

Film and video distribution, 2017

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The film and video distribution industry generated total operating revenues of \$2.3 billion in 2017, up 5.5% from 2015. Ontario accounted for 90.0% of the industry's revenue, followed by Quebec (7.2%).

The distribution of film and video titles generated \$1.9 billion or 86.5% of total industry sales from all sources in 2017. Non-Canadian productions accounted for \$1.6 billion or 84.9% of total distribution revenues. Canadian productions contributed the remaining \$285.2 million from sales to foreign (60.9%) and domestic (39.1%) clients.

From 2015 to 2017, total operating expenditures grew 10.4% to \$2.0 billion. Royalties, franchise fees and memberships dominated expenses at 38.6% of the total for 2017. Other notable expense categories included cost of goods sold (23.6%) and advertising, marketing, promotion, meals and entertainment (19.7%).

The operating profit margin for the film and video distribution industry declined from 16.9% in 2015 to 13.0% in 2017.

Note to readers

Data for 2013 and 2015 have been revised.

Available tables: [21-10-0068-01](#), [21-10-0069-01](#), [21-10-0074-01](#) and [21-10-0075-01](#).

Definitions, data sources and methods: survey number [2414](#).

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