

Spectator sports, event promoters, artists and related industries, 2017

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Total operating revenue for the spectator sports, event promoters, artists and related industries group rose 8.0% to \$9.7 billion in 2017, while total operating expenses increased 8.4% to \$8.7 billion. This resulted in an operating profit margin of 11.1%, down slightly from 11.4% in 2016.

Spectator sports accounted for the largest share of total operating revenue (37.5%), followed by promoters (presenters) of performing arts, sports and similar events (35.7%), independent artists, writers and performers (22.0%) and agents and managers for artists, athletes, entertainers and other public figures (4.7%).

Spectator sports

The spectator sports industry, composed of sports teams playing before a paying audience, horse race tracks, racing events and independent athletes, had operating revenue of \$3.7 billion in 2017, up 11.9% from the previous year. The growth partly reflected a better 2016-2017 season for Canadian teams in the National Hockey League, with five of the seven teams making the playoffs.

Operating expenses rose by 11.6%, leading to an operating profit margin of 4.4%. Salaries, wages, commissions and benefits grew 15.1% to \$1.9 billion and accounted for 53.6% of total operating expenses.

E-commerce accounted for 12.6% of total sales.

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

Operating revenue grew 7.0% to \$3.5 billion in 2017 for the promoters industry. Events and festivals celebrating Canada's 150th birthday contributed to the gain for this industry, which includes live theatres, sports stadiums, performing arts promoters, festivals, sports promoters and other presenters with and without facilities.

Operating expenses were \$3.5 billion, resulting in an operating profit margin of negative 0.6%. Salaries, wages, commissions and benefits were \$771.9 million.

E-commerce sales as a share of total sales grew 4.7 percentage points to 26.2% in 2017.

Independent artists, writers and performers

Independent artists, writers and performers generated \$2.1 billion in operating revenue in 2017, while their operating expenses were \$1.3 billion. The operating profit margin grew 0.7 percentage points to 39.4% in 2017, reflecting slower growth in operating expenses (+1.4%) relative to revenue (+2.6%).

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

Agents and managers for artists, athletes, entertainers and other public figures reported \$462.1 million in operating revenue in 2017, up 12.3% from 2016. Operating expenses increased 13.1% to \$367.1 million, resulting in an operating profit margin of 20.6%.

Note to readers

Data for 2015 and 2016 have been revised.



Available tables: [21-10-0169-01](#), [21-10-0170-01](#), [21-10-0234-01](#) and [34-10-0164-01](#).

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

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