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Statistics Canada

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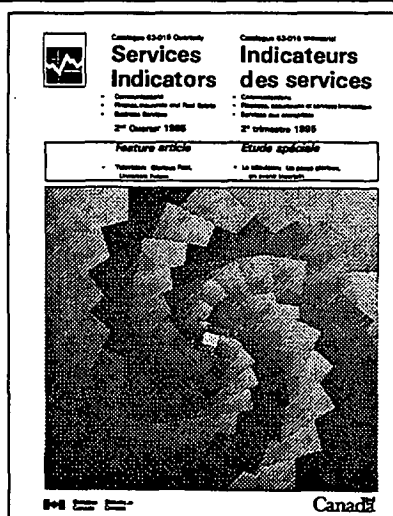
There are no major releases today.

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PUBLICATIONS RELEASED

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Services indicators

Second quarter 1995

"Television: Glorious past, uncertain future", the feature article in the second quarter 1995 issue of *Services indicators*, traces the path of television in Canada since its introduction in 1952. The article examines the economics of television, discusses aspects of its content and takes a glimpse at its future.

This issue also reviews second-quarter movements in the services sector. Services output increased marginally in the second quarter, as both employment and consumer spending on services increased significantly. But services exports decreased for the first time in two years.

The second quarter 1995 issue of *Services indicators* (63-016, \$34/\$112) will be available shortly. See "How to order publications".

For further information on this release, contact Deborah Sussman (613-951-2582), Services, Science and Technology Division.



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OTHER RELEASES

Services indicators

Second quarter 1995

Weak growth continued in the services industries during the second quarter as the overall economy failed to recover from the slowdown in the first quarter of 1995. Services output increased marginally in the second quarter, but employment and consumer spending in the services sector increased significantly.

Employment growth in services followed job creation by telecommunications carriers, banks, other deposit-accepting institutions, as well as in computer and related services.

Higher spending on services during the quarter reflected a rise in expenditures on financial, accommodation and transportation services.

All three industrial groups enjoyed increased profitability in the quarter, posting higher operating profits and improved profit margins.

Services exports decreased for the first time in two years, as receipts from travel, freight and shipping, and business services all declined. Imports decreased as well, but to a lesser extent, so that the services trade balance deteriorated.

"Television: Glorious past, uncertain future", the feature article in the second quarter 1995 issue of *Services indicators*, traces the path of television in Canada since its introduction in 1952. The article examines the economics of television, discusses aspects of its content and takes a glimpse at its future.

Television stations now compete more than ever for advertising dollars. This reflects an increased number of stations, as well as the emergence of specialty channels. At the same time, technological advances have expanded the use of television to more than just program viewing, while average viewing time is on the decline.

Another challenge is the imbalance between revenue generation and program expenses. Specifically, the advertising revenue generated by news and information programs does not cover their production costs, while drama generates more advertising revenue than is required for its production or purchase.

The multi-channel universe promised by direct-to-home satellite broadcasting not only presents another threat to the advertising revenue of television stations, it is putting more pressure on cable companies as well.

Services indicators is a quarterly publication that profiles the communications, business services and finance, insurance and real estate sectors. It

presents statistics related to key economic indicators, finances, employment, salaries and output. The second quarter 1995 issue of *Services indicators* (63-016, \$34/\$112) will be available shortly. See "How to order publications".

For further information on this release, contact Deborah Sussman (613-951-2582), Services, Science and Technology Division. ■

Oil pipeline transport

June 1995

Net receipts of crude oil and equivalent hydrocarbons totalled 10 934 623 cubic metres in June, up 6.5% from June 1994; year-to-date receipts to the end of June 1995 (64 762 504 cubic metres) rose 3.2% over the same period in 1994. Net receipts of liquefied petroleum gases and refined petroleum products in June (5 782 289 cubic metres) increased 7.8% from June 1994; year-to-date receipts increased 0.8% to 35 891 526 cubic metres.

Pipeline exports of crude oil (5 347 705 cubic metres) increased 19.7% from June 1994; pipeline imports (722 235 cubic metres) declined 28.3%. Year-to-date exports of crude at the end of June 1995 (29 708 285 cubic metres) were up 10.9% from 1994; year-to-date imports (4 618 776 cubic metres) decreased 18.1%. Canadian crude oil has found a ready market in the United States, where indigenous production has been declining in recent years.

June deliveries of crude oil by pipeline to Canadian refineries totalled 5 123 412 cubic metres, a 8.9% increase from 1994. June deliveries of liquefied petroleum gases and refined petroleum products increased 48.8% to 506 457 cubic metres. Year-to-date deliveries of crude oil to refineries at the end of June 1995 totalled 30 049 533 cubic metres, down 3.0% from the same period in 1994.

Available on CANSIM: matrix 181.

The June 1995 issue of *Oil pipeline transport* (55-001, \$11/\$110) will be available the second week of September. See "How to order publications".

For further information on this release, contact Gérard O'Connor (613-951-3562), Energy Section, Industry Division. ■

Road motor vehicles: Fuel sales
1994

In 1994, net fuel sales totalled 44.0 billion litres, up 3.6% from 42.4 billion litres in 1993. Of the 44.0 billion litres, 75.7% was gasoline, 22.2% diesel fuel and 2.1% liquefied petroleum gas.

Gross sales of gasoline increased 1.9% to 34.6 billion litres in 1994, from 33.9 billion litres in 1993.

The 1994 issue of *Road motor vehicles: Fuel sales* (53-218, \$25) will be available shortly. See "How to order publications".

For further information on this release, contact Angus MacLean (613-951-2528, fax: 613-951-0579), Transportation Division. ■

PUBLICATIONS RELEASED

Pulpwood and wood residue statistics, July 1995
Catalogue number 25-001

(Canada: \$7/\$70; United States: US\$9/US\$84; other countries: US\$10/US\$98).

Particleboard, waferboard and fibreboard, July 1995

Catalogue number 36-003

(Canada: \$6/\$60; United States: US\$8/US\$72; other countries: US\$9/US\$84).

Steel wire and specified wire products, July 1995

Catalogue number 41-006

(Canada: \$6/\$60; United States: US\$8/US\$72; other countries: US\$9/US\$84).

Production and shipments of steel pipe and tubing, July 1995

Catalogue number 41-011

(Canada: \$6/\$60; United States: US\$8/US\$72; other countries: US\$9/US\$84).

Factory sales of electric storage batteries, July 1995

Catalogue number 43-005

(Canada: \$6/\$60; United States: US\$8/US\$72; other countries: US\$9/US\$84).

Production and shipments of blow-moulded plastic bottles, Quarter ended June 30, 1995

Catalogue number 47-006

(Canada: \$10/\$32; United States: US\$12/US\$39; other countries: US\$14/US\$45).

Railway operating statistics, January 1995

Catalogue number 52-003

(Canada: \$12/\$120; United States: US\$15/US\$144; other countries: US\$17/US\$168).

Cable television, 1994

Catalogue number 56-205

(Canada: \$33; United States: US\$40; other countries: US\$47).

Industry price indexes, July 1995

Catalogue number 62-011

(Canada: \$21/\$210; United States: US\$26/US\$252; other countries: US\$30/US\$294).

Building permits, July 1995

Catalogue number 64-001

(Canada: \$24/\$240; United States: US\$29/US\$288; other countries: US\$34/US\$336).

Unemployment insurance statistics, June 1995

Catalogue number 73-001

(Canada: \$16/\$160; United States: US\$20/US\$192; other countries: US\$23/US\$224).

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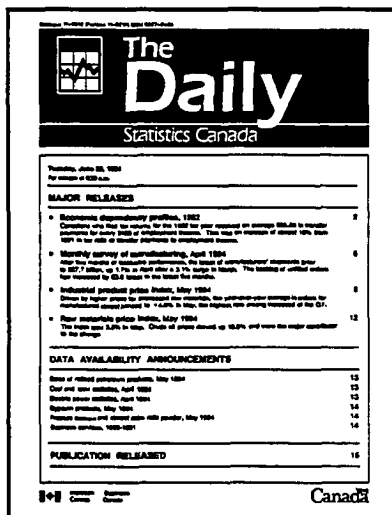
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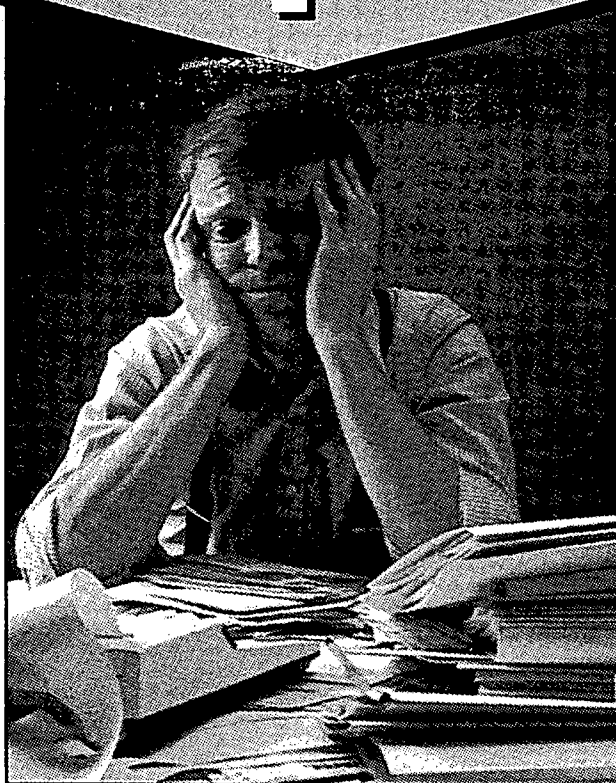
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