

Table 1
Selected financial and employment indicators, television broadcasters (NAICS 51512 and 51521) ¹

	2004	2005	2006	2007	2008	2005/2004	2006/2005	2007/2006	2008/2007
	thousands of dollars				percentage change				
Total revenues by type of broadcaster									
Private conventional television	2,082,902	2,166,063	2,163,622	2,187,197	2,147,417	4.0	-0.1	1.1	-1.8
Public and non-commercial television	1,238,192	1,173,730	1,337,943	1,266,919	1,433,882	-5.2	14.0	-5.3	13.2
Specialty television ²	1,680,826	1,812,312	2,016,708	2,181,736	2,324,304	7.8	11.3	8.2	6.5
Pay television ²	384,375	409,795	482,325	547,553	612,028	6.6	17.7	13.5	11.8
Total	5,386,295	5,561,900	6,000,598	6,183,405	6,517,631	3.3	7.9	3.0	5.4
	percent				percentage change				
Market share by type of broadcaster (revenue)									
Private conventional television	38.7	38.9	36.1	35.4	32.9	0.7	-7.4	-1.9	-6.9
Public and non-commercial television	23.0	21.1	22.3	20.5	22.0	-8.2	5.7	-8.1	7.4
Specialty television ²	31.2	32.6	33.6	35.3	35.7	4.4	3.1	5.0	1.1
Pay television ²	7.1	7.4	8.0	8.9	9.4	3.2	9.1	10.2	6.0
	thousands of dollars				percentage change				
Total revenues by source									
Air time	2,976,591	3,029,770	3,260,505	3,318,691	3,411,309	1.8	7.6	1.8	2.8
Subscription	1,330,758	1,418,787	1,580,399	1,736,347	1,856,106	6.6	11.4	9.9	6.9
Grants	775,988	791,786	831,162	789,690	877,687	2.0	5.0	-5.0	11.1
Other	302,958	321,556	328,532	338,677	372,530	6.1	2.2	3.1	10.0
Total	5,386,295	5,561,900	6,000,598	6,183,405	6,517,631	3.3	7.9	3.0	5.4
	thousands of dollars				percentage change				
Total sales of airtime by type of broadcaster									
Private conventional television	1,942,964	2,017,798	2,027,072	2,047,993	2,006,796	3.9	0.5	1.0	-2.0
Public and non-commercial television	325,211	243,389	351,066	322,329	379,555	-25.2	44.2	-8.2	17.8
Specialty television ²	708,416	768,583	882,368	948,369	1,024,958	8.5	14.8	7.5	8.1
Pay television ²	.	.	.	.	.	.	.	.	.
Total	2,976,591	3,029,770	3,260,505	3,318,691	3,411,309	1.8	7.6	1.8	2.8
	percent				percentage change				
Market share by type of broadcaster (air time)									
Private conventional television	65.3	66.6	62.2	61.7	58.8	2.0	-6.6	-0.7	-4.7
Public and non-commercial television	10.9	8.0	10.8	9.7	11.1	-26.5	34.0	-9.8	14.6
Specialty television ²	23.8	25.4	27.1	28.6	30.0	6.6	6.7	5.6	5.1
Pay television ²	.	.	.	.	.	.	.	.	.
	percent				percentage change				
Profit margin (PBIT) by type of broadcaster (private)									
Private conventional television	11.2	11.2	4.2	5.3	0.2	0.3	-62.5	26.2	-95.7
Specialty television ²	19.6	24.7	22.2	24.3	23.6	26.4	-10.1	9.6	-2.9
Pay television ²	22.2	26.4	25.9	21.3	22.3	18.5	-1.8	-17.8	4.9
Total	15.6	18.2	14.2	15.5	13.6	16.7	-21.8	9.1	-12.5
	thousands of dollars				percentage change				
Salaries and benefits by type of broadcaster									
Private conventional television	559,006	569,915	598,454	598,626	581,421	2.0	5.0	0.0	-2.9
Public and non-commercial television	644,167	640,890	664,147	665,259	691,943	-0.5	3.6	0.2	4.0
Specialty television ²	299,362	314,049	353,926	381,415	371,746	4.9	12.7	7.8	-2.5
Pay television ²	19,514	20,206	21,466	27,010	35,002	3.5	6.2	25.8	29.6
Total	1,522,049	1,545,059	1,637,993	1,672,309	1,680,112	1.5	6.0	2.1	0.5
	number				percentage change				
Average weekly number of employees by type of broadcaster									
Private conventional television	8,072	8,202	8,307	7,972	7,436	1.6	1.3	-4.0	-6.7
Public and non-commercial television	9,502	9,140	9,328	9,164	9,163	-3.8	2.1	-1.8	0.0
Specialty television ²	4,555	4,624	4,972	5,120	5,026	1.5	7.5	3.0	-1.8
Pay television ²	299	294	327	382	469	-1.7	11.2	16.8	22.8
Total	22,428	22,259	22,934	22,637	22,093	-0.8	3.0	-1.3	-2.4
	thousands of dollars				percentage change				
Programming and production expenses									
Private conventional television	1,238,769	1,282,810	1,411,796	1,422,274	1,476,458	3.6	10.1	0.7	3.8
Public and non-commercial television	953,850	853,110	975,649	912,067	1,068,451	-10.6	14.4	-6.5	17.1
Specialty television ²	908,801	885,693	1,061,449	1,105,889	1,250,453	-2.5	19.8	4.2	13.1
Pay television ²	224,088	227,419	269,063	322,841	350,486	1.5	18.3	20.0	8.6
Total	3,325,508	3,249,032	3,717,957	3,763,071	4,145,848	-2.3	14.4	1.2	10.2

1. North American Industry Classification System 2007 (51512 - Television Broadcasting and 51521 - Pay and Specialty Television).

2. Statistics collected and published by the Canadian Radio-television and Telecommunications Commission (CRTC), Industry analysis group.

Note(s): Totals may not add due to rounding.