

# Private radio broadcasting, 2017

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Operating revenues in private radio broadcasting fell 1.9% (-\$30.0 million) from 2016 to \$1.5 billion in 2017. This was the fourth consecutive annual decrease. A 3.1% decrease in the sale of local advertising led to the drop in operating revenues. In 2017, 98.4% of total operating revenues in private radio broadcasting were generated from advertising sales.

There were 724 private radio broadcasting stations in Canada in 2017

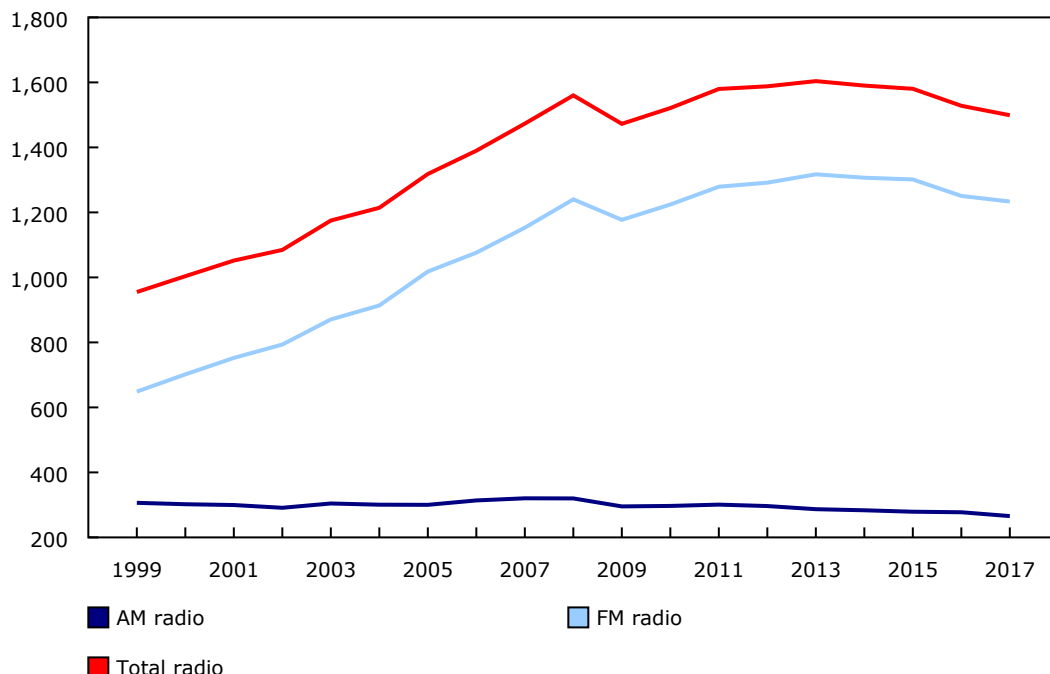
Profits before interest and taxes totalled \$284.8 million, representing a profit margin of 18.7% in 2017. The profit margin has remained fairly stable over the past four years.

Operating expenses fell 2.0% to \$1.2 billion in 2017.

## Chart 1

### Market share by type of broadcaster (air time): Private radio

millions of dollars



Source(s): Table 22-10-0006-01.

## Ontario has the highest profits in the country

Private radio broadcasters in Ontario were the most profitable in Canada in 2017. Ontario's operating revenues remained stable at \$552.9 million or 36.3% of total operating revenues in Canada. Operating expenses decreased 1.6% to \$424.4 million in Ontario, for a profit margin before interest and taxes of 23.2%.

Operating revenues in Quebec fell 1.1% from 2016 to \$307.7 million in 2017. Operating expenses edged up 0.5% to \$243.4 million.



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Private radio broadcasters in the five largest census metropolitan areas accounted for 45.7% of all advertising revenues in Canada in 2017.

## Higher operating revenues for ethnic radio stations

The operating revenues of English-language radio stations fell 2.2% in 2017 to \$1.2 billion.

The operating revenues of French-language radio stations declined 1.2% to \$262.7 million.

The operating revenues of ethnic radio stations rose 1.0% in 2017 to \$49.5 million. The operating expenses for ethnic radio stations fell 0.9% to \$41.4 million.

### Note to readers

The five largest census metropolitan areas in Canada are Toronto, Montréal, Vancouver, Calgary and Ottawa–Gatineau.

**Table 1**  
**Advertising revenues: Private radio broadcasters**

	2016	2017	2016 to 2017
	millions of dollars		% change
<b>All broadcasters</b>	<b>1,528.0</b>	<b>1,499.0</b>	<b>-1.9</b>
AM stations	277.4	265.6	-4.3
FM stations	1,250.7	1,233.4	-1.4
<b>All markets</b>	<b>1,528.0</b>	<b>1,499.0</b>	<b>-1.9</b>
Five largest census metropolitan areas	694.9	685.5	-1.3
Other census metropolitan areas	405.8	389.9	-3.9
Non-census metropolitan areas	427.3	423.6	-0.9

Source(s): Tables [22-10-0005-01](#) and [22-10-0006-01](#).

**Table 2**  
**Profit margin before interest and taxes<sup>1</sup>: Private radio broadcasters**

	2016	2017
	%	
<b>All broadcasters</b>	<b>18.6</b>	<b>18.7</b>
AM stations	5.3	5.7
FM stations	21.6	21.5
<b>All markets</b>	<b>18.6</b>	<b>18.7</b>
Five largest census metropolitan areas	23.9	23.5
Other census metropolitan areas	14.1	14.2
Non-census metropolitan areas	14.4	15.0

1. The profit margin is obtained by dividing profits before interest and taxes by total operating revenues.

Source(s): Tables [22-10-0005-01](#) and [22-10-0006-01](#).

**Available tables:** [22-10-0005-01](#) and [22-10-0006-01](#).

**Definitions, data sources and methods:** survey number [2724](#).

For more information, contact us (toll-free 1-800-263-1136; 514-283-8300;  
[STATCAN.infostats-infostats.STATCAN@canada.ca](mailto:STATCAN.infostats-infostats.STATCAN@canada.ca)).

To enquire about the concepts, methods or data quality of this release, contact Dany Gravel (613-864-1350;  
[dany.gravel@canada.gc.ca](mailto:dany.gravel@canada.gc.ca)), Investment, Science and Technology Division.