

Spectator sports, event promoters, artists and related industries, 2016

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Total operating revenue for the spectator sports, event promoters, artists and related industries grew 4.5% to \$9.1 billion in 2016, while operating expenses increased 3.5% to \$8.0 billion. This resulted in an operating profit margin of 11.3%, up slightly from 10.5% in 2015.

For the first time since 2012, spectator sports accounted for the largest share of total operating revenue (36.4%), edging out promoters by 0.2 percentage points. Promoters (presenters) of performing arts, sports and similar events had the second-largest share (36.2%), followed by independent artists, writers and performers (23.1%). Agents and managers for artists, athletes, entertainers and other public figures accounted for the remaining 4.3%.

Spectator sports

The spectator sports industry group, composed of sports teams playing for a paying audience, horse race tracks, racing events and independent athletes, had operating revenue of \$3.3 billion in 2016, up 2.1% from the previous year. Operating expenses rose by 1.5%, leading to an operating profit margin of 5.5%. Salaries, wages, commissions and benefits grew 7.1% to \$1.6 billion. In 2016, salaries, wages, commissions and benefits accounted for 51.1% of total operating expenses, 2.7 percentage points more than in 2015.

Canadian sports teams and clubs from the National Hockey League, Major League Baseball, The National Basketball Association and Major League Soccer account for 69.1% of total operating revenue for the spectator sports industry.

E-commerce accounted for 8.1% of total sales made by establishments in the spectator sports industry in 2016.

Promoters (presenters) of performing arts, sports and similar events

Promoters saw their operating revenue increase by 1.1% to \$3.3 billion in 2016, following a 7.4% decline in 2015. Operating expenses were \$3.3 billion, resulting in a negative operating profit margin (-0.3%). Salaries, wages, commissions and benefits were \$740.5 million. Businesses in this industry include live theatres, sports stadiums, performing arts promoters, festivals, sports promoters and other presenters with and without facilities.

E-commerce accounted for 21.6% of total sales made by promoters of performing arts, sports and similar events in 2016.

Independent artists, writers and performers

Independent artists, writers and performers generated \$2.1 billion in operating revenue in 2016, while their operating expenses were \$1.3 billion, resulting in an operating profit margin of 37.4%. Salaries, wages, commissions and benefits totalled \$270.5 million.

Agents and managers for artists, athletes, entertainers and other public figures

In 2016, agents and managers for artists, athletes, entertainers and other public figures, the smallest of the four industry groups, had operating revenue of \$393.6 million, down 4.7% from 2015. Operating expenses decreased 4.6% to \$321.1 million, resulting in an operating profit margin of 18.4%.



Available in CANSIM: tables [361-0045](#), [361-0046](#), [361-0067](#) and [361-0112](#).

Definitions, data sources and methods: survey number [5132](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; STATCAN.infostats-infostats.STATCAN@canada.ca) or Media Relations (613-951-4636; STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca).