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Private radio broadcasting, 2004

The statistics presented in this Bulletin are for the fiscal year ending August 31 and cover the period from 2001 to 2004. The text below includes references to earlier periods when it is useful to put the recent performance of the industry in an historical context.

Slower growth of air time sales in 2004

The air time sales of commercial radio broadcasters increased 3.3% in 2004, less than half the pace of the previous year. With that increase, private radio's advertising revenue surpassed the \$1.2 billion mark.

The slower growth of advertising revenue in 2004 was not unique to radio. The overall advertising market grew 5.4% in 2004 compared to 6.0% in 2003. All media except Daily newspapers and out-of-home advertising had more modest growth in 2004 than in the previous year.¹

The radio industry did however suffer the most significant year-over-year drop in performance. Its advertising revenue grew at a slower pace than the overall advertising market for the first time since 1999-2000.

Is the radio industry a victim of its economic success of the recent past?

The oldest electronic media has done relatively well in the recent past in terms of market penetration and profitability. To the credit of the industry, it has done so in a period when Canadians are spending less time on average listening to radio with every year that goes by.

The radio industry's share of the advertising market has grown from 9.7% in 1997 to 10.4% in 2003 before edging down to 10.2% in 2004. The profit margin of the industry has also been on the rise during that period, jumping from 10.1% in 1997 to 18.8% in 2003 before declining to 17.9% in 2004.

1. The statistics for advertising revenue by media other than for radio and television are compiled by the Television Bureau of Canada from various sources. See www.tvb.ca

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Much of the recent economic success of the industry can be attributed to its re-organization and consolidation. Changes in regulations in 1998 allowed for increased consolidation of ownership within individual markets. This change opened the door to economies of scale and was meant to allow the radio industry to compete more effectively with other forms of media. The industry also rationalized its operations through closures and transfers of AM stations to the more popular and profitable FM format. The integration of new technologies also played a role in the strengthening of the industry.

A strong and competitive industry tends to attract new players. And the radio industry did just that. From 1997 to 2004, the number of commercial stations and networks leaped from 482 to 558. The 20 net additions of stations in 2004 represent the largest jump of that period.

While the entry of new players is a sign of a healthy industry and adds diversity of choice for listeners, it can also create downward pressures on prices. This phenomenon likely explains, at least in part, the slower than average growth in advertising revenues for radio in 2004.

More concentration of ownership

Although the number of stations is on the rise, the number of firms operating these stations has remained relatively stable since the change in ownership rules. The industry comprised 147 firms in 1999, the year following the changes to regulations. Five years later, the number of firms in the industry stood at 144. However an increasing number of stations are operated by the largest firms of the industry, and these firms account for a growing share of the industry's revenue.

In 1999, the top 5 firms operated 20.5% of the stations and generated 43.6% of the industry's revenue. The top 10 firms operated 31.7% of the stations and accounted for 62.0% of commercial radio's revenue.

Five years later, the situation had changed dramatically. The top 5 firms controlled 37.3% of the stations and cornered 65.1% of the industry's revenue. The top 10 firms had 58.0% of the stations and 78.7% of commercial radio's revenues.

FM radio - The locomotive that pulls the industry

Better sound quality and more attractive programming have gradually lured listeners to FM radio at the expense of AM radio. In the fall of 2004, 75% of radio listening time went to FM stations.²

FM stations continued to account for most of the growth in air time sales by the industry in 2004. The 4.9% increase - though less than half the growth achieved in 2003 and well below the average for the previous 10 years - offset the 1.3% decline of air time sales by AM stations.

FM stations also accounted for close to 98% of the \$223.1 million of profits before interest and taxes generated by the industry in 2004. The robust 23.1% profit margin (before interest and taxes) realized in 2004 was consistent with the returns achieved in the previous 5 years, albeit slightly lower.

The rationalization of AM radio continued in 2004

Back in 1991, the 327 commercial AM stations on air accounted for about half of the radio listening time. That share has been on a downward trend ever since and represented less than one quarter of total listening time in 2004.

This fundamental shift in listening habits forced the industry to significantly downsize the AM segment, mostly by transfer of stations to the FM band. This began in the early 1990s and continued in recent years. There were 189 AM stations and networks at August 31 2004, down from 240 only five years before.

2. See *Statistics Canada, catalogue no. 11-001-XIE, The Daily, Radio listening, Friday July 8, 2005.*

The financial results of AM radio for the last 10 years reflect the dwindling of audience and decline in the number of stations. In the 10 year period from 1994 to 2004, air time sales declined every year except 1997, 1998 and 2003. And for most of that period, revenue per AM station was below the historical high of \$1.45 million attained in 1989.

There are signs however that the radio industry is beginning to reap the benefits of the rationalization of AM radio. Revenue per station surpassed the previous historical high (\$1.45 million in 1989) in 2003 and continued climbing in 2004 to reach \$1.6 million. In 2003 and 2004, AM stations realized a modest profit before interest and taxes (1.6% and 1.8% of revenues) after having incurred losses every year since 1990. Perhaps the most telling sign of a turnaround is the fact that the proportion of profitable stations climbed above 60% in those two years.

The radio industry performed best in large markets

Radio broadcasters in larger markets continued to outperform those in smaller markets. The sale of air time by stations in the top 5 Census Metropolitan Areas (CMAs) advanced 4.4% to \$577.8 million while those of stations in other CMAs grew at a slower 3.6% pace to \$318.8 million. The air time sales of stations broadcasting outside CMAs reached \$317.4 million, up a modest 1.1% compared to 2003. These results are in sharp contrast with those of 2003 when air time sales grew at rates exceeding 8.0% in large, medium and small markets alike.³

Radio stations in larger markets were also more profitable. Their profit margin before interest and taxes was 21.9% in 2004, compared to 14.9% for stations in medium-sized markets and 13.4% for those in small-sized markets.

Calgary remained the most profitable large market

As a group, Calgary radio stations realized 26.6 cents of profits before interest and taxes for every dollar of revenues generated in 2004. Calgary has been the most profitable large radio market since 1998 when it took over first place from Vancouver. Calgary was also the most buoyant large market in 2004 with a 7.1% increase in sales of air time.

The market dynamics varied considerably from one large metropolitan area to next. The Toronto market for instance was the only one to register stronger growth in air time sales in 2004 (+5.8%) than in 2003 (+2.8%). Toronto stations also improved their profit margin from 24.2% in 2003 to 25.3% in 2004 moving from third to second place ahead of Ottawa-Gatineau stations on the list of most profitable large radio markets.

The Montréal market meanwhile was sluggish in 2004 (+0.3%) after rebounding in 2003 with an increase of 15.6% in air time sales, the fastest of the top five markets. The declining popularity of AM radio in the francophone market largely explains the situation. The air time sales of AM radio in the Montréal area dropped 8.5% in 2004. According to a recent study, French-language AM stations (in all markets) accounted for only 9% of all AM station listening in the fall of 2004.⁴

Ethnic and native radio – The fastest growing segment of the industry in 2004

Ethnic and Native radio stations had the strongest growth of air time sales in 2004 (+5.2%) followed by English (+4.0%) and French language stations (-0.1%).

The Ethnic and Native radio stations segment was also the only one to improve its profit margin. From 6.9% of revenues in 2003, the profit before interest and taxes of this segment

3. Large markets are defined here as the top 5 five Census metropolitan areas (CMAs), medium markets as CMAs other than the top five small markets geographical areas outside CMAs.

4. See Statistics Canada, catalogue no. 11-001-XIE, *The Daily, Radio listening*, Friday July 8, 2005.

jumped to 10.6% of revenues in 2004, a result comparable to the 11.0% margin by the French language segment. The profitability of Ethnic and Native radio however remained well below that of its English language counterpart (19.6%).

Financial performance uneven across the country

The performance of radio broadcasters varied considerably from one region to the next in 2004. Airtime sales grew at a rate above the 3.3% national average in Ontario, Saskatchewan and Alberta and at a rate below the national average in the other Provinces. Growth was the weakest in Québec (-0.3%) and Atlantic Canada (0.0%) and strongest in Saskatchewan (+6.5%) and Alberta (6.1%).

Profit margins before interest and taxes ranged from a high of 24.8% in Atlantic Canada to a low of 5.8% in Manitoba. The profit margin decreased in 2004 in all regions except Saskatchewan where it slightly improved.

Employment up for the second consecutive year

The industry had a weekly average of 9,201 employees in 2004, up from 9,073 in 2003. The increase was due mostly to the net addition of 20 stations to the industry. Air time sales per employee stood at \$131,945 in 2004, a modest 1.9% improvement over the 2003 level. For each dollar of air time sales, the industry paid \$0.44 in salaries and benefits, 1.6% more than in the previous year.

A resilient industry

Some predicted the disappearance of radio when television came on air. More than fifty years later, radio is alive and well. In fact, radio has returned better profit margins (before interest and taxes) than television every year since 1998 despite the stellar performance of pay and specialty television during that period.⁵ The Internet, with its many radio-like services,

and music downloading are also seen as threats to conventional radio. The imminent launch of satellite radio will add another player in a seemingly crowded space.

There is little doubt that new technologies and the choices they present are having a profound impact on conventional radio. One only needs to look at listening trends to be convinced. From the fall of 1999 to the fall of 2004, the average time spent by Canadians listening to radio declined 5% from 20.5 to 19.5 hours a week. The 25% drop in listening by teenagers during the same period is perhaps the most telling sign of changes to come.

But adapting to change is nothing new for this industry. After all, radio has been around longer than any other electronic media. And while new technologies appear to endanger radio, new technologies are also one of its weapons in the fight for survival. Although difficult to measure, the adoption of new technologies has undoubtedly led to efficiencies that contributed to cost containment and increased profitability. And new technologies are not only affecting the industry's business model on the input side of the equation. The Internet is also becoming a tool to reach audience and generate revenues. Roughly 4 out of 10 conventional radio stations broadcasted on the Internet in 2004. And close to 30% of those that did generated revenues from their Internet broadcasting activity.

Industry coverage

The statistics presented in this Bulletin are for the private sector component of the following industry of the 2002 North American Industrial Classification System (NAICS): Radio Broadcasting (51511)

Surveys

The annual survey on which this publication is based is sent to all organisations licensed by the Canadian Radio-television and Telecommunications Commission (CRTC) to operate conventional radio or television programming

5. See *Statistics Canada, catalogue 56-001-XIE, volume 35, no.2, Broadcasting and Telecommunications, Television Broadcasting, 2004.*

undertakings. The survey of conventional broadcasters is conducted jointly by Statistics Canada and the CRTC.

Data quality

The data presented in this Bulletin are of good quality and can therefore be used with confidence. This assessment is based on available data accuracy measures and the judgment of the analysts involved in this survey. These statistics are, however, subject to revision. Revisions are usually the result of late receipt of information, of re-filing by respondents of previously submitted data, or of detection of errors after publication of data. They typically do not have a material impact on the preliminary results. Past revisions generally accounted for less than 1% of the value for key variables such as total revenues, salaries and wages and number of employees. Users interested in learning more about the concepts, methodology and data quality of the broadcasting surveys can visit Statistics Canada's web site at: www.statcan.ca/english/concepts/index.htm. This statement is also available on request (see contact information below).

For more information

In addition to the information provided in this publication, special tables and analytical services are available on a cost recovery basis from the Telecommunications Section; Science, Innovation and Electronic Information Division. Access to selected information on the broadcasting industries is also available through CANSIM, Statistics Canada's data base and retrieval system (table 3570001). For further information, contact Advisory Services Division at 1 800 263 1136, fax 1 877 287-4369, infostats@statcan.ca.

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Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 ^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
P	preliminary
r	revised figures
x	suppressed to meet the confidentiality requirements of the Statistics Act
E	use with caution
F	too unreliable to be published

Abbreviations

n.e.c. not elsewhere classified

North American Industry Classification System - NAICS (catalogue 12-501-XPE)

51511 Radio Broadcasting

Table 1. Private radio broadcasters, revenue and expense statement, Canada, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	522		532		538		558	
Revenue:								
Sale of air time:								
Local	813,524,305	75.6	847,561,008	76.3	902,896,913	74.8	942,538,857	75.6
National & network	237,742,856	22.1	235,871,716	21.2	272,063,371	22.5	271,451,686	21.8
Sale of air time - Total	1,051,267,161	97.6	1,083,432,724	97.6	1,174,960,284	97.3	1,213,990,543	97.4
Production and other:								
Syndication	1,915,703	0.2	1,330,341	0.1	1,158,559	0.1	601,090	0.0
Production	8,368,381	0.8	8,878,588	0.8	9,717,170	0.8	9,188,782	0.7
Other	15,143,823	1.4	16,764,993	1.5	21,413,489	1.8	23,250,941	1.9
Production and other - Total	25,427,907	2.4	26,973,922	2.4	32,289,218	2.7	33,040,813	2.6
Operating revenue - Total	1,076,695,065	100.0	1,110,406,649	100.0	1,207,249,503	100.0	1,247,031,359	100.0
Expenses:								
Program	307,473,400	28.6	319,081,409	28.7	332,690,928	27.6	338,018,161	27.1
Technical services	36,697,043	3.4	36,067,190	3.2	37,200,221	3.1	38,397,056	3.1
Sales and promotion	270,423,001	25.1	275,681,761	24.8	301,433,903	25.0	319,744,895	25.6
Administration and general	249,149,794	23.1	268,190,389	24.2	267,834,610	22.2	287,843,801	23.1
Depreciation	40,661,976	3.8	38,210,084	3.4	40,820,836	3.4	39,954,851	3.2
Operating expenses - Total	904,405,214	84.0	937,230,828	84.4	979,980,494	81.2	1,023,958,762	82.1
Profit before interest and taxes	172,289,852	16.0	173,175,821	15.6	227,269,016	18.8	223,072,594	17.9
Interest expense ¹	58,934,619	5.5	38,531,989	3.5	42,418,969	3.5	34,607,362	2.8
Expenses - Total	963,339,833	89.5	975,762,817	87.9	1,022,399,463	84.7	1,058,566,124	84.9
Net operating income	113,355,232	10.5	134,643,832	12.1	184,850,040	15.3	188,465,235	15.1
Other adjustments-income (expense) ²	-16,842,191	-1.6	25,002,253	2.3	21,640,446	1.8	16,461,362	1.3
Net income (loss) before income taxes	96,513,041	9.0	159,646,085	14.4	206,490,490	17.1	204,926,602	16.4
Provision for income taxes	34,035,566	3.2	41,435,217	3.7	53,030,326	4.4	51,216,412	4.1
Net income (loss) after income taxes	62,477,479	5.8	118,210,870	10.6	153,460,164	12.7	153,710,189	12.3
Salaries and other staff benefits	467,993,801	43.5	485,377,345	43.7	509,810,116	42.2	535,043,662	42.9
Number of employees (weekly average)	9,233	...	8,933	...	9,073	...	9,201	...

Table 2. Private radio broadcasters, revenue and expense statement, Atlantic provinces, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	66		66		65		69	
Revenue:								
Sale of air time:								
Local	59,925,430	83.4	60,236,341	83.4	64,236,776	80.6	64,477,661	80.8
National & network	11,714,160	16.3	11,755,378	16.3	15,225,550	19.1	15,010,949	18.8
Sale of air time - Total	71,639,590	99.8	71,991,719	99.7	79,462,326	99.7	79,488,610	99.7
Production and other - Total	172,486	0.2	228,928	0.3	223,301	0.3	271,892	0.3
Operating revenue - Total	71,812,078	100.0	72,220,647	100.0	79,685,627	100.0	79,760,501	100.0
Expenses:								
Program	17,883,244	24.9	18,402,590	25.5	19,639,247	24.6	20,122,937	25.2
Technical services	3,601,634	5.0	3,406,745	4.7	3,679,348	4.6	3,738,750	4.7
Sales and promotion	14,097,238	19.6	14,812,981	20.5	15,393,533	19.3	15,213,798	19.1
Administration and general	17,602,910	24.5	17,580,813	24.3	17,517,551	22.0	17,821,739	22.3
Depreciation	2,864,526	4.0	2,818,852	3.9	2,757,030	3.5	3,073,175	3.9
Operating expenses - Total	56,049,552	78.1	57,021,981	79.0	58,986,709	74.0	59,970,399	75.2
Profit before interest and taxes	15,762,526	21.9	15,198,666	21.0	20,698,918	26.0	19,790,102	24.8
Interest expense	2,503,045	3.5	1,316,001	1.8	1,231,710	1.5	1,093,506	1.4
Expenses - Total	58,552,597	81.5	58,337,982	80.8	60,218,419	75.6	61,063,905	76.6
Net operating income	13,259,481	18.5	13,882,665	19.2	19,467,208	24.4	18,696,596	23.4
Other adjustments-income (expense)	-1,314,409	-1.8	-1,310,958	-1.8	-1,545,041	-1.9	-131,468	-0.2
Net income (loss) before income taxes	11,945,071	16.6	12,571,707	17.4	17,922,167	22.5	18,565,131	23.3
Provision for income taxes	4,004,533	5.6	4,115,850	5.7	5,821,289	7.3	5,078,512	6.4
Net income (loss) after income taxes	7,940,538	11.1	8,455,857	11.7	12,100,878	15.2	13,486,619	16.9
Salaries and other staff benefits	29,919,552	41.7	31,624,438	43.8	31,171,100	39.1	31,338,970	39.3
Number of employees (weekly average)	751	...	746	...	720	...	703	...

Table 3. Private radio broadcasters, revenue and expense statement, Quebec, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	95		94		94		97	
Revenue:								
Sale of air time:								
Local	144,930,771	70.5	150,554,010	70.3	169,895,418	69.2	171,383,888	69.4
National & network	53,708,069	26.1	53,563,840	25.0	60,046,739	24.4	57,946,940	23.5
Sale of air time - Total	198,638,840	96.6	204,117,850	95.3	229,942,157	93.6	229,330,828	92.9
Production and other - Total	6,964,013	3.4	10,007,675	4.7	15,724,135	6.4	17,481,289	7.1
Operating revenue - Total	205,602,852	100.0	214,125,526	100.0	245,666,291	100.0	246,812,119	100.0
Expenses:								
Program	67,983,522	33.1	67,774,402	31.7	74,591,946	30.4	72,105,806	29.2
Technical services	5,893,367	2.9	5,911,129	2.8	6,372,655	2.6	6,885,698	2.8
Sales and promotion	46,603,515	22.7	46,792,138	21.9	55,193,062	22.5	56,827,742	23.0
Administration and general	49,390,199	24.0	56,709,610	26.5	65,364,841	26.6	72,982,127	29.6
Depreciation	7,419,166	3.6	5,811,799	2.7	7,407,849	3.0	6,912,126	2.8
Operating expenses - Total	177,289,769	86.2	182,999,078	85.5	208,930,353	85.0	215,713,499	87.4
Profit before interest and taxes	28,313,083	13.8	31,126,448	14.5	36,735,938	15.0	31,098,620	12.6
Interest expense	19,316,141	9.4	9,571,280	4.5	14,298,551	5.8	13,220,138	5.4
Expenses - Total	196,605,910	95.6	192,570,358	89.9	223,228,904	90.9	228,933,637	92.8
Net operating income	8,996,942	4.4	21,555,168	10.1	22,437,387	9.1	17,878,482	7.2
Other adjustments-income (expense)	11,307,017	5.5	7,784,001	3.6	8,672,976	3.5	8,949,815	3.6
Net income (loss) before income taxes	20,303,961	9.9	29,339,169	13.7	31,110,365	12.7	26,828,295	10.9
Provision for income taxes	2,984,527	1.5	9,060,115	4.2	8,330,817	3.4	6,883,757	2.8
Net income (loss) after income taxes	17,319,435	8.4	20,279,054	9.5	22,779,548	9.3	19,944,538	8.1
Salaries and other staff benefits	97,176,934	47.3	96,668,514	45.1	104,349,289	42.5	105,204,962	42.6
Number of employees (weekly average)	1,832	...	1,733	...	1,772	...	1,845	...

Table 4. Private radio broadcasters, revenue and expense statement, Ontario, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	154		159		161		170	
Revenue:								
Sale of air time:								
Local	313,361,911	77.2	324,668,499	78.0	340,026,051	77.5	359,669,968	78.3
National & network	85,217,680	21.0	85,786,177	20.6	92,308,349	21.0	94,144,468	20.5
Sale of air time - Total	398,579,591	98.3	410,454,676	98.6	432,334,400	98.5	453,814,436	98.8
Production and other - Total	7,087,529	1.7	5,859,626	1.4	6,640,640	1.5	5,437,956	1.2
Operating revenue - Total	405,667,117	100.0	416,314,305	100.0	438,975,038	100.0	459,252,392	100.0
Expenses:								
Program	110,348,952	27.2	117,732,894	28.3	116,808,714	26.6	120,172,735	26.2
Technical services	14,220,774	3.5	14,089,339	3.4	14,086,636	3.2	14,193,984	3.1
Sales and promotion	108,154,010	26.7	109,706,241	26.4	117,069,574	26.7	123,105,768	26.8
Administration and general	90,782,744	22.4	96,109,039	23.1	85,268,371	19.4	94,050,568	20.5
Depreciation	16,161,175	4.0	15,132,256	3.6	15,054,868	3.4	13,636,795	3.0
Operating expenses - Total	339,667,655	83.7	352,769,769	84.7	348,288,163	79.3	365,159,850	79.5
Profit before interest and taxes	65,999,462	16.3	63,544,536	15.3	90,686,875	20.7	94,092,542	20.5
Interest expense	17,149,073	4.2	16,848,730	4.0	16,248,355	3.7	9,759,524	2.1
Expenses - Total	356,816,728	88.0	369,618,499	88.8	364,536,518	83.0	374,919,374	81.6
Net operating income	48,850,389	12.0	46,695,806	11.2	74,438,520	17.0	84,333,018	18.4
Other adjustments-income (expense)	-17,128,492	-4.2	-3,508,612	-0.8	-221,709	-0.1	3,383,570	0.7
Net income (loss) before income taxes	31,721,899	7.8	43,187,198	10.4	74,216,817	16.9	87,716,587	19.1
Provision for income taxes	8,663,301	2.1	7,844,248	1.9	21,347,963	4.9	26,180,245	5.7
Net income (loss) after income taxes	23,058,598	5.7	35,342,950	8.5	52,868,854	12.0	61,536,341	13.4
Salaries and other staff benefits	170,362,899	42.0	180,880,577	43.4	182,603,062	41.6	195,403,256	42.5
Number of employees (weekly average)	3,139	...	3,035	...	3,100	...	3,126	...

Table 5. Private radio broadcasters, revenue and expense statement, Manitoba, 2001-2004

Stations	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
	25		25		29		30	
Revenue:								
Sale of air time:								
Local	30,753,470	73.9	32,478,699	74.6	34,358,044	73.6	36,078,269	75.6
National & network	10,057,026	24.2	10,219,244	23.5	11,480,985	24.6	10,780,583	22.6
Sale of air time - Total	40,810,496	98.1	42,697,943	98.1	45,839,029	98.2	46,858,852	98.2
Production and other - Total	809,958	1.9	822,940	1.9	820,620	1.8	860,659	1.8
Operating revenue - Total	41,620,454	100.0	43,520,883	100.0	46,659,648	100.0	47,719,511	100.0
Expenses:								
Program	12,302,452	29.6	13,053,588	30.0	14,523,050	31.1	15,280,331	32.0
Technical services	1,347,812	3.2	1,477,995	3.4	1,760,817	3.8	1,686,830	3.5
Sales and promotion	11,339,158	27.2	11,441,893	26.3	13,160,835	28.2	13,554,820	28.4
Administration and general	10,823,849	26.0	12,273,667	28.2	11,983,977	25.7	12,270,761	25.7
Depreciation	1,772,735	4.3	1,814,758	4.2	2,008,136	4.3	2,145,944	4.5
Operating expenses - Total	37,586,006	90.3	40,061,901	92.1	43,436,815	93.1	44,938,686	94.2
Profit before interest and taxes	4,034,448	9.7	3,458,982	7.9	3,222,833	6.9	2,780,825	5.8
Interest expense	956,919	2.3	1,231,384	2.8	508,415	1.1	535,257	1.1
Expenses - Total	38,542,925	92.6	41,293,285	94.9	43,945,230	94.2	45,473,943	95.3
Net operating income	3,077,529	7.4	2,227,598	5.1	2,714,418	5.8	2,245,568	4.7
Other adjustments-income (expense)	-907,367	-2.2	6,717,185	15.4	3,983,188	8.5	1,163,942	2.4
Net income (loss) before income taxes	2,170,161	5.2	8,944,782	20.6	6,697,607	14.4	3,409,511	7.1
Provision for income taxes	1,477,361	3.5	2,337,615	5.4	1,413,874	3.0	911,780	1.9
Net income (loss) after income taxes	692,801	1.7	6,607,169	15.2	5,283,732	11.3	2,497,731	5.2
Salaries and other staff benefits	20,730,142	49.8	21,592,531	49.6	23,487,528	50.3	25,311,211	53.0
Number of employees (weekly average)	445	...	445	...	504	...	487	...

Table 6. Private radio broadcasters, revenue and expense statement, Saskatchewan, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	29		32		34		33	
Revenue:								
Sale of air time:								
Local	35,765,615	78.9	38,842,246	81.0	43,168,933	76.9	46,995,943	78.6
National & network	8,697,465	19.2	8,227,658	17.2	12,163,972	21.7	11,923,622	19.9
Sale of air time - Total	44,463,080	98.1	47,069,904	98.2	55,332,905	98.6	58,919,565	98.5
Production and other - Total	848,364	1.9	875,127	1.8	801,580	1.4	868,681	1.5
Operating revenue - Total	45,311,443	100.0	47,945,031	100.0	56,134,485	100.0	59,788,247	100.0
Expenses:								
Program	14,642,966	32.3	15,450,469	32.2	17,075,384	30.4	17,859,437	29.9
Technical services	1,425,384	3.1	1,783,614	3.7	1,598,795	2.8	1,492,006	2.5
Sales and promotion	14,510,802	32.0	15,019,653	31.3	16,164,951	28.8	18,635,830	31.2
Administration and general	11,785,192	26.0	12,272,796	25.6	13,648,830	24.3	13,661,618	22.9
Depreciation	1,711,329	3.8	2,435,562	5.1	2,862,189	5.1	2,634,310	4.4
Operating expenses - Total	44,075,673	97.3	46,962,094	97.9	51,350,149	91.5	54,283,201	90.8
Profit before interest and taxes	1,235,770	2.7	982,937	2.1	4,784,336	8.5	5,505,046	9.2
Interest expense	1,475,164	3.3	992,292	2.1	803,911	1.4	704,803	1.2
Expenses - Total	45,550,837	100.5	47,954,386	100.0	52,154,060	92.9	54,988,004	92.0
Net operating income	-239,394	-0.5	-9,355	0.0	3,980,425	7.1	4,800,243	8.0
Other adjustments-income (expense)	-134,532	-0.3	7,786,301	16.2	-773,884	-1.4	-647,512	-1.1
Net income (loss) before income taxes	-373,927	-0.8	7,776,950	16.2	3,206,542	5.7	4,152,734	6.9
Provision for income taxes	119,220	0.3	2,438,369	5.1	942,627	1.7	937,510	1.6
Net income (loss) after income taxes	-493,147	-1.1	5,338,581	11.1	2,263,915	4.0	3,215,224	5.4
Salaries and other staff benefits	25,824,363	57.0	27,548,992	57.5	31,007,471	55.2	33,769,989	56.5
Number of employees (weekly average)	515	...	526	...	540	...	537	...

Table 7. Private radio broadcasters, revenue and expense statement, Alberta, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	62		62		64		67	
Revenue:								
Sale of air time:								
Local	107,981,626	74.5	115,254,912	76.9	122,733,744	73.1	133,337,345	75.0
National & network	33,171,060	22.9	31,123,891	20.8	41,044,894	24.4	40,422,140	22.7
Sale of air time - Total	141,152,686	97.4	146,378,803	97.7	163,778,638	97.5	173,759,485	97.7
Production and other - Total	3,783,048	2.6	3,475,897	2.3	4,118,812	2.5	4,045,328	2.3
Operating revenue - Total	144,935,734	100.0	149,854,699	100.0	167,897,451	100.0	177,804,812	100.0
Expenses:								
Program	33,990,543	23.5	35,827,989	23.9	38,589,684	23.0	40,629,558	22.9
Technical services	4,397,381	3.0	4,251,331	2.8	4,553,146	2.7	4,936,768	2.8
Sales and promotion	36,626,577	25.3	36,189,454	24.1	41,465,860	24.7	45,251,509	25.5
Administration and general	29,575,388	20.4	31,279,291	20.9	33,396,279	19.9	36,445,448	20.5
Depreciation	4,623,956	3.2	4,282,064	2.9	5,506,427	3.3	6,757,319	3.8
Operating expenses - Total	109,213,847	75.4	111,830,127	74.6	123,511,396	73.6	134,020,602	75.4
Profit before interest and taxes	35,721,888	24.6	38,024,573	25.4	44,386,055	26.4	43,784,211	24.6
Interest expense	8,725,730	6.0	4,507,404	3.0	5,921,535	3.5	6,058,419	3.4
Expenses - Total	117,939,577	81.4	116,337,531	77.6	129,432,931	77.1	140,079,021	78.8
Net operating income	26,996,157	18.6	33,517,168	22.4	38,464,520	22.9	37,725,791	21.2
Other adjustments-income (expense)	-4,714,434	-3.3	-487,923	-0.3	1,907,119	1.1	918,572	0.5
Net income (loss) before income taxes	22,281,724	15.4	33,029,244	22.0	40,371,641	24.0	38,644,365	21.7
Provision for income taxes	9,098,632	6.3	9,305,076	6.2	8,708,822	5.2	5,434,718	3.1
Net income (loss) after income taxes	13,183,092	9.1	23,724,168	15.8	31,662,819	18.9	33,209,647	18.7
Salaries and other staff benefits	54,763,979	37.8	55,508,358	37.0	62,693,073	37.3	67,493,119	38.0
Number of employees (weekly average)	1,033	...	990	...	1,015	...	1,074	...

Table 8. Private radio broadcasters, revenue and expense statement, B.C., N.W.T., Nunavut, and Yukon, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	91		94		91		92	
Revenue:								
Sale of air time:								
Local	120,805,482	74.7	125,526,301	75.4	128,477,947	74.6	130,595,783	74.2
National & network	35,177,396	21.7	35,195,528	21.1	39,792,882	23.1	41,222,984	23.4
Sale of air time - Total	155,982,878	96.4	160,721,829	96.6	168,270,829	97.7	171,818,767	97.7
Production and other - Total	5,762,509	3.6	5,703,729	3.4	3,960,130	2.3	4,075,008	2.3
Operating revenue - Total	161,745,387	100.0	166,425,558	100.0	172,230,963	100.0	175,893,777	100.0
Expenses:								
Program	50,321,721	31.1	50,839,477	30.5	51,462,903	29.9	51,847,357	29.5
Technical services	5,810,691	3.6	5,147,037	3.1	5,148,824	3.0	5,463,020	3.1
Sales and promotion	39,091,701	24.2	41,719,401	25.1	42,986,088	25.0	47,155,428	26.8
Administration and general	39,189,512	24.2	41,965,173	25.2	40,654,761	23.6	40,611,540	23.1
Depreciation	6,109,089	3.8	5,914,793	3.6	5,224,337	3.0	4,795,182	2.7
Operating expenses - Total	140,522,714	86.9	145,585,881	87.5	145,476,913	84.5	149,872,527	85.2
Profit before interest and taxes	21,222,673	13.1	20,839,677	12.5	26,754,050	15.5	26,021,250	14.8
Interest expense	8,808,547	5.4	4,064,898	2.4	3,406,492	2.0	3,235,715	1.8
Expenses - Total	149,331,261	92.3	149,650,779	89.9	148,883,405	86.4	153,108,242	87.0
Net operating income	12,414,126	7.7	16,774,779	10.1	23,347,558	13.6	22,785,535	13.0
Other adjustments-income (expense)	-3,949,974	-2.4	8,022,259	4.8	9,617,797	5.6	2,824,443	1.6
Net income (loss) before income taxes	8,464,152	5.2	24,797,035	14.9	32,965,351	19.1	25,609,979	14.6
Provision for income taxes	7,687,992	4.8	6,333,944	3.8	6,464,934	3.8	5,789,890	3.3
Net income (loss) after income taxes	776,162	0.5	18,463,091	11.1	26,500,418	15.4	19,820,089	11.3
Salaries and other staff benefits	69,215,932	42.8	71,553,935	43.0	74,498,593	43.3	76,522,155	43.5
Number of employees (weekly average)	1,518	...	1,458	...	1,422	...	1,428	...

Table 9. Private AM radio broadcasters, revenue and expense statement, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	225		211		200		189	
Revenue:								
Sale of air time:								
Local	245,139,834	79.4	239,979,948	80.2	251,516,275	81.3	251,090,848	82.5
National & network	54,442,958	17.6	51,140,102	17.1	52,815,884	17.1	49,389,752	16.2
Sale of air time - Total	299,582,792	97.0	291,120,050	97.3	304,332,159	98.4	300,480,600	98.7
Production and other - Total	9,337,222	3.0	8,215,517	2.7	4,999,660	1.6	3,934,742	1.3
Operating revenue - Total	308,920,014	100.0	299,335,567	100.0	309,331,820	100.0	304,415,341	100.0
Expenses:								
Program	124,921,167	40.4	125,486,705	41.9	120,209,640	38.9	116,550,238	38.3
Technical services	15,453,184	5.0	14,237,790	4.8	13,760,457	4.4	13,526,004	4.4
Sales and promotion	79,573,568	25.8	77,809,110	26.0	78,799,631	25.5	77,974,499	25.6
Administration and general	89,019,446	28.8	89,716,387	30.0	79,401,482	25.7	80,636,541	26.5
Depreciation	16,307,816	5.3	13,016,613	4.3	12,318,481	4.0	10,208,376	3.4
Operating expenses - Total	325,275,181	105.3	320,266,605	107.0	304,489,691	98.4	298,895,658	98.2
Profit before interest and taxes	-16,355,167	-5.3	-20,931,038	-7.0	4,842,129	1.6	5,519,683	1.8
Interest expense	19,597,472	6.3	13,373,795	4.5	11,811,114	3.8	6,850,296	2.3
Expenses - Total	344,872,653	111.6	333,640,400	111.5	316,300,805	102.3	305,745,954	100.4
Net operating income	-35,952,639	-11.6	-34,304,833	-11.5	-6,968,985	-2.3	-1,330,613	-0.4
Other adjustments-income (expense)	-13,738,435	-4.4	11,309,576	3.8	5,629,756	1.8	3,908,578	1.3
Net income (loss) before income taxes	-49,691,071	-16.1	-22,995,254	-7.7	-1,339,228	-0.4	2,577,966	0.8
Provision for income taxes	-9,900,631	-3.2	-10,425,862	-3.5	1,495,663	0.5	-315,168	-0.1
Net income (loss) after income taxes	-39,790,437	-12.9	-12,569,392	-4.2	-2,834,891	-0.9	2,893,133	1.0
Salaries and other staff benefits	173,598,966	56.2	173,781,856	58.1	169,490,323	54.8	169,935,011	55.8
Number of employees (weekly average)	3,884	...	3,550	...	3,256	...	3,114	...

Table 10. Private FM radio broadcasters, revenue and expense statement, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	297		321		338		369	
Revenue:								
Sale of air time:								
Local	568,384,471	74.0	607,581,060	74.9	651,380,638	72.5	691,448,009	73.4
National & network	183,299,898	23.9	184,731,614	22.8	219,247,487	24.4	222,061,934	23.6
Sale of air time - Total	751,684,369	97.9	792,312,674	97.7	870,628,125	97.0	913,509,943	96.9
Production and other - Total	16,090,685	2.1	18,758,405	2.3	27,289,558	3.0	29,106,071	3.1
Operating revenue - Total	767,775,051	100.0	811,071,082	100.0	897,917,683	100.0	942,616,018	100.0
Expenses:								
Program	182,552,233	23.8	193,594,704	23.9	212,481,288	23.7	221,467,923	23.5
Technical services	21,243,859	2.8	21,829,400	2.7	23,439,764	2.6	24,871,052	2.6
Sales and promotion	190,849,433	24.9	197,872,651	24.4	222,634,272	24.8	241,770,396	25.6
Administration and general	160,130,348	20.9	178,474,002	22.0	188,433,128	21.0	207,207,260	22.0
Depreciation	24,354,160	3.2	25,193,471	3.1	28,502,355	3.2	29,746,475	3.2
Operating expenses - Total	579,130,037	75.4	616,964,227	76.1	675,490,804	75.2	725,063,106	76.9
Profit before interest and taxes	188,645,015	24.6	194,106,857	23.9	222,426,885	24.8	217,552,911	23.1
Interest expense	39,337,147	5.1	25,158,194	3.1	30,607,855	3.4	27,757,066	2.9
Expenses - Total	618,467,184	80.6	642,122,421	79.2	706,098,659	78.6	752,820,172	79.9
Net operating income	149,307,867	19.4	168,948,661	20.8	191,819,024	21.4	189,795,846	20.1
Other adjustments-income (expense)	-3,103,756	-0.4	13,692,677	1.7	16,010,690	1.8	12,552,784	1.3
Net income (loss) before income taxes	146,204,112	19.0	182,641,339	22.5	207,829,718	23.1	202,348,636	21.5
Provision for income taxes	43,936,197	5.7	51,861,079	6.4	51,534,663	5.7	51,531,580	5.5
Net income (loss) after income taxes	102,267,916	13.3	130,780,262	16.1	156,295,055	17.4	150,817,056	16.0
Salaries and other staff benefits	294,394,835	38.3	311,595,489	38.4	340,319,793	37.9	365,108,651	38.7
Number of employees (weekly average)	5,349	...	5,383	...	5,817	...	6,087	...

Table 11. Private english radio broadcasters, revenue and expense statement, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	415		426		430		446	
Revenue:								
Sale of air time:								
Local	667,197,723	76.4	695,010,307	77.4	734,176,388	76.0	771,953,570	77.0
National & network	190,586,702	21.8	188,036,273	21.0	218,453,273	22.6	218,410,695	21.8
Sale of air time - Total	857,784,425	98.2	883,046,580	98.4	952,629,661	98.6	990,364,265	98.8
Production and other - Total	15,710,574	1.8	14,403,988	1.6	13,580,136	1.4	12,528,637	1.2
Operating revenue - Total	873,494,997	100.0	897,450,570	100.0	966,209,799	100.0	1,002,892,904	100.0
Expenses:								
Program	239,535,588	27.4	251,867,142	28.1	259,503,026	26.9	266,965,316	26.6
Technical services	30,365,151	3.5	29,449,771	3.3	29,948,790	3.1	30,649,623	3.1
Sales and promotion	224,847,335	25.7	228,809,694	25.5	246,727,001	25.5	263,841,476	26.3
Administration and general	198,424,103	22.7	210,675,650	23.5	200,402,460	20.7	212,322,930	21.2
Depreciation	33,352,324	3.8	32,464,726	3.6	33,154,633	3.4	32,777,301	3.3
Operating expenses - Total	726,524,505	83.2	753,266,980	83.9	769,735,907	79.7	806,556,641	80.4
Profit before interest and taxes	146,970,493	16.8	144,183,590	16.1	196,473,897	20.3	196,336,263	19.6
Interest expense	39,743,542	4.5	28,480,296	3.2	28,848,378	3.0	22,823,521	2.3
Expenses - Total	766,268,047	87.7	781,747,276	87.1	798,584,285	82.7	829,380,162	82.7
Net operating income	107,226,950	12.3	115,703,294	12.9	167,625,514	17.3	173,512,742	17.3
Other adjustments-income (expense)	-28,135,570	-3.2	17,347,724	1.9	12,485,642	1.3	7,360,198	0.7
Net income (loss) before income taxes	79,091,380	9.1	133,051,017	14.8	180,111,159	18.6	180,872,945	18.0
Provision for income taxes	31,723,800	3.6	32,557,330	3.6	46,553,004	4.8	45,207,297	4.5
Net income (loss) after income taxes	47,367,583	5.4	100,493,689	11.2	133,558,155	13.8	135,665,647	13.5
Salaries and other staff benefits	372,246,057	42.6	388,639,178	43.3	406,070,156	42.0	430,576,445	42.9
Number of employees (weekly average)	7,120	...	6,913	...	7,014	...	7,074	...

Table 12. Private french radio broadcasters, revenue and expense statement, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	93		92		93		96	
Revenue:								
Sale of air time:								
Local	121,677,626	69.7	127,016,291	69.1	142,113,774	67.6	142,589,533	67.4
National & network	46,063,168	26.4	46,829,109	25.5	52,307,860	24.9	51,688,652	24.4
Sale of air time - Total	167,740,794	96.0	173,845,400	94.5	194,421,634	92.5	194,278,185	91.8
Production and other - Total	6,925,367	4.0	10,024,085	5.5	15,771,371	7.5	17,401,631	8.2
Operating revenue - Total	174,666,160	100.0	183,869,485	100.0	210,193,004	100.0	211,679,817	100.0
Expenses:								
Program	57,655,785	33.0	57,310,790	31.2	63,247,731	30.1	61,274,310	28.9
Technical services	4,694,994	2.7	4,638,905	2.5	5,149,257	2.4	5,739,783	2.7
Sales and promotion	39,711,430	22.7	40,308,139	21.9	47,973,242	22.8	49,378,302	23.3
Administration and general	42,304,567	24.2	48,895,701	26.6	58,380,122	27.8	65,847,107	31.1
Depreciation	6,255,457	3.6	4,870,093	2.6	6,774,601	3.2	6,146,985	2.9
Operating expenses - Total	150,622,233	86.2	156,023,628	84.9	181,524,953	86.4	188,386,487	89.0
Profit before interest and taxes	24,043,927	13.8	27,845,857	15.1	28,668,051	13.6	23,293,330	11.0
Interest expense	18,376,021	10.5	9,616,213	5.2	13,039,385	6.2	11,223,490	5.3
Expenses - Total	168,998,254	96.8	165,639,841	90.1	194,564,338	92.6	199,609,977	94.3
Net operating income	5,667,906	3.2	18,229,644	9.9	15,628,666	7.4	12,069,840	5.7
Other adjustments-income (expense)	11,525,381	6.6	7,630,157	4.1	8,953,897	4.3	8,848,551	4.2
Net income (loss) before income taxes	17,193,289	9.8	25,859,801	14.1	24,582,565	11.7	20,918,388	9.9
Provision for income taxes	1,973,364	1.1	8,254,317	4.5	6,025,663	2.9	5,107,624	2.4
Net income (loss) after income taxes	15,219,926	8.7	17,605,484	9.6	18,556,902	8.8	15,810,764	7.5
Salaries and other staff benefits	82,647,873	47.3	83,157,016	45.2	90,071,930	42.9	90,315,571	42.7
Number of employees (weekly average)	1,576	...	1,500	...	1,528	...	1,599	...

Table 13. Private ethnic radio broadcasters, revenue and expense statement, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	14		14		15		16	
Revenue:								
Sale of air time:								
Local	24,648,956	86.4	25,534,410	87.8	26,606,751	86.3	27,995,754	86.3
National & network	1,092,986	3.8	1,006,334	3.5	1,302,238	4.2	1,352,339	4.2
Sale of air time - Total	25,741,942	90.2	26,540,744	91.2	27,908,989	90.5	29,348,093	90.4
Production and other - Total	2,791,966	9.8	2,545,849	8.8	2,937,711	9.5	3,110,545	9.6
Operating revenue - Total	28,533,908	100.0	29,086,594	100.0	30,846,700	100.0	32,458,638	100.0
Expenses:								
Program	10,282,027	36.0	9,903,477	34.0	9,940,171	32.2	9,778,535	30.1
Technical services	1,636,898	5.7	1,978,514	6.8	2,102,174	6.8	2,007,650	6.2
Sales and promotion	5,864,236	20.6	6,563,928	22.6	6,733,660	21.8	6,525,117	20.1
Administration and general	8,421,124	29.5	8,619,038	29.6	9,052,028	29.3	9,673,764	29.8
Depreciation	1,054,195	3.7	875,265	3.0	891,602	2.9	1,030,565	3.2
Operating expenses - Total	27,258,480	95.5	27,940,222	96.1	28,719,635	93.1	29,015,631	89.4
Profit before interest and taxes	1,275,428	4.5	1,146,372	3.9	2,127,065	6.9	3,443,007	10.6
Interest expense	815,056	2.9	435,480	1.5	531,206	1.7	560,351	1.7
Expenses - Total	28,073,536	98.4	28,375,702	97.6	29,250,841	94.8	29,575,982	91.1
Net operating income	460,372	1.6	710,892	2.4	1,595,859	5.2	2,882,656	8.9
Other adjustments-income (expense)	-232,002	-0.8	24,372	0.1	200,907	0.7	252,613	0.8
Net income (loss) before income taxes	228,372	0.8	735,267	2.5	1,796,766	5.8	3,135,269	9.7
Provision for income taxes	338,402	1.2	623,570	2.1	451,659	1.5	901,491	2.8
Net income (loss) after income taxes	-110,030	-0.4	111,697	0.4	1,345,107	4.4	2,233,778	6.9
Salaries and other staff benefits	13,099,871	45.9	13,581,151	46.7	13,668,030	44.3	14,151,646	43.6
Number of employees (weekly average)	537	...	520	...	531	...	528	...

Table 14. Private radio broadcasters, revenue and expense statement, Toronto market, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	29		28		27		27	
Revenue:								
Sale of air time:								
Local	151,130,110	75.7	156,365,266	76.9	162,001,308	77.5	171,066,494	77.6
National & network	44,267,774	22.2	43,572,868	21.4	43,480,802	20.8	46,356,019	21.0
Sale of air time - Total	195,397,884	97.8	199,938,134	98.3	205,482,110	98.3	217,422,513	98.6
Production and other - Total	4,356,742	2.2	3,471,837	1.7	3,534,731	1.7	3,112,548	1.4
Operating revenue - Total	199,754,624	100.0	203,409,972	100.0	209,016,839	100.0	220,535,061	100.0
Expenses:								
Program	53,297,571	26.7	58,264,374	28.6	55,527,401	26.6	56,197,933	25.5
Technical services	5,459,150	2.7	5,840,965	2.9	5,441,443	2.6	5,454,245	2.5
Sales and promotion	51,949,623	26.0	52,407,346	25.8	54,924,075	26.3	56,401,902	25.6
Administration and general	46,646,856	23.4	49,038,134	24.1	37,062,617	17.7	41,897,201	19.0
Depreciation	5,266,102	2.6	5,736,329	2.8	5,426,981	2.6	4,894,284	2.2
Operating expenses - Total	162,619,302	81.4	171,287,148	84.2	158,382,517	75.8	164,845,565	74.7
Profit before interest and taxes	37,135,322	18.6	32,122,824	15.8	50,634,322	24.2	55,689,496	25.3
Interest expense	9,140,618	4.6	13,351,958	6.6	11,592,917	5.5	4,838,898	2.2
Expenses - Total	171,759,920	86.0	184,639,106	90.8	169,975,434	81.3	169,684,463	76.9
Net operating income	27,994,704	14.0	18,770,866	9.2	39,041,405	18.7	50,850,598	23.1
Other adjustments-income (expense)	-12,065,993	-6.0	-2,023,047	-1.0	8,802,633	4.2	2,235,294	1.0
Net income (loss) before income taxes	15,928,714	8.0	16,747,823	8.2	47,844,039	22.9	53,085,891	24.1
Provision for income taxes	1,047,106	0.5	1,321,161	0.6	8,930,943	4.3	13,085,098	5.9
Net income (loss) after income taxes	14,881,608	7.4	15,426,662	7.6	38,913,096	18.6	40,000,793	18.1
Salaries and other staff benefits	75,902,134	38.0	83,934,446	41.3	80,182,566	38.4	86,665,577	39.3
Number of employees (weekly average)	1,023	...	1,042	...	1,017	...	1,012	...

Table 15. Private radio broadcasters, revenue and expense statement, Montreal market, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	22		22		21		21	
Revenue:								
Sale of air time:								
Local	72,946,751	65.2	75,155,659	64.5	89,293,485	64.4	90,307,831	64.1
National & network	35,063,405	31.3	34,415,368	29.5	37,417,931	27.0	36,765,688	26.1
Sale of air time - Total	108,010,156	96.6	109,571,027	94.1	126,711,416	91.4	127,073,519	90.2
Production and other - Total	3,848,950	3.4	6,903,978	5.9	11,868,607	8.6	13,812,338	9.8
Operating revenue - Total	111,859,106	100.0	116,475,005	100.0	138,580,022	100.0	140,885,858	100.0
Expenses:								
Program	40,303,498	36.0	39,277,647	33.7	43,627,856	31.5	41,916,120	29.8
Technical services	3,134,785	2.8	3,206,306	2.8	3,630,805	2.6	4,048,649	2.9
Sales and promotion	24,974,070	22.3	24,083,557	20.7	27,986,498	20.2	30,398,580	21.6
Administration and general	25,380,621	22.7	30,600,370	26.3	36,818,433	26.6	42,112,292	29.9
Depreciation	4,370,251	3.9	3,196,103	2.7	3,528,604	2.5	3,215,885	2.3
Operating expenses - Total	98,163,225	87.8	100,363,983	86.2	115,592,196	83.4	121,691,526	86.4
Profit before interest and taxes	13,695,881	12.2	16,111,022	13.8	22,987,826	16.6	19,194,332	13.6
Interest expense	16,889,210	15.1	9,141,405	7.8	13,684,103	9.9	12,649,212	9.0
Expenses - Total	115,052,435	102.9	109,505,388	94.0	129,276,299	93.3	134,340,738	95.4
Net operating income	-3,193,329	-2.9	6,969,617	6.0	9,303,723	6.7	6,545,120	4.6
Other adjustments-income (expense)	11,559,548	10.3	7,568,708	6.5	8,055,810	5.8	8,405,822	6.0
Net income (loss) before income taxes	8,366,219	7.5	14,538,325	12.5	17,359,535	12.5	14,950,941	10.6
Provision for income taxes	345,543	0.3	5,111,094	4.4	7,493,153	5.4	6,513,109	4.6
Net income (loss) after income taxes	8,020,676	7.2	9,427,231	8.1	9,866,382	7.1	8,437,832	6.0
Salaries and other staff benefits	51,397,277	45.9	50,855,254	43.7	56,383,018	40.7	56,995,697	40.5
Number of employees (weekly average)	794	...	759	...	788	...	797	...

Table 16. Private radio broadcasters, revenue and expense statement, Vancouver market, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	16		17		17		17	
Revenue:								
Sale of air time:								
Local	69,188,215	75.4	72,788,318	75.7	75,668,610	76.2	78,275,631	75.2
National & network	19,397,432	21.1	20,057,275	20.9	22,801,889	23.0	24,770,593	23.8
Sale of air time - Total	88,585,647	96.6	92,845,593	96.5	98,470,499	99.2	103,046,224	99.0
Production and other - Total	3,137,941	3.4	3,347,695	3.5	815,849	0.8	1,066,822	1.0
Operating revenue - Total	91,723,589	100.0	96,193,291	100.0	99,286,351	100.0	104,113,047	100.0
Expenses:								
Program	29,801,610	32.5	30,800,503	32.0	31,284,518	31.5	32,057,390	30.8
Technical services	2,509,962	2.7	2,210,371	2.3	2,286,304	2.3	2,346,881	2.3
Sales and promotion	19,736,553	21.5	22,054,863	22.9	23,414,336	23.6	26,215,515	25.2
Administration and general	17,222,434	18.8	18,371,790	19.1	18,884,853	19.0	18,697,501	18.0
Depreciation	3,270,483	3.6	3,015,249	3.1	2,433,132	2.5	2,122,274	2.0
Operating expenses - Total	72,541,042	79.1	76,452,776	79.5	78,303,143	78.9	81,439,561	78.2
Profit before interest and taxes	19,182,547	20.9	19,740,515	20.5	20,983,208	21.1	22,673,486	21.8
Interest expense	1,385,935	1.5	768,450	0.8	1,454,537	1.5	1,306,186	1.3
Expenses - Total	73,926,977	80.6	77,221,226	80.3	79,757,680	80.3	82,745,747	79.5
Net operating income	17,796,612	19.4	18,972,065	19.7	19,528,671	19.7	21,367,300	20.5
Other adjustments-income (expense)	-2,300,835	-2.5	9,145,711	9.5	9,826,325	9.9	2,454,110	2.4
Net income (loss) before income taxes	15,495,776	16.9	28,117,774	29.2	29,354,993	29.6	23,821,409	22.9
Provision for income taxes	7,920,235	8.6	5,759,256	6.0	5,050,350	5.1	4,305,523	4.1
Net income (loss) after income taxes	7,575,541	8.3	22,358,518	23.2	24,304,644	24.5	19,515,886	18.7
Salaries and other staff benefits	32,777,616	35.7	35,364,775	36.8	37,246,637	37.5	38,838,164	37.3
Number of employees (weekly average)	629	...	625	...	618	...	620	...

Table 17. Private radio broadcasters, revenue and expense statement, Calgary market, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	11		12		14		14	
Revenue:								
Sale of air time:								
Local	42,847,658	75.1	45,300,210	77.2	51,278,248	76.9	55,795,627	78.2
National & network	13,173,134	23.1	12,556,620	21.4	14,971,095	22.5	15,160,552	21.2
Sale of air time - Total	56,020,792	98.2	57,856,830	98.6	66,249,343	99.4	70,956,179	99.4
Production and other - Total	1,010,500	1.8	804,836	1.4	410,956	0.6	416,599	0.6
Operating revenue - Total	57,031,293	100.0	58,661,665	100.0	66,660,299	100.0	71,372,776	100.0
Expenses:								
Program	13,035,201	22.9	14,612,068	24.9	15,510,758	23.3	16,403,003	23.0
Technical services	1,414,577	2.5	1,385,810	2.4	1,373,188	2.1	1,521,918	2.1
Sales and promotion	14,661,271	25.7	13,801,796	23.5	16,585,249	24.9	19,069,990	26.7
Administration and general	10,009,201	17.6	10,862,299	18.5	11,050,747	16.6	12,523,234	17.5
Depreciation	1,885,689	3.3	1,811,949	3.1	2,655,241	4.0	2,838,546	4.0
Operating expenses - Total	41,005,939	71.9	42,473,922	72.4	47,175,183	70.8	52,356,691	73.4
Profit before interest and taxes	16,025,354	28.1	16,187,743	27.6	19,485,116	29.2	19,016,085	26.6
Interest expense	1,544,510	2.7	975,902	1.7	2,053,550	3.1	2,374,322	3.3
Expenses - Total	42,550,449	74.6	43,449,824	74.1	49,228,733	73.9	54,731,013	76.7
Net operating income	14,480,844	25.4	15,211,841	25.9	17,431,566	26.1	16,641,763	23.3
Other adjustments-income (expense)	-1,240,939	-2.2	-2,644,918	-4.5	-2,825,659	-4.2	270,551	0.4
Net income (loss) before income taxes	13,239,905	23.2	12,566,924	21.4	14,605,908	21.9	16,912,314	23.7
Provision for income taxes	5,675,872	10.0	6,791,929	11.6	4,714,697	7.1	2,251,110	3.2
Net income (loss) after income taxes	7,564,033	13.3	5,774,995	9.8	9,891,211	14.8	14,661,204	20.5
Salaries and other staff benefits	18,569,071	32.6	18,745,327	32.0	21,130,200	31.7	23,093,601	32.4
Number of employees (weekly average)	305	...	241	...	272	...	293	...

Table 18. Private radio broadcasters, revenue and expense statement, Ottawa/Gatineau market, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	11		11		13		15	
Revenue:								
Sale of air time:								
Local	35,244,448	71.3	36,302,621	71.2	40,811,327	71.9	43,692,249	73.3
National & network	13,947,073	28.2	14,360,942	28.2	15,564,808	27.4	15,569,208	26.1
Sale of air time - Total	49,191,521	99.5	50,663,563	99.4	56,376,135	99.4	59,261,457	99.4
Production and other - Total	236,624	0.5	319,660	0.6	358,294	0.6	359,764	0.6
Operating revenue - Total	49,428,145	100.0	50,983,225	100.0	56,734,430	100.0	59,621,219	100.0
Expenses:								
Program	13,294,582	26.9	13,533,849	26.5	14,958,323	26.4	16,020,234	26.9
Technical services	1,407,838	2.8	1,009,254	2.0	1,248,560	2.2	1,289,324	2.2
Sales and promotion	11,905,428	24.1	12,691,166	24.9	13,856,119	24.4	15,423,646	25.9
Administration and general	8,424,320	17.0	9,145,774	17.9	9,574,884	16.9	10,993,598	18.4
Depreciation	1,473,600	3.0	1,341,295	2.6	1,659,794	2.9	1,607,345	2.7
Operating expenses - Total	36,505,768	73.9	37,721,338	74.0	41,297,680	72.8	45,334,147	76.0
Profit before interest and taxes	12,922,377	26.1	13,261,887	26.0	15,436,750	27.2	14,287,072	24.0
Interest expense	1,649,044	3.3	1,291,831	2.5	1,352,930	2.4	1,336,147	2.2
Expenses - Total	38,154,812	77.2	39,013,169	76.5	42,650,610	75.2	46,670,294	78.3
Net operating income	11,273,333	22.8	11,970,056	23.5	14,083,820	24.8	12,950,925	21.7
Other adjustments-income (expense)	-664,827	-1.3	-2,435,764	-4.8	-76,395	-0.1	-117,360	-0.2
Net income (loss) before income taxes	10,608,505	21.5	9,534,293	18.7	14,007,425	24.7	12,833,566	21.5
Provision for income taxes	4,021,599	8.1	4,407,464	8.6	4,349,075	7.7	4,464,755	7.5
Net income (loss) after income taxes	6,586,906	13.3	5,126,829	10.1	9,658,350	17.0	8,368,811	14.0
Salaries and other staff benefits	19,315,548	39.1	19,475,057	38.2	20,516,657	36.2	22,779,583	38.2
Number of employees (weekly average)	292	...	281	...	306	...	338	...

Table 19. Private radio broadcasters, revenue and expense statement, top 5 CMA's, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	89		90		92		94	
Revenue:								
Sale of air time:								
Local	371,357,182	72.8	385,912,074	73.4	419,052,978	73.5	439,137,832	73.6
National & network	125,848,818	24.7	124,963,073	23.8	134,236,525	23.5	138,622,060	23.2
Sale of air time - Total	497,206,000	97.5	510,875,147	97.2	553,289,503	97.0	577,759,892	96.9
Production and other - Total	12,590,757	2.5	14,848,006	2.8	16,988,437	3.0	18,768,071	3.1
Operating revenue - Total	509,796,757	100.0	525,723,158	100.0	570,277,941	100.0	596,527,961	100.0
Expenses:								
Program	149,732,462	29.4	156,488,441	29.8	160,908,856	28.2	162,594,680	27.3
Technical services	13,926,312	2.7	13,652,706	2.6	13,980,300	2.5	14,661,017	2.5
Sales and promotion	123,226,945	24.2	125,038,728	23.8	136,766,277	24.0	147,509,633	24.7
Administration and general	107,683,432	21.1	118,018,367	22.4	113,391,534	19.9	126,223,826	21.2
Depreciation	16,266,125	3.2	15,100,925	2.9	15,703,752	2.8	14,678,334	2.5
Operating expenses - Total	410,835,276	80.6	428,299,167	81.5	440,750,719	77.3	465,667,490	78.1
Profit before interest and taxes	98,961,481	19.4	97,423,991	18.5	129,527,222	22.7	130,860,471	21.9
Interest expense	30,609,317	6.0	25,529,546	4.9	30,138,037	5.3	22,504,765	3.8
Expenses - Total	441,444,593	86.6	453,828,713	86.3	470,888,756	82.6	488,172,255	81.8
Net operating income	68,352,164	13.4	71,894,445	13.7	99,389,185	17.4	108,355,706	18.2
Other adjustments-income (expense)	-4,713,046	-0.9	9,610,690	1.8	23,782,714	4.2	13,248,417	2.2
Net income (loss) before income taxes	63,639,119	12.5	81,505,139	15.5	123,171,900	21.6	121,604,121	20.4
Provision for income taxes	19,010,355	3.7	23,390,904	4.4	30,538,218	5.4	30,619,595	5.1
Net income (loss) after income taxes	44,628,764	8.8	58,114,235	11.1	92,633,683	16.2	90,984,526	15.3
Salaries and other staff benefits	197,961,646	38.8	208,374,859	39.6	215,459,078	37.8	228,372,622	38.3
Number of employees (weekly average)	3,043	...	2,948	...	3,001	...	3,059	...

Table 20. Private radio broadcasters, revenue and expense statement, outside CMA's, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	317		326		326		336	
Revenue:								
Sale of air time:								
Local	224,987,642	78.7	235,645,800	79.5	249,595,244	77.6	257,237,531	79.0
National & network	53,623,125	18.8	54,057,799	18.2	64,369,301	20.0	60,201,389	18.5
Sale of air time - Total	278,610,767	97.5	289,703,599	97.7	313,964,545	97.6	317,438,920	97.5
Production and other - Total	7,263,307	2.5	6,744,057	2.3	7,683,086	2.4	8,047,404	2.5
Operating revenue - Total	285,874,074	100.0	296,447,655	100.0	321,647,635	100.0	325,486,326	100.0
Expenses:								
Program	77,705,663	27.2	80,857,975	27.3	84,667,218	26.3	85,673,782	26.3
Technical services	12,183,950	4.3	12,247,548	4.1	12,924,623	4.0	13,117,884	4.0
Sales and promotion	69,049,027	24.2	72,577,414	24.5	78,396,017	24.4	82,073,616	25.2
Administration and general	80,234,572	28.1	84,034,382	28.3	83,620,363	26.0	87,490,800	26.9
Depreciation	11,737,649	4.1	11,856,271	4.0	12,915,814	4.0	13,373,578	4.1
Operating expenses - Total	250,910,861	87.8	261,573,590	88.2	272,524,035	84.7	281,729,660	86.6
Profit before interest and taxes	34,963,213	12.2	34,874,065	11.8	49,123,600	15.3	43,756,666	13.4
Interest expense	18,444,798	6.5	9,439,832	3.2	7,427,045	2.3	7,408,594	2.3
Expenses - Total	269,355,659	94.2	271,013,422	91.4	279,951,080	87.0	289,138,254	88.8
Net operating income	16,518,415	5.8	25,434,233	8.6	41,696,555	13.0	36,348,072	11.2
Other adjustments-income (expense)	-4,906,256	-1.7	-2,948,325	-1.0	-2,386,422	-0.7	23,247	0.0
Net income (loss) before income taxes	11,612,160	4.1	22,485,905	7.6	39,310,129	12.2	36,371,325	11.2
Provision for income taxes	5,817,531	2.0	6,969,541	2.4	10,947,437	3.4	9,779,214	3.0
Net income (loss) after income taxes	5,794,632	2.0	15,516,364	5.2	28,362,693	8.8	26,592,111	8.2
Salaries and other staff benefits	139,987,950	49.0	147,604,378	49.8	153,678,419	47.8	160,854,896	49.4
Number of employees (weekly average)	3,752	...	3,718	...	3,679	...	3,734	...

Table 21. Private radio broadcasters, revenue and expense statement, other CMA's, 2001-2004

	2001		2002		2003		2004	
	\$	%	\$	%	\$	%	\$	%
Stations	116		116		120		128	
Revenue:								
Sale of air time:								
Local	217,179,481	77.3	226,003,134	78.4	234,248,691	74.3	246,163,494	75.7
National & network	58,270,913	20.7	56,850,844	19.7	73,457,545	23.3	72,628,237	22.3
Sale of air time - Total	275,450,394	98.0	282,853,978	98.1	307,706,236	97.6	318,791,731	98.1
Production and other - Total	5,573,843	2.0	5,381,859	1.9	7,617,695	2.4	6,225,338	1.9
Operating revenue - Total	281,024,234	100.0	288,235,836	100.0	315,323,927	100.0	325,017,072	100.0
Expenses:								
Program	80,035,275	28.5	81,734,993	28.4	87,114,854	27.6	89,749,699	27.6
Technical services	10,586,781	3.8	10,166,936	3.5	10,295,298	3.3	10,618,155	3.3
Sales and promotion	78,147,029	27.8	78,065,619	27.1	86,271,609	27.4	90,161,646	27.7
Administration and general	61,231,790	21.8	66,137,640	22.9	70,822,713	22.5	74,129,175	22.8
Depreciation	12,658,202	4.5	11,252,888	3.9	12,201,270	3.9	11,902,939	3.7
Operating expenses - Total	242,659,077	86.3	247,358,072	85.8	266,705,741	84.6	276,561,613	85.1
Profit before interest and taxes	38,365,157	13.7	40,877,762	14.2	48,618,192	15.4	48,455,457	14.9
Interest expense	9,880,504	3.5	3,562,611	1.2	4,853,887	1.5	4,694,003	1.4
Expenses - Total	252,539,581	89.9	250,920,683	87.1	271,559,628	86.1	281,255,616	86.5
Net operating income	28,484,653	10.1	37,315,153	12.9	43,764,299	13.9	43,761,456	13.5
Other adjustments-income (expense)	-7,222,889	-2.6	18,339,888	6.4	244,154	0.1	3,189,698	1.0
Net income (loss) before income taxes	21,261,762	7.6	55,655,041	19.3	44,008,461	14.0	46,951,156	14.4
Provision for income taxes	9,207,680	3.3	11,074,772	3.8	11,544,671	3.7	10,817,603	3.3
Net income (loss) after income taxes	12,054,083	4.3	44,580,271	15.5	32,463,788	10.3	36,133,552	11.1
Salaries and other staff benefits	130,044,205	46.3	129,398,108	44.9	140,672,619	44.6	145,816,144	44.9
Number of employees (weekly average)	2,438	...	2,267	...	2,393	...	2,407	...