

Table 3-2
Private conventional television, revenue and expense statement — Atlantic provinces

	2004	2005	2006	2007	2008
thousands of dollars					
Revenue					
Sales of air time					
Local	23,442	24,080	25,862	26,559	26,928
National and network	47,300	50,711	48,400	47,726	45,349
Infomercials	309	489	779	655	484
Sales of air time, total	71,050	75,280	75,041	74,940	72,761
Total production and other	1,815	1,950	2,192	2,695	2,733
Operating revenue, total	72,866	77,230	77,233	77,635	75,494
Expenses					
Program cost	52,631	54,249	59,179	62,093	60,548
Technical services	5,151	4,952	4,888	4,850	4,768
Sales and promotion	8,403	9,424	9,588	8,449	8,506
Administration and general	11,166	12,413	12,688	12,216	14,062
Depreciation	2,398	2,709	2,547	2,046	1,887
Operating expenses, total	79,749	83,747	88,890	89,652	89,770
Profit before interest and taxes	-6,883	-6,517	-11,657	-12,017	-14,276
Interest expense	87	101	2,322	2,640	2,348
Expenses, total	79,835	83,848	91,212	92,292	92,119
Net operating income	-6,970	-6,617	-13,979	-14,657	-16,624
Other adjustments-income (expense)	-3,801	-3,633	-3,347	-2,870	-3,303
Net profit (loss) before income taxes	-10,771	-10,250	-17,326	-17,527	-19,927
Provision for income taxes	170	-14	126	101	170
Net profit (loss) after income taxes	-10,942	-10,236	-17,453	-17,628	-20,097
Salaries and other staff benefits	24,339	24,769	25,501	26,217	26,735
number					
Number of employees (weekly average)	369	364	357	353	326
percentage of revenue					
Revenue					
Sales of air time					
Local	32.2	31.2	33.5	34.2	35.7
National and network	64.9	65.7	62.7	61.5	60.1
Infomercials	0.4	0.6	1.0	0.8	0.6
Sales of air time, total	97.5	97.5	97.2	96.5	96.4
Total production and other	2.5	2.5	2.8	3.5	3.6
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program cost	72.2	70.2	76.6	80.0	80.2
Technical services	7.1	6.4	6.3	6.2	6.3
Sales and promotion	11.5	12.2	12.4	10.9	11.3
Administration and general	15.3	16.1	16.4	15.7	18.6
Depreciation	3.3	3.5	3.3	2.6	2.5
Operating expenses, total	109.4	108.4	115.1	115.5	118.9
Profit before interest and taxes	-9.4	-8.4	-15.1	-15.5	-18.9
Interest expense	0.1	0.1	3.0	3.4	3.1
Expenses, total	109.6	108.6	118.1	118.9	122.0
Net operating income	-9.6	-8.6	-18.1	-18.9	-22.0
Other adjustments-income (expense)	-5.2	-4.7	-4.3	-3.7	-4.4
Net profit (loss) before income taxes	-14.8	-13.3	-22.4	-22.6	-26.4
Provision for income taxes	0.2	0.0	0.2	0.1	0.2
Net profit (loss) after income taxes	-15.0	-13.3	-22.6	-22.7	-26.6
Salaries and other staff benefits	33.4	32.1	33.0	33.8	35.4

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