

Table 5-2
Pay and specialty television, revenue and expense statement — Specialty television

	2004	2005	2006	2007	2008
thousands of dollars					
Revenue					
Cable television subscriber revenue	684,050	723,423	772,480	834,580	878,854
Satellite television subscriber revenue	265,235	292,066	334,346	366,949	387,844
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	23,125	28,240	27,515	31,839	32,648
Operating revenue, total	1,680,826	1,812,312	2,016,708	2,181,736	2,324,304
Expenses					
Program cost	908,801	885,693	1,061,449	1,105,889	1,250,453
Technical services	99,408	93,526	96,323	101,331	103,779
Sales and promotion	142,121	150,104	169,432	181,738	167,756
Administration and general	172,303	204,182	207,005	226,670	224,710
Depreciation	29,566	31,018	34,425	34,971	28,009
Operating expenses, total	1,352,199	1,364,524	1,568,635	1,650,600	1,774,709
Profit before interest and taxes	328,627	447,788	448,074	531,136	549,595
Interest expense	80,892	83,303	69,027	45,006	98,631
Expenses, total	1,433,091	1,447,826	1,637,662	1,695,606	1,873,340
Net operating income	247,735	364,486	379,046	486,130	450,964
Other adjustments-income (expense)	21,908	44,092	44,799	60,896	31,972
Net profit (loss) before income taxes	269,643	408,577	423,845	547,026	482,936
Salaries and other staff benefits	299,362	314,049	353,926	381,415	371,746
number					
Number of employees (weekly average)	4,555	4,624	4,972	5,120	5,026
percentage of revenue					
Revenue					
Cable television subscriber revenue	40.7	39.9	38.3	38.3	37.8
Satellite television subscriber revenue	15.8	16.1	16.6	16.8	16.7
Sales of air time					
Local	1.0	0.9	0.9	0.9	0.9
National and network	41.1	41.5	42.8	42.6	43.2
Sales of air time, total	42.1	42.4	43.8	43.5	44.1
Total production and other	1.4	1.6	1.4	1.5	1.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	54.1	48.9	52.6	50.7	53.8
Technical services	5.9	5.2	4.8	4.6	4.5
Sales and promotion	8.5	8.3	8.4	8.3	7.2
Administration and general	10.3	11.3	10.3	10.4	9.7
Depreciation	1.8	1.7	1.7	1.6	1.2
Operating expenses, total	80.4	75.3	77.8	75.7	76.4
Profit before interest and taxes	19.6	24.7	22.2	24.3	23.6
Interest expense	4.8	4.6	3.4	2.1	4.2
Expenses, total	85.3	79.9	81.2	77.7	80.6
Net operating income	14.7	20.1	18.8	22.3	19.4
Other adjustments-income (expense)	1.3	2.4	2.2	2.8	1.4
Net profit (loss) before income taxes	16.0	22.5	21.0	25.1	20.8
Salaries and other staff benefits	17.8	17.3	17.5	17.5	16.0

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