

Table 5-1

Pay and specialty television, revenue and expense statement — Pay and specialty television

	2004	2005	2006	2007	2008
thousands of dollars					
Revenue					
Cable television subscriber revenue	897,118	957,766	1,053,889	1,159,418	1,259,567
Satellite television subscriber revenue	433,640	461,021	526,510	576,929	596,539
Sales of air time					
Local	16,918	17,021	19,060	19,699	20,199
National and network	691,498	751,562	863,308	928,669	1,004,759
Sales of air time, total	708,416	768,583	882,368	948,369	1,024,958
Total production and other	26,027	34,737	36,266	44,573	55,269
Operating revenue, total	2,065,201	2,222,107	2,499,033	2,729,289	2,936,333
Expenses					
Program cost	1,132,888	1,113,112	1,330,512	1,428,730	1,600,939
Technical services	112,113	105,425	109,309	117,975	127,306
Sales and promotion	170,701	175,167	197,592	217,439	201,084
Administration and general	196,485	228,963	234,634	261,882	267,975
Depreciation	38,918	43,669	54,106	55,662	52,894
Operating expenses, total	1,651,105	1,666,336	1,926,152	2,081,688	2,250,198
Profit before interest and taxes	414,095	555,771	572,881	647,600	686,135
Interest expense	83,991	87,707	74,234	58,276	110,662
Expenses, total	1,735,097	1,754,043	2,000,387	2,139,965	2,360,859
Net operating income	330,104	468,064	498,647	589,324	575,473
Other adjustments-income (expense)	29,838	54,883	62,409	82,330	58,301
Net profit (loss) before income taxes	359,942	522,947	561,056	671,654	633,774
Salaries and other staff benefits	318,876	334,255	375,392	408,424	406,748
number					
Number of employees (weekly average)	4,854	4,918	5,299	5,501	5,495
percentage of revenue					
Revenue					
Cable television subscriber revenue	43.4	43.1	42.2	42.5	42.9
Satellite television subscriber revenue	21.0	20.7	21.1	21.1	20.3
Sales of air time					
Local	0.8	0.8	0.8	0.7	0.7
National and network	33.5	33.8	34.5	34.0	34.2
Sales of air time, total	34.3	34.6	35.3	34.7	34.9
Total production and other	1.3	1.6	1.5	1.6	1.9
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	54.9	50.1	53.2	52.3	54.5
Technical services	5.4	4.7	4.4	4.3	4.3
Sales and promotion	8.3	7.9	7.9	8.0	6.8
Administration and general	9.5	10.3	9.4	9.6	9.1
Depreciation	1.9	2.0	2.2	2.0	1.8
Operating expenses, total	79.9	75.0	77.1	76.3	76.6
Profit before interest and taxes	20.1	25.0	22.9	23.7	23.4
Interest expense	4.1	3.9	3.0	2.1	3.8
Expenses, total	84.0	78.9	80.0	78.4	80.4
Net operating income	16.0	21.1	20.0	21.6	19.6
Other adjustments-income (expense)	1.4	2.5	2.5	3.0	2.0
Net profit (loss) before income taxes	17.4	23.5	22.5	24.6	21.6
Salaries and other staff benefits	15.4	15.0	15.0	15.0	13.9

Source(s): Canadian Radio-television and Telecommunications Commission (CRTC), Industry Analysis, Policy development and research sector.