

Table 3-5

Private conventional television, revenue and expense statement — Manitoba, Saskatchewan, Alberta and British Columbia

	2004	2005	2006	2007	2008
thousands of dollars					
Revenue					
Sales of air time					
Local	141,923	142,156	151,043	158,915	166,245
National and network	456,981	500,529	494,098	494,530	497,627
Infomercials	4,100	5,287	7,187	7,424	5,181
Sales of air time, total	603,004	647,973	652,328	660,869	669,052
Total production and other	28,092	28,498	30,488	34,188	34,097
Operating revenue, total	631,097	676,471	682,816	695,057	703,149
Expenses					
Program cost	385,635	409,326	453,267	445,784	475,562
Technical services	17,973	18,470	19,570	19,736	22,366
Sales and promotion	74,136	73,557	84,256	79,781	78,951
Administration and general	64,828	76,293	75,149	76,374	90,990
Depreciation	23,097	21,093	20,715	21,880	18,970
Operating expenses, total	565,669	598,740	652,957	643,555	686,839
Profit before interest and taxes	65,428	77,731	29,859	51,501	16,310
Interest expense	9,856	6,990	17,090	19,476	13,950
Expenses, total	575,525	605,730	670,047	663,032	700,789
Net operating income	55,572	70,741	12,769	32,025	2,360
Other adjustments-income (expense)	-18,684	-2,034	-19,409	-27,604	-16,316
Net profit (loss) before income taxes	36,887	68,707	-6,640	4,421	-13,955
Provision for income taxes	-4,159	-2,538	-6,310	-779	1,417
Net profit (loss) after income taxes	41,046	71,246	-330	5,200	-15,373
Salaries and other staff benefits	177,838	179,903	190,936	182,400	188,042
number					
Number of employees (weekly average)	2,709	2,741	2,706	2,538	2,478
percentage of revenue					
Revenue					
Sales of air time					
Local	22.5	21.0	22.1	22.9	23.6
National and network	72.4	74.0	72.4	71.1	70.8
Infomercials	0.6	0.8	1.1	1.1	0.7
Sales of air time, total	95.5	95.8	95.5	95.1	95.2
Total production and other	4.5	4.2	4.5	4.9	4.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	61.1	60.5	66.4	64.1	67.6
Technical services	2.8	2.7	2.9	2.8	3.2
Sales and promotion	11.7	10.9	12.3	11.5	11.2
Administration and general	10.3	11.3	11.0	11.0	12.9
Depreciation	3.7	3.1	3.0	3.1	2.7
Operating expenses, total	89.6	88.5	95.6	92.6	97.7
Profit before interest and taxes	10.4	11.5	4.4	7.4	2.3
Interest expense	1.6	1.0	2.5	2.8	2.0
Expenses, total	91.2	89.5	98.1	95.4	99.7
Net operating income	8.8	10.5	1.9	4.6	0.3
Other adjustments-income (expense)	-3.0	-0.3	-2.8	-4.0	-2.3
Net profit (loss) before income taxes	5.8	10.2	-1.0	0.6	-2.0
Provision for income taxes	-0.7	-0.4	-0.9	-0.1	0.2
Net profit (loss) after income taxes	6.5	10.5	0.0	0.7	-2.2
Salaries and other staff benefits	28.2	26.6	28.0	26.2	26.7

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