

Table 2
Total television industry, revenue and expense statement, Canada

	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	402,415	396,474	412,634	426,772	429,215
National and network	2,555,691	2,612,438	2,823,870	2,866,498	2,959,376
Infomercials	18,485	20,858	24,002	25,420	22,718
Sales of air time, total	2,976,591	3,029,770	3,260,505	3,318,691	3,411,309
Government and corporate grants	775,988	791,786	831,162	789,690	877,687
Total production and other	302,958	321,556	328,532	338,677	372,530
Operating revenue, total	5,386,295	5,561,900	6,000,598	6,183,405	6,517,631
Expenses					
Program cost	3,325,508	3,249,032	3,717,957	3,763,071	4,145,848
Technical services	254,701	255,465	266,052	273,142	281,878
Sales and promotion	477,289	487,881	539,993	548,357	515,137
Administration and general	645,163	679,279	700,809	727,977	790,383
Depreciation	228,276	227,546	243,531	213,183	230,974
Operating expenses, total	4,930,936	4,899,203	5,468,343	5,525,730	5,964,220
Profit before interest and taxes	455,359	662,696	532,255	657,675	553,411
Interest expense	135,908	137,134	128,510	115,417	160,268
Expenses, total	5,066,844	5,036,337	5,596,853	5,641,147	6,124,489
Net operating income	319,451	525,562	403,745	542,258	393,143
Other adjustments-income (expense)	154,786	85,386	133,791	137,157	135,959
Net profit (loss) before income taxes	474,237	610,948	537,536	679,415	529,102
Salaries and other staff benefits	1,522,049	1,545,059	1,637,993	1,672,309	1,680,112
number					
Number of employees (weekly average)	22,428	22,259	22,934	22,637	22,093
percentage of revenue					
Revenue					
Cable television subscriber revenue	16.7	17.2	17.6	18.8	19.3
Satellite television subscriber revenue	8.1	8.3	8.8	9.3	9.2
Sales of air time					
Local	7.5	7.1	6.9	6.9	6.6
National and network	47.4	47.0	47.1	46.4	45.4
Infomercials	0.3	0.4	0.4	0.4	0.3
Sales of air time, total	55.3	54.5	54.3	53.7	52.3
Government and corporate grants	14.4	14.2	13.9	12.8	13.5
Total production and other	5.6	5.8	5.5	5.5	5.7
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	61.7	58.4	62.0	60.9	63.6
Technical services	4.7	4.6	4.4	4.4	4.3
Sales and promotion	8.9	8.8	9.0	8.9	7.9
Administration and general	12.0	12.2	11.7	11.8	12.1
Depreciation	4.2	4.1	4.1	3.4	3.5
Operating expenses, total	91.5	88.1	91.1	89.4	91.5
Profit before interest and taxes	8.5	11.9	8.9	10.6	8.5
Interest expense	2.5	2.5	2.1	1.9	2.5
Expenses, total	94.1	90.6	93.3	91.2	94.0
Net operating income	5.9	9.4	6.7	8.8	6.0
Other adjustments-income (expense)	2.9	1.5	2.2	2.2	2.1
Net profit (loss) before income taxes	8.8	11.0	9.0	11.0	8.1
Salaries and other staff benefits	28.3	27.8	27.3	27.0	25.8

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