

Table 3-1
Private conventional television, revenue and expense statement — Canada

	2004	2005	2006	2007	2008
thousands of dollars					
Revenue					
Sales of air time					
Local	367,140	363,250	376,998	389,988	391,125
National and network	1,557,339	1,633,689	1,626,072	1,632,585	1,592,953
Infomercials	18,485	20,858	24,002	25,420	22,718
Sales of air time, total	1,942,964	2,017,798	2,027,072	2,047,993	2,006,796
Total production and other	139,938	148,265	136,550	139,204	140,621
Operating revenue, total	2,082,902	2,166,063	2,163,622	2,187,197	2,147,417
Expenses					
Program cost	1,238,769	1,282,810	1,411,796	1,422,274	1,476,458
Technical services	65,255	68,101	72,082	72,035	77,966
Sales and promotion	219,672	227,636	248,731	230,716	226,615
Administration and general	244,454	266,013	259,599	269,741	292,098
Depreciation	82,215	78,848	80,470	76,393	69,434
Operating expenses, total	1,850,365	1,923,407	2,072,679	2,071,160	2,142,572
Profit before interest and taxes	232,537	242,656	90,943	116,037	4,845
Interest expense	51,384	49,039	53,918	56,859	49,308
Expenses, total	1,901,749	1,972,446	2,126,596	2,128,018	2,191,880
Net operating income	181,154	193,617	37,025	59,179	-44,463
Other adjustments-income (expense)	-68,954	-107,901	-56,838	-60,489	-56,028
Net profit (loss) before income taxes	112,199	85,715	-19,813	-1,311	-100,491
Provision for income taxes	17,092	24,513	-12,423	6,845	-14,352
Net profit (loss) after income taxes	95,107	61,202	-7,390	-8,156	-86,139
Salaries and other staff benefits	559,006	569,915	598,454	598,626	581,421
number					
Number of employees (weekly average)	8,072	8,202	8,307	7,972	7,436
percentage of revenue					
Revenue					
Sales of air time					
Local	17.6	16.8	17.4	17.8	18.2
National and network	74.8	75.4	75.2	74.6	74.2
Infomercials	0.9	1.0	1.1	1.2	1.1
Sales of air time, total	93.3	93.2	93.7	93.6	93.5
Total production and other	6.7	6.8	6.3	6.4	6.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	59.5	59.2	65.3	65.0	68.8
Technical services	3.1	3.1	3.3	3.3	3.6
Sales and promotion	10.5	10.5	11.5	10.5	10.6
Administration and general	11.7	12.3	12.0	12.3	13.6
Depreciation	3.9	3.6	3.7	3.5	3.2
Operating expenses, total	88.8	88.8	95.8	94.7	99.8
Profit before interest and taxes	11.2	11.2	4.2	5.3	0.2
Interest expense	2.5	2.3	2.5	2.6	2.3
Expenses, total	91.3	91.1	98.3	97.3	102.1
Net operating income	8.7	8.9	1.7	2.7	-2.1
Other adjustments-income (expense)	-3.3	-5.0	-2.6	-2.8	-2.6
Net profit (loss) before income taxes	5.4	4.0	-0.9	-0.1	-4.7
Provision for income taxes	0.8	1.1	-0.6	0.3	-0.7
Net profit (loss) after income taxes	4.6	2.8	-0.3	-0.4	-4.0
Salaries and other staff benefits	26.8	26.3	27.7	27.4	27.1

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