

**Table 3-3**  
**Private conventional television, revenue and expense statement — Quebec**

|                                         | 2004           | 2005           | 2006           | 2007           | 2008           |
|-----------------------------------------|----------------|----------------|----------------|----------------|----------------|
| thousands of dollars                    |                |                |                |                |                |
| <b>Revenue</b>                          |                |                |                |                |                |
| Sales of air time                       |                |                |                |                |                |
| Local                                   | 102,972        | 99,080         | 102,593        | 101,181        | 97,082         |
| National and network                    | 296,320        | 307,400        | 303,225        | 293,493        | 290,858        |
| Infomercials                            | 6,410          | 6,636          | 7,221          | 8,114          | 7,805          |
| Sales of air time, total                | 405,702        | 413,115        | 413,038        | 402,788        | 395,745        |
| Total production and other              | 60,090         | 66,873         | 70,926         | 62,929         | 65,164         |
| <b>Operating revenue, total</b>         | <b>465,792</b> | <b>479,988</b> | <b>483,964</b> | <b>465,717</b> | <b>460,909</b> |
| <b>Expenses</b>                         |                |                |                |                |                |
| Program cost                            | 233,420        | 245,905        | 276,479        | 274,920        | 271,976        |
| Technical services                      | 14,394         | 15,167         | 17,856         | 17,657         | 17,525         |
| Sales and promotion                     | 55,982         | 61,079         | 63,781         | 60,797         | 57,844         |
| Administration and general              | 87,793         | 86,182         | 77,622         | 70,274         | 69,419         |
| Depreciation                            | 20,180         | 19,438         | 19,146         | 18,623         | 18,795         |
| <b>Operating expenses, total</b>        | <b>411,769</b> | <b>427,771</b> | <b>454,883</b> | <b>442,270</b> | <b>435,560</b> |
| <b>Profit before interest and taxes</b> | <b>54,023</b>  | <b>52,217</b>  | <b>29,081</b>  | <b>23,446</b>  | <b>25,349</b>  |
| Interest expense                        | 7,644          | 7,015          | 9,404          | 11,612         | 12,236         |
| <b>Expenses, total</b>                  | <b>419,413</b> | <b>434,786</b> | <b>464,287</b> | <b>453,883</b> | <b>447,796</b> |
| Net operating income                    | 46,379         | 45,201         | 19,677         | 11,834         | 13,113         |
| Other adjustments-income (expense)      | -8,560         | -32,913        | -5,826         | -4,719         | -2,039         |
| Net profit (loss) before income taxes   | 37,819         | 12,288         | 13,851         | 7,115          | 11,074         |
| Provision for income taxes              | 13,527         | 9,417          | 9,138          | 18,107         | 10,898         |
| Net profit (loss) after income taxes    | 24,291         | 2,872          | 4,713          | -10,993        | 176            |
| Salaries and other staff benefits       | 148,474        | 153,718        | 160,261        | 166,739        | 165,452        |
| number                                  |                |                |                |                |                |
| Number of employees (weekly average)    | 2,131          | 2,271          | 2,345          | 2,368          | 2,255          |
| percentage of revenue                   |                |                |                |                |                |
| <b>Revenue</b>                          |                |                |                |                |                |
| Sales of air time                       |                |                |                |                |                |
| Local                                   | 22.1           | 20.6           | 21.2           | 21.7           | 21.1           |
| National and network                    | 63.6           | 64.0           | 62.7           | 63.0           | 63.1           |
| Infomercials                            | 1.4            | 1.4            | 1.5            | 1.7            | 1.7            |
| Sales of air time, total                | 87.1           | 86.1           | 85.3           | 86.5           | 85.9           |
| Total production and other              | 12.9           | 13.9           | 14.7           | 13.5           | 14.1           |
| <b>Operating revenue, total</b>         | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   | <b>100.0</b>   |
| <b>Expenses</b>                         |                |                |                |                |                |
| Program cost                            | 50.1           | 51.2           | 57.1           | 59.0           | 59.0           |
| Technical services                      | 3.1            | 3.2            | 3.7            | 3.8            | 3.8            |
| Sales and promotion                     | 12.0           | 12.7           | 13.2           | 13.1           | 12.5           |
| Administration and general              | 18.8           | 18.0           | 16.0           | 15.1           | 15.1           |
| Depreciation                            | 4.3            | 4.0            | 4.0            | 4.0            | 4.1            |
| <b>Operating expenses, total</b>        | <b>88.4</b>    | <b>89.1</b>    | <b>94.0</b>    | <b>95.0</b>    | <b>94.5</b>    |
| <b>Profit before interest and taxes</b> | <b>11.6</b>    | <b>10.9</b>    | <b>6.0</b>     | <b>5.0</b>     | <b>5.5</b>     |
| Interest expense                        | 1.6            | 1.5            | 1.9            | 2.5            | 2.7            |
| <b>Expenses, total</b>                  | <b>90.0</b>    | <b>90.6</b>    | <b>95.9</b>    | <b>97.5</b>    | <b>97.2</b>    |
| Net operating income                    | 10.0           | 9.4            | 4.1            | 2.5            | 2.8            |
| Other adjustments-income (expense)      | -1.8           | -6.9           | -1.2           | -1.0           | -0.4           |
| Net profit (loss) before income taxes   | 8.1            | 2.6            | 2.9            | 1.5            | 2.4            |
| Provision for income taxes              | 2.9            | 2.0            | 1.9            | 3.9            | 2.4            |
| Net profit (loss) after income taxes    | 5.2            | 0.6            | 1.0            | -2.4           | 0.0            |
| Salaries and other staff benefits       | 31.9           | 32.0           | 33.1           | 35.8           | 35.9           |

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