Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties ⁷	10.5	14.4	14.3	21.4	13.9
- Other Revenue from Industry-related Activities	32.5	34.7	42.1	28.6	38.1
- Total Revenue from Industry-related Activities	101.7	124.9	146.6	168.4	173.5
- Total Revenue ⁴	120.3	139.7	164.1	193.4	186.6
4. EXPENSES \$'000,000					
- Cost of Goods sold	71.3	82.0	93.2	104.3	102.9
- Interest	2.4	2.4	1.9	2.3	1.9
- Depreciation	1.5	1.7	1.7	2.4	2.0
- Other Operating Expenses	42.1	50.6	54.7	67.9	65.7
- Total Expenses	117.3	136.7	151.5	176.8	172.5
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	3.1	2.6	12.5	16.5	14.1
- Profit Margin(%) ²	2.5	2.1	7.7	8.6	7.5
6. EMPLOYMENT⁶					
- Full-time	432	551	662	628	585
- Part-time	82	131	75	89	x
- Freelancers	-	-	136	77	x
7. SALARIES AND BENEFITS³					
- \$'000,000 ⁶	14.8	18.6	15.7	20.3	20.7
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁵	71.0	77.4	75.2	71.1	80.6
- Other	13.0	13.0	16.5	29.8	22.3
- Total	20.7	22.3	22.8	34.4	29.6
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁵	57.3	54.5	42.0	44.6	43.7
- Total Sales	11.6	13.1	14.2	16.0	13.9
- Other Revenue	29.7	37.6	38.0	34.7	24.8
- Total Revenue	16.8	18.6	19.8	20.3	16.4

¹ Figures may not add to totals due to rounding.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁶ For 1995-96, includes employee counts and wages of producers and salesmen.

⁷ All types of publishing royalties are included in 1995-96 survey.

TABLE 11.2 Profile of Foreign-controlled Companies, 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
1. NUMBER OF COMPANIES	14	14	15	14	15
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁵	179	245	166	208	161
- Other	3,522	5,576	4,678	3,967	4,526
- Total	3,701	5,821	4,844	4,175	4,687
3. REVENUE \$'000,000					
- Sales of Recordings - Canadian Content/Artists ⁵	22.9	26.4	41.5	51.4	71.6
- Other Sales of Recordings	427.1	477.5	501.9	568.2	682.1
- Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties ⁷	12.7	11.4	11.0	12.5	24.3
- Other Revenue from Industry-related Activities	94.9	49.3	51.1	60.2	94.5
- Total Revenue from Industry-related Activities	557.5	564.6	605.6	692.3	872.4
- Total Revenue ⁴	595.8	609.9	664.1	760.4	951.3
4. EXPENSES \$'000,000					
- Cost of Goods sold	325.5	309.1	314.3	342.6	447.5
- Interest	3.2	3.3	3.0	1.2	2.1
- Depreciation	1.8	2.5	4.6	4.9	7.4
- Other Operating Expenses	162.3	191.0	218.2	288.2	339.1
- Total Expenses	492.9	505.9	540.1	636.8	796.2
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	102.9	104.0	124.1	123.6	155.1
- Profit Margin(%) ²	17.3	17.0	18.7	16.3	16.3
6. EMPLOYMENT⁶					
- Full-time	1,779	1,658	1,791	1,859	2,209
- Part-time	173	83	105	102	x
- Freelancers	-	-	-	4	x
7. SALARIES AND BENEFITS³					
- \$'000,000 ⁶	64.5	68.1	71.4	77.6	114.4
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁵	29.0	22.6	24.8	28.9	19.4
- Other	87.0	87.0	83.5	70.2	77.7
- Total	79.3	77.7	77.2	65.6	70.4
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁵	42.7	45.5	58.0	55.4	56.3
- Total Sales	88.4	86.9	85.8	84.0	86.1
- Other Revenue	70.3	62.4	62.0	65.3	75.2
- Total Revenue	83.2	81.4	80.2	79.7	83.6

¹ Figures may not add to totals due to rounding.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁶ For 1995-96, includes employee counts and wages of producers and salesmen.

⁷ All types of publishing royalties are included in 1995-96 survey.



TABLE 12.1 Profile by Revenue Group¹, 1990-91 to 1993-94 and 1995-96⁵

	1990-91	1991-92	1992-93	1993-94	1995-96
SIZE LESS THAN \$100,000					
1. NUMBER OF COMPANIES	113	131	106	118	151
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁶	97	210	120	119	196
- Other	12	45	13	15	81
- Total	109	255	133	134	277
3. REVENUE \$'000,000					
- Sales of Recordings Canadian Content/Artists ⁶	1.1	1.3	1.3	1.6	1.7
- Other Sales of Recordings	0.3	0.3	0.2	0.1	0.1
- Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties ⁸	0.4	0.2	0.4	0.5	0.7
- Other Revenue from Industry-related Activities	0.2	0.6	0.7	0.6	0.4
- Total Revenue from Industry-related Activities	2.0	2.4	2.6	2.8	2.9
- Total Revenue⁴	4.1	6.2	5.3	14.3	5.5
4. EXPENSES \$'000,000					
- Cost of Goods sold	2.0	2.7	2.3	2.8	2.6
- Interest	0.1	0.3	0.1	0.1	0.1
- Depreciation	0.1	0.2	0.1	0.2	0.2
- Other Operating Expenses	2.3	4.4	3.8	8.2	4.0
- Total Expenses	4.5	7.6	6.4	11.3	7.0
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	-0.4	-1.4	-1.2	2.9	-1.5
- Profit Margin(%) ²	-9.7	-22.5	-20.6	20.9	-27.7
6. EMPLOYMENT⁷					
- Full-time	34	64	52	70	59
- Part-time	36	62	22	23	33
- Freelancers	-	-	15	38	95
7. SALARIES AND BENEFITS³					
\$'000,000 ⁷	0.7	1.3	1.0	1.1	1.5
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁶	15.7	19.4	17.9	16.6	23.7
- Other	0.3	0.7	0.2	0.3	1.4
- Total	2.3	3.4	2.1	2.1	4.2
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁶	2.1	2.2	1.9	1.8	1.4
- Total Sales	0.3	0.3	0.2	0.2	0.2
- Other Revenue	1.3	2.7	1.9	5.8	1.4
- Total Revenue	0.6	0.8	0.6	1.5	0.5

¹ Revenue groups are based on revenue from Industry-related activities.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ Figures may not add to totals due to rounding.

⁶ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁷ For 1995-96, includes employee counts and wages of producers and salesmen.

⁸ All types of publishing royalties are included in 1995-96 survey.



TABLE 12.2 Profile by Revenue Group¹, 1990-91 to 1993-94 and 1995-96⁵

	1990-91	1991-92	1992-93	1993-94	1995-96
SIZE - \$100,000 - \$999,999					
1. NUMBER OF COMPANIES	35	51	43	53	65
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁶	198	479	243	298	305
- Other	127	135	49	74	122
- Total	325	614	292	372	427
3. REVENUE \$'000,000					
- Sales of Recordings Canadian Content/Artists ⁶	6.6	12.3	6.9	12.7	14.3
- Other Sales of Recordings	3.9	2.4	2.4	2.0	2.1
- Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties ⁸	0.9	3.3	3.1	2.4	5.5
- Other Revenue from Industry-related Activities	2.6	3.7	2.8	4.7	4.7
- Total Revenue from Industry-related Activities	14.0	21.7	15.2	21.8	26.5
- Total Revenue⁴	14.7	23.1	19.9	26.7	31.8
4. EXPENSES \$'000,000					
- Cost of Goods sold	8.0	11.7	8.5	14.5	14.2
- Interest	0.6	0.4	0.3	0.4	0.4
- Depreciation	0.3	0.4	0.4	0.7	0.7
- Other Operating Expenses	6.3	9.2	9.0	10.8	16.3
- Total Expenses	15.2	21.7	18.2	26.4	31.7
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	-0.5	1.2	1.7	0.3	0.1
- Profit Margin(%) ²	-3.2	6.1	8.4	1.2	0.3
6. EMPLOYMENT⁷					
- Full-time	122	162	207	129	146
- Part-time	29	30	21	25	25
- Freelancers	-	-	75	36	73
7. SALARIES AND BENEFITS³					
\$'000,000 ⁷	2.7	3.8	3.9	4.3	5.6
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁶	32.0	44.2	36.3	41.4	36.8
- Other	3.1	2.1	0.9	1.3	2.1
- Total	7.0	8.2	4.7	5.8	6.4
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁶	12.3	21.2	9.6	13.7	11.2
- Total Sales	2.1	2.5	1.5	2.0	1.9
- Other Revenue	2.0	5.0	5.5	5.6	5.9
- Total Revenue	2.1	3.1	2.4	2.8	2.8

¹ Revenue groups are based on revenue from Industry-related activities.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ Figures may not add to totals due to rounding.

⁶ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁷ For 1995-96, includes employee counts and wages of producers and salesmen.

⁸ All types of publishing royalties are included in 1995-96 survey.



TABLE 12.3 Profile by Revenue Group¹, 1990-91 to 1995-96⁵

	1990-91	1991-92	1992-93	1993-94	1995-96
SIZE - \$1,000,000 & OVER					
1. NUMBER OF COMPANIES	33	33	38	39	38
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁶	323	394	306	302	327
- Other	3,908	6,227	5,540	5,559	5,624
- Total	4,231	6,621	5,846	5,861	5,951
3. REVENUE \$'000,000					
- Sales of Recordings Canadian Content/Artists ⁶	45.9	44.3	63.3	78.4	111.2
- Other Sales of Recordings	450.9	519.1	559.5	643.2	745.8
- Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties ⁸	21.9	22.3	21.8	31.0	32.0
- Other Revenue from Industry-related Activities	124.6	79.8	89.8	83.5	127.6
- Total Revenue from Industry-related Activities	643.3	665.5	734.4	836.1	1,016.5
- Total Revenue⁴	697.3	720.3	803.0	912.8	1,100.6
4. EXPENSES \$'000,000					
- Cost of Goods sold	386.8	376.8	396.7	429.6	533.6
- Interest	5.0	5.0	4.5	3.0	3.4
- Depreciation	2.9	3.5	5.7	6.4	8.5
- Other Operating Expenses	195.9	228.0	260.1	337.0	384.6
- Total Expenses	590.5	613.3	666.9	776.0	930.1
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	106.8	106.8	136.1	136.9	170.6
- Profit Margin(%) ²	15.3	14.8	16.9	15.0	15.5
6. EMPLOYMENT⁷					
- Full-time	2,055	1,983	2,194	2,288	2,589
- Part-time	190	122	137	143	138
- Freelancers	-	-	46	7	63
7. SALARIES AND BENEFITS³					
\$'000,000 ⁷	75.9	81.5	82.1	92.5	128.0
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁶	52.3	36.4	45.7	42.0	39.5
- Other	96.6	97.2	98.9	98.4	96.5
- Total	90.7	88.4	93.2	92.1	89.4
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁶	85.6	76.5	88.5	84.6	87.4
- Total Sales	97.7	97.2	98.3	97.8	97.9
- Other Revenue	96.7	92.4	92.6	88.6	92.7
- Total Revenue	97.4	96.1	97.0	95.7	96.7

¹ Revenue groups are based on revenue from Industry-related activities.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ Figures may not add to totals due to rounding.

⁶ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁷ For 1995-96, includes employee counts and wages of producers and salesmen.

⁸ All types of publishing royalties are included in 1995-96 survey.



TABLE 13.1 Profile for Quebec based companies 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
1. NUMBER OF COMPANIES	47	61	52	76	84
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁶	240	416	254	254	225
- Other	689	316	347	608	993
- Total	929	732	601	862	1,218
3. REVENUE \$'000,000					
- Sales of Recordings - Canadian Content/Artists ⁶	12.2	18.6	19.2	23.8	20.5
- Other Sales of Recordings	74.8	51.3	60.2	80.1	74.1
- Other Revenue from Industry-related Activities ⁵	43.3	30.9	36.1	21.2	x
- Total Revenue from Industry-related Activities	130.2	100.9	115.5	125.1	x
- Total Revenue ⁴	162.7	126.6	152.7	169.3	170.3
4. EXPENSES \$'000,000					
- Cost of Goods sold	80.7	62.7	68.7	67.6	64.1
- Interest	4.6	2.0	1.5	1.9	1.6
- Depreciation	0.9	1.0	1.0	1.3	1.2
- Other Operating Expenses	53.4	36.1	42.5	71.5	78.4
- Total Expenses	139.6	101.7	113.7	142.3	145.4
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	23.1	24.9	39.0	27.0	25.0
- Profit Margin(%) ²	14.2	19.7	25.5	15.9	14.7
6. EMPLOYMENT⁷					
- Full-time	861	694	809	710	721
- Part-time	115	124	80	84	56
- Freelancers	-	-	121	24	78
7. SALARIES AND BENEFITS³					
\$'000,000 ⁷	28.8	26.3	24.6	25.7	28.8
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁶	38.8	38.4	38.0	35.3	27.2
- Other	17.0	4.9	6.2	10.8	17.0
- Total	19.9	9.8	9.6	13.5	18.3
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁶	22.7	32.2	26.9	25.7	16.1
- Total Sales	17.1	12.1	12.5	14.1	10.8
- Other Revenue	36.5	33.4	37.6	30.3	28.8
- Total Revenue	22.7	16.9	18.4	17.7	15.0

¹ Figures may not add to totals due to rounding.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ Including Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties.

⁶ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁷ For 1995-96, includes employee counts and wages of producers and salesmen.

TABLE 13.2 Profile for Ontario based companies 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
1. NUMBER OF COMPANIES	91	97	81	76	91
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁶	309	505	293	330	446
- Other	3,148	5,863	5,002	4,810	4,532
- Total	3,457	6,368	5,295	5,140	4,978
3. REVENUE \$'000,000					
- Sales of Recordings Canadian - Content / Artists ⁶	38.1	34.4	48.2	65.4	100.6
- Other Sales of Recordings	374.0	465.5	497.5	563.7	673.1
- Other Revenue from Industry-related Activities ⁵	104.1	73.7	79.0	93.6	131.0
- Total Revenue from Industry-related Activities	516.2	573.5	624.7	722.7	904.6
- Total Revenue ⁴	539.7	606.3	661.8	768.9	945.3
4. EXPENSES \$'000,000					
- Cost of Goods sold	309.4	321.8	332.2	373.2	476.2
- Interest	1.0	3.3	3.1	1.3	2.2
- Depreciation	2.2	2.9	5.0	5.5	7.9
- Other Operating Expenses	144.4	196.3	223.5	276.7	316.0
- Total Expenses	457.0	524.3	563.7	656.6	802.3
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	82.7	81.6	98.0	112.3	143.0
- Profit Margin(%) ²	15.3	13.5	14.8	14.6	15.1
6. EMPLOYMENT⁷	1,271	1,402	1,556	1,657	1,971
- Full-time	119	71	84	89	112
- Part-time	-	-	13	39	86
- Freelancers					
7. SALARIES AND BENEFITS³					
\$'000,000 ⁷	47.1	55.6	59.5	69.5	102.3
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁶	50.0	46.6	43.8	45.9	53.9
- Other	77.8	91.5	89.3	85.2	77.8
- Total	74.1	85.0	84.4	80.7	74.8
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁶	71.1	59.4	67.4	70.5	79.1
- Total Sales	81.0	86.2	86.1	85.2	88.4
- Other Revenue	61.5	62.7	59.6	64.8	65.3
- Total Revenue	75.4	80.9	79.9	80.6	83.1

¹ Figures may not add to totals due to rounding.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ Including Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties.

⁶ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁷ For 1995-96, includes employee counts and wages of producers and salesmen.



TABLE 13.3 Profile for British Columbia based companies 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
1. NUMBER OF COMPANIES	20	22	19	22	40
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁶	12	75	33	41	x
- Other	198	202	250	222	x
- Total	210	277	283	263	360
3. REVENUE \$'000,000					
- Sales of Recordings Canadian Content / Artists ⁶	2.4	2.7	1.6	1.6	x
- Other Sales of Recordings	5.8	4.7	3.9	1.3	x
- Other Revenue from Industry-related Activities ⁵	x	x	x	x	x
- Total Revenue from Industry-related Activities	x	x	x	x	x
- Total Revenue ⁴	11.9	13.3	9.9	12.0	17.9
4. EXPENSES \$'000,000					
- Cost of Goods sold	5.7	4.9	4.6	4.5	8.0
- Interest	--	0.3	x	x	0.1
- Depreciation	0.2	0.2	x	x	0.3
- Other Operating Expenses	5.7	7.7	5.4	6.3	8.1
- Total Expenses	11.7	13.0	10.4	11.4	16.6
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	0.2	0.3	-0.5	0.6	1.3
- Profit Margin(%) ²	1.8	2.2	-5.1	5.3	7.3
6. EMPLOYMENT⁷					
- Full-time	67	81	66	81	69
- Part-time	10	10	9	10	12
- Freelancers	-	-	1	13	35
7. SALARIES AND BENEFITS³					
\$'000,000 ⁷	3.1	4.0	2.0	1.7	2.9
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁶	1.9	6.9	4.9	5.7	x
- Other	4.9	3.2	4.5	3.9	x
- Total	4.5	3.7	4.5	4.1	5.4
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁶	4.5	4.7	2.3	1.7	x
- Total Sales	1.6	1.3	0.9	0.4	0.5
- Other Revenue	1.8	3.5	2.3	4.3	5.2
- Total Revenue	1.7	1.8	1.2	1.3	1.6

¹ Figures may not add to totals due to rounding.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ Including Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties.

⁶ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁷ For 1995-96, includes employee counts and wages of producers and salesmen.



TABLE 13.4 Profile for firm in other Provinces, 1990-91 to 1993-94 and 1995-96¹

	1990-91	1991-92	1992-93	1993-94	1995-96
1. NUMBER OF COMPANIES	23	35	35	36	39
2. NUMBER OF NEW RELEASES					
- With Canadian Content / by Canadian Artists ⁶	57	87	89	94	x
- Other	12	26	3	8	x
- Total	69	113	92	102	99
3. REVENUE \$'000,000					
- Sales of Recordings - Canadian Content / Artists ⁶	0.9	2.2	2.4	2.0	x
- Other Sales of Recordings	0.6	0.4	0.4	0.3	x
- Other Revenue from Industry-related Activities ⁵	x	x	x	x	x
- Total Revenue from Industry-related Activities	x	x	x	x	x
- Total Revenue ⁴	1.9	3.3	3.8	3.6	4.3
4. EXPENSES \$'000,000					
- Cost of Goods sold	1.0	1.8	2.0	1.5	2.0
- Interest	--	0.1	x	x	0.1
- Depreciation	--	0.1	x	x	0.1
- Other Operating Expenses	0.9	1.6	1.6	1.6	2.3
- Total Expenses	2.0	3.6	3.7	3.4	4.5
5. PROFIT/LOSS BEFORE TAXES					
- \$'000,000 ¹	-0.1	-0.2	0.1	0.3	-0.2
- Profit Margin(%) ²	-5.0	-7.1	3.3	7.2	-3.7
6. EMPLOYMENT⁷					
- Full-time	12	32	22	39	33
- Part-time	11	9	7	8	16
- Freelancers	-	-	1	5	32
7. SALARIES AND BENEFITS³					
\$'000,000 ⁷	0.3	0.8	0.9	1.0	1.1
8. % SHARE OF TOTAL INDUSTRY					
% Share of all new releases					
- With Canadian Content/by Canadian Artists ⁶	9.2	8.0	13.3	13.1	x
- Other	0.3	0.4	0.1	0.1	x
- Total	1.5	1.5	1.5	1.6	1.5
% Share of revenue					
- Sales of Recordings - Canadian Content/Artists ⁶	1.7	3.8	3.4	2.1	x
- Total Sales	0.3	0.4	0.4	0.3	0.3
- Other Revenue	0.2	0.5	0.5	0.6	0.6
- Total Revenue	0.3	0.4	0.5	0.4	0.4

¹ Figures may not add to totals due to rounding.

² The profit margin is the difference between revenue and expenses, expressed as a percentage of total revenue.

³ For 1992-93 and 1995-96, includes wages and salaries of freelancers.

⁴ Including Revenues from Non-record Industry-related Activities.

⁵ Including Sales of Masters, Licensing fees, and Mechanical/Publishing Royalties.

⁶ In 1995-96, releases and sales were reported by whether or not the artist was Canadian, not by the CRTC definition of Canadian content as in previous years.

⁷ For 1995-96, includes employee counts and wages of producers and salesmen.

Symbols

- .. 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: Detail may not always add to totals because of rounding.

DEFINITIONS

Canadian Content: A musical selection is deemed to be a "Canadian content selection" if it fulfills any two of the following conditions (established by the CRTC):

- the music was composed by a Canadian;
- the instrumentation or lyrics were principally performed by a Canadian;
- the live performance was wholly recorded in Canada;
- the lyrics were written by a Canadian

In cases where co-writing of music and/or lyrics with non-Canadian partners takes place, if a Canadian receives 50% of the credit for both music and lyrics, a musical selection will be given one of the two points necessary to qualify as Canadian.

Canadian Artist: A musical selection is deemed to be by a Canadian artist if the instrumentation or lyrics were principally performed by a Canadian citizen or landed immigrant. For recordings by more than one artist (e.g., compilations), the recording is counted as a Canadian artist release if 50% or more of the artists are Canadian.

Cost of Goods Sold: Relates to the direct cost of records, pre-recorded tapes, compact discs and music videos sold. It also includes the direct cost to sundry income from record industry-related activities.

- .. nombres indisponibles.
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombre infimes.
- P nombres provisoires.
- r nombres rectifiés.
- x confidentiel en vertu des dispositions de la *Loi sur la statistique* relatives au secret.

Nota: Les chiffres ayant été arrondis, leur somme peut ne pas correspondre aux totaux indiqués.

DÉFINITIONS

Contenu canadien. Selon le CRTC, une pièce musicale a un contenu canadien si elle satisfait à deux des conditions suivantes (établies par le CRTC):

la musique a été composée par un Canadien;
l'interprétation musicale ou vocale est principalement l'œuvre d'un Canadien;
l'interprétation a été enregistrée entièrement au Canada;
les paroles ont été écrites par un Canadien.

Lorsque la musique ou les paroles ont été coécrites avec un partenaire non canadien et que le Canadien reçoit 50% du crédit attribué pour la musique et les paroles, la sélection musicale se voit accorder un des points nécessaires à la reconnaissance de contenu canadien.

Artistes canadiens. Une pièce musicale est considérée comme le produit d'un artiste canadien si l'interprétation musicale ou vocale est principalement l'œuvre d'un citoyen canadien ou d'un résident permanent. Lorsque la pièce musicale est l'œuvre de plus d'un artiste (p. ex. des compilations), elle est considérée comme une œuvre d'un artiste canadien si 50% ou plus des artistes sont Canadiens.

Coût des produits vendus. Coût direct des disques, des bandes préenregistrées, des disques compacts et des vidéoclips vendus. Inclut aussi le coût direct lié aux recettes diverses provenant d'activités relatives au secteur de l'enregistrement sonore.

Signes conventionnels



Employment: The number of employees (full-time, part-time, freelance) of the organization and the total wages and salaries are reported. If the organization is involved in more than sound recording activity, the employment figures may include personnel working in other activities.

Master: This is an original sound recording or any generation of an original sound recording used in the manufacture of records, tapes or compact discs. It may be the master tape of the artist's performance.

Mechanical Royalties: Refers to fees paid to copyright owners for the mechanical reproduction of musical works. The payment per record manufactured and sold is ordinarily made by the record company to either the music publisher of the composition or to his or her agent in Canada, either to a Canadian publisher or to the Canadian Musical Reproduction Rights Agency (CMRRA) or to the Society for Reproduction Rights of Authors, Composers and Publishers in Canada (SODRAC).

Publishing Royalties: The fee earned by the copyright owner(s) (reported under revenues if the firm is the copyright owner), or the fee paid to copyright owners (reported under payments if the firm does not have the copyright) for the mechanical reproduction of musical works (mechanical fees), for the performance in public or broadcasting of musical work (performing rights fees), for the recording or use in a prerecorded television program, film, or videocassette of a musical work (synchronization licence fees), and for the use of a musical work including its publication in printed form or its use in radio or television commercial.

Net Sales of Phonograph Records, Tapes and Compact Discs: Includes all sales, less return and allowances and less, provincial and federal sales taxes (during the reporting period) of records, tapes and compact discs manufactured from masters either produced by the organization or leased or bought from other organizations.

Emploi. Le nombre d'employés (à temps plein, à temps partiel, pigistes) de l'entreprise ainsi que le total des salaires et traitements sont déclarés. Si les activités de l'entreprise ne se limitent pas à l'enregistrement sonore, les chiffres peuvent comprendre les personnes qui travaillent aux autres activités.

Bande maîtresse. Enregistrement sonore original ou copie tirée de l'enregistrement sonore original qui sert à la fabrication de disques, de bandes ou de disques compacts. Elle correspond peut-être à la bande sur laquelle l'interprétation originale de l'artiste a été enregistrée.

Droits de reproduction mécanique. Sommes versées aux détenteurs du droit d'auteur pour la reproduction mécanique d'œuvres musicales. En règle générale, la maison de disques verse, par disque fabriqué et vendu, une somme à l'éditeur de l'œuvre musicale ou à son représentant au Canada, soit un éditeur canadien, soit l'Agence canadienne des droits de reproduction musicaux (ACDRM) ou la Société du droit de reproduction des auteurs, compositeurs et éditeurs au Canada (SODRAC).

Droit d'édition. Sommes gagnées par les détenteurs du droit d'auteur (rapportées sous recettes si la société possède le droit d'auteur) ou sommes versées aux détenteurs du droit d'auteur (rapportées sous paiements si la société ne possède pas de droit d'auteur) pour la reproduction mécanique d'œuvres musicales (frais mécaniques), pour l'interprétation en public ou la radiodiffusion d'œuvres musicales (frais de droit d'exécution), pour l'enregistrement ou l'usage dans un programme de télévision, film ou vidéo préenregistré d'une œuvre musicale (frais de licence de synchronisation) et pour l'usage d'une œuvre musicale et sa publication en format imprimé ou pour son utilisation dans un commercial de radio ou de télévision.

Ventes nettes de disques, de bandes et de disques compacts. Comprennent toutes les ventes (au cours de la période de déclaration) de disques, de bandes et de disques compacts fabriqués à partir de bandes maîtresses que l'entreprise a produites ou qu'elle a reçues en location ou achetées à d'autres entreprises. Sont exclus les rendus, les rabais et les taxes de vente fédérale et provinciales.



New Release: A release is considered new if it has a *new* catalogue number. A recording containing already released material would be considered new if the content has changed in some way, such as a different selection of material or different packaging. However, a recording released in a different format (for example, tape to compact disc) would not be considered a new release if the content is identical.

Operating Expenses: These are indirect or overhead expenses that cannot be easily or directly allocated to any product or activity, but were incurred during the reporting period. They include: occupancy costs (real estate taxes, utility charges, maintenance and repair charges, rent or mortgage interest, and property insurance fees), interest and bank charges, depreciation, marketing, promotion and advertising expenses, bad debts, and administrative expenses, etc.

Origin of Financial Control: This is determined by tracing ownership links to the final parent company. Where the first parent company is controlled by another company that resides in a different country, control is assigned to the country of the final parent.

Province: The physical location of the record company. However, if the company has both a head office and regional operations in Canada, the location of the head office shall be considered the company's physical location.

Revenue from Record Industry-related activities: Includes: net sales of phonograph records, tapes and compact discs; sales of masters; leasing and licensing fees; mechanical royalties; sales of music videos; distribution for others; custom disc pressing or tape duplicating, artist management; concert promotion and booking activities; renting of studio time to others; and sales of imported finished goods.

Revenue size groups: For this publication, they are based on revenue from record industry-related activities.

Nouvel enregistrement. Enregistrement auquel correspond un *nouveau* numéro de catalogue ou qui a déjà fait l'objet d'une édition, mais dont le contenu a été modifié d'une façon quelconque, par exemple en ce qui concerne la sélection du matériel ou l'emballage. Toutefois, il ne s'agit pas d'un nouvel enregistrement si le format est différent (par exemple d'une bande à un disque compact) mais que le contenu est identique.

Frais d'exploitation. Coût indirects ou frais généraux qui ne peuvent, de façon simple ou directe, être attribués à un produit ou à une activité, mais qui ont été engagés au cours de la période de déclaration. Ils comprennent le loyer (impôt foncier, services d'utilité publique, frais de réparation et d'entretien, loyer ou intérêt hypothécaire et assurance de biens), les intérêts et les frais bancaires, l'amortissement, les frais de commercialisation, de promotion ou de publicité, les créances irrécouvrables, les dépenses administratives, etc.

Origine du contrôle financier. On établit l'origine du contrôle financier en remontant jusqu'à la société mère originale. Lorsque la première société mère est contrôlée par une autre société qui peut être située dans un autre pays, le contrôle est attribué au pays où se trouve la société mère originale.

Province. Là où est située la maison de disques. Cependant, il s'agit de l'emplacement du siège social lorsqu'elle a établi son siège social et ses opérations régionales au Canada.

Recettes tirées d'activités liées au secteur de l'enregistrement sonore. Comprendent les ventes nettes de disques, de bandes et de disques compacts; les ventes de bandes maîtresses; les droits de location et l'octroi de licence; les droits de reproduction mécanique; les ventes de vidéoclips; la distribution effectuée pour compte d'autrui; le pressage de disques ou la reproduction de bandes sur commande spéciale; la gérance d'artistes; la promotion de concerts et d'engagement; la location de temps-studio et la vente de marchandises finies importées.

Groupes selon l'importance des recettes. Aux fins de la publication, les groupes sont définis selon les recettes tirées d'activités liées au secteur de l'enregistrement sonore.



Total Revenue: Includes the net sales of records, pre-recorded tapes and compact discs, sundry income from record industry-related activities (eg., custom pressing and tape duplicating or artist management etc.) and income from other sources, including grants.

Recettes totales. Comprennent les ventes nettes de secteur de l'enregistrement sonore (le pressage de disques, de bandes préenregistrées et de disques compacts, les produits divers tirés d'activités liées au disques ou la reproduction de bandes sur commande spéciale, la gérance d'artistes, etc.) et les recettes provenant d'autres sources, y compris les subventions.

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