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Radio Broadcasting Industry

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Symbols

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- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0^s value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

Table of contents

Highlights	5
Radio Broadcasting	6
Radio broadcasters' profitability: an excellent year	6
Beneficial effects of reorganization	6
Radio in better shape than television	6
Less and less AM radio	7
A difficult year with respect to profits for ethnic radio	7
Advertising revenues show stronger growth in small markets	7
Toronto is the most profitable of the large markets	7
Better growth in advertising revenues for Western Canada	8
Employment and efficiency are up	8
Related products	9
Statistical tables	
1 Total radio industry, revenue and expense statement, Canada	11
2 Private radio broadcasters, revenue and expense statement	12
2-1 Canada	12
2-2 Atlantic provinces	13
2-3 Quebec	14
2-4 Ontario	15
2-5 Manitoba	16
2-6 Saskatchewan	17
2-7 Alberta	18
2-8 British Columbia, Yukon, Northwest Territories and Nunavut	19
3 Private radio broadcasters, by type of broadcaster, revenue and expense statement	20
3-1 AM	20
3-2 FM	21
3-3 English language	22
3-4 French language	23
3-5 Other language	24

Table of contents – continued

4	Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement	25
4-1	Toronto	25
4-2	Montréal	26
4-3	Vancouver	27
4-4	Calgary	28
4-5	Ottawa-Gatineau	29
4-6	Top 5 census metropolitan areas	30
4-7	Other census metropolitan areas	31
4-8	Non-census metropolitan areas	32
5	Public and non-commercial radio broadcasters, revenue and expense statement, Canada	33

Data quality, concepts and methodology

Data quality	34
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Highlights

- In 2008, private radio broadcasters earned profits before interest and taxes of 21.1 cents per dollar of revenue. This performance is the second best over the past 30 years.
- FM radio advertising revenues exceeded \$1.2 billion, which was 7.6% higher than the previous year. FM radio generated more than 79% of the industry's advertising revenues in 2008, compared to 65% ten years earlier.
- In 2008, there were 159 AM stations, 15 less than in 2007. This was the largest drop since 2001, and proof that the AM radio rationalization that started in the early 1990s continues.
- AM radio made profits before interest and taxes of \$26.7 million in 2008, up 63.7% compared to 2007. The profit margin before interest and taxes of 8.1% for all stations was the best in several years even though it is only a fraction of the 24.5% that was achieved by FM radio.
- Radio stations in Toronto earned 30.0 cents in profits before interest and taxes per dollar of revenue in 2008. Toronto replaced Calgary (25.8) at the top of the list of most profitable large radio markets, a position Calgary held since 1998.
- The performance of radio broadcasters varied considerably from one region to another in 2008. Air time sales increased at a rate higher than the national average of 5.9% in Saskatchewan, Alberta and British Columbia, and at a rate lower than the national average in the other provinces. Alberta showed the strongest growth and has done so for four consecutive years.

Radio Broadcasting

The statistics presented in this Bulletin are for the fiscal year ending August 31 and cover the period from 2004 to 2008. The text below includes references to earlier periods when it is useful to put the industry's recent performance in a historical context.

The following analysis concerns commercial radio. A commercial station is one where advertising revenue¹ represents more than half of total revenue. Stations that do not meet this criterion are classified as "public and non-commercial". This segment's operating results are presented in a separate table.

Radio broadcasters' profitability: an excellent year

In 2008, private radio broadcasters earned 21.1 cents of profits before interest and taxes per dollar of revenue. This is the second-strongest performance in the past thirty years, following that of 2005 (21.2 cents per dollar of revenue).

The relatively high profitability of the commercial radio industry in recent years may be largely explained by the strong growth of its advertising revenues. In 2008 it rose 5.9% to \$1.6 billion. This growth rate is comparable to the average of 5.8% for the past five years. Furthermore, expenditure growth was lower (+3.9%) than revenue growth (+5.6%) in 2008, contributing to an improvement in the profit margin.

Beneficial effects of reorganization

The economic success of the radio industry in recent years is largely explained by its reorganization. Among other things, the changes made to regulations in 1998 enabled companies in the industry to operate more stations in each market. This change allowed the industry to compete more successfully with other types of media.

Reorganization also resulted in greater concentration of ownership. While the number of stations on air is increasing from year to year, the number of companies operating them remains relatively stable and large companies in the industry are capturing a growing share of industry revenue.

The economies of scale made possible by this reorganization have also enabled the industry to gain better control of its spending; this was especially evident in 2008.

Another factor enabling the industry to improve its results was the transfer of numerous stations from the AM band to the FM band, which is more popular and generally more profitable.

Radio in better shape than television

In a period when new media are occupying an ever-larger place and the competition for advertisers' dollars is increasingly fierce, radio is managing better than television, especially conventional television. This is true for both revenue growth and profitability.

Thus, the profit margin before interest and taxes was 13.6% for all private television broadcasters and 0.2% for private conventional television broadcasters in 2008, compared to 21.1% for private radio broadcasters. The results for the two best-performing traditional media were comparable: FM radio (24.5%) and pay and specialized television (23.4%) once again generated a profit margin before interest and taxes of more than 20%. For FM radio, this has been the case every year since 1997.

1. In this text, air time sales and advertising revenues are synonymous.

The growth of advertising revenue for private radio broadcasters (5.9%) was twice that of the television industry (+2.8%) in 2008. Even so, television advertising revenue (\$3.4 billion) remains twice as large as that of commercial radio (\$1.6 billion). Ten years earlier, in 1998, it was two and a half times as large.

Less and less AM radio

The number of AM stations fell to 159 in 2008, 15 less than in 2007. This was the largest drop since 2001, proving that the rationalization of AM radio that began in the early 1990s is continuing.

Rationalization is hitting the least profitable stations, and those that remain are generally more profitable. Thus, 58% of AM radio stations were profitable in 2008 compared to 52% in 2007. The 8.1% profit margin before interest and taxes for all stations was the best in a number of years, even if it is only a fraction of the 24.5% profit margin achieved by FM radio stations. In 2008, AM radio stations made profits before interest and taxes of \$26.7 million, up 63.7% compared to 2007.

For the FM radio, advertising revenues reached \$1.2 billion, up 7.6% from the previous year. FM radio generated more than 79% of the industry's advertising revenues in 2008, compared to 65% ten years earlier.

FM stations earned profits before interest and taxes of \$309.9 million in 2008, up 9.3% compared to 2007. This increase is the largest since 2005 (+24.4%).

A difficult year with respect to profits for ethnic radio

Radio broadcasters' performance in 2008 differed considerably according to the broadcasting language. Ethnic radio had a more difficult year, with its profits before interest and taxes falling 45.0% in one year. This performance contrasts with those of English and French-language radio broadcasters, who saw their profits before interest and taxes increase by 13.9% and 3.8% respectively for the same period.

Anglophone stations experienced stronger growth in their air time sales (+6.4%) than Allophone and Francophone stations (+5.1% and +3.3% respectively).

Anglophone stations registered the highest profit margin (+23.0%), followed by Francophone stations (+13.8%) and ethnic stations (+4.2%). This ranking has remained unchanged since 1998.

Advertising revenues show stronger growth in small markets

Just as in 2007, advertising revenues showed stronger growth in small and medium-sized markets (+8.7% and +7.0% respectively) than in large markets² (+3.8%).

Radio broadcasters generated profits before interest and taxes in markets of all sizes, but radio stations in large markets again ranked first in profitability with a 25.4% profit margin before interest and taxes. Those in medium-sized markets (19.1%) follow, ahead of those in small markets (15.6%).

Toronto is the most profitable of the large markets

Altogether, Toronto radio stations made a profit of 30.0 cents before interest and taxes per dollar of revenues generated in 2008. Toronto replaced Calgary (25.8) at the top of the list of most profitable radio markets, a position it had held since 1998. Calgary was also outranked by Ottawa-Gatineau (27.7) and Vancouver (26.6).

2. Large markets are defined here as the five largest census metropolitan areas (CMAs), medium-sized markets as CMAs other than the five largest CMAs, and small markets as non-CMAs.

While the market for air time sales was strongest in Calgary in 2008 (+9.1%), the good performance of the other markets may be explained by better control over spending. As well, Calgary's radio broadcasters saw their operating expenses increase 13.3% in one year, compared to a 0.7% drop for their Toronto counterparts.

Better growth in advertising revenues for Western Canada

Radio broadcasters' performance varied substantially from one region to another in 2008. Air time sales grew at a faster rate than the national average of 5.9% in Saskatchewan, Alberta and British Columbia and at a slower rate than the national average in the other provinces.

Alberta enjoyed the highest growth rate for the fourth consecutive year. Radio advertising sales there totalled \$267.1 million, 12.0% more than in the previous year.

Alberta was also the province where radio was the most profitable, generating 25.5 cents of profits before interest and taxes per dollar of revenue.

Radio broadcasters elsewhere in Canada succeeded in improving their profitability. Those in Ontario, Manitoba and British Columbia registered their best profit margin before interest and taxes in the last ten years. The profit margin before interest and taxes for Quebec and the Atlantic provinces remained stable, while it declined slightly in Saskatchewan.

Employment and efficiency are up

The industry had a weekly average of 10,500 employees in 2008, up 2.6% from the previous year, and it spent 40.0% of its revenues, or \$638.6 million, on salaries and benefits. The proportion of revenues needed to pay the industry's workers has been declining since 2004.

Air time sales per employee totalled \$148,603, 3.2% more than in 2007.

Related products

Selected publications from Statistics Canada

56-001-X	Broadcasting and Telecommunications
56-207-X	Television Broadcasting Industries
87F0007X	Radio Listening: Data Tables

Selected CANSIM tables from Statistics Canada

357-0002	Radio broadcasting industry, by North American Industry Classification System (NAICS), Canada, provinces, territories and selected census metropolitan areas, annual (dollars unless otherwise noted)
357-0003	Radio broadcasting industry, by type of broadcaster, Canada, annual (dollars unless otherwise noted)

Selected surveys from Statistics Canada

2724	Radio and Television Broadcasting Survey
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Selected summary tables from Statistics Canada

- *Radio and television industries, financial and operating statistics*

Statistical tables

Table 1
Total radio industry, revenue and expense statement, Canada

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	954,497	1,008,778	1,053,387	1,108,319	1,167,694
National and network	273,273	325,216	354,028	382,980	411,877
Sales of air time, total	1,227,770	1,333,994	1,407,415	1,491,300	1,579,571
Government and corporate grants	310,042	307,972	349,829	338,264	319,067
Production and other, total	45,082	54,748	60,919	68,649	70,121
Operating revenue, total	1,582,894	1,696,713	1,818,163	1,898,213	1,968,758
Expenses					
Program	635,930	654,917	697,546	715,492	731,478
Technical services	66,505	70,068	74,762	79,466	81,783
Sales and promotion	327,294	341,018	364,119	383,600	398,905
Administration and general	356,488	373,814	382,569	417,730	416,296
Depreciation	68,464	73,598	78,572	67,043	70,944
Operating expenses, total	1,454,681	1,513,415	1,597,568	1,663,331	1,699,406
Profit before interest and taxes	128,213	183,298	220,595	234,882	269,353
Interest expense	34,857	29,575	28,832	35,456	18,871
Expenses, total	1,489,538	1,542,990	1,626,400	1,698,787	1,718,277
Net operating income	93,356	153,724	191,763	199,425	250,482
Other adjustments-income (expense)	111,627	109,903	110,253	108,329	143,512
Net profit (loss) before income taxes	204,983	263,627	302,016	307,754	393,994
Provision for income taxes	51,251	54,876	49,795	62,429	38,772
Net profit (loss) after income taxes	153,732	208,751	252,221	245,325	355,222
Salaries and other staff benefits	738,515	783,166	791,146	835,014	835,189
	numbers				
Number of employees (weekly average)	12,653	13,121	13,471	13,881	13,683
Number of stations	725	758	795	830	855
	percentage of revenues				
Revenues					
Sales of air time					
Local	60.3	59.5	57.9	58.4	59.3
National and network	17.3	19.2	19.5	20.2	20.9
Sales of air time, total	77.6	78.6	77.4	78.6	80.2
Government and corporate grants	19.6	18.2	19.2	17.8	16.2
Production and other, total	2.8	3.2	3.4	3.6	3.6
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	40.2	38.6	38.4	37.7	37.2
Technical services	4.2	4.1	4.1	4.2	4.2
Sales and promotion	20.7	20.1	20.0	20.2	20.3
Administration and general	22.5	22.0	21.0	22.0	21.1
Depreciation	4.3	4.3	4.3	3.5	3.6
Operating expenses, total	91.9	89.2	87.9	87.6	86.3
Profit before interest and taxes	8.1	10.8	12.1	12.4	13.7
Interest expense	2.2	1.7	1.6	1.9	1.0
Expenses, total	94.1	90.9	89.5	89.5	87.3
Net operating income	5.9	9.1	10.5	10.5	12.7
Other adjustments-income (expense)	7.1	6.5	6.1	5.7	7.3
Net profit (loss) before income taxes	12.9	15.5	16.6	16.2	20.0
Provision for income taxes	3.2	3.2	2.7	3.3	2.0
Net profit (loss) after income taxes	9.7	12.3	13.9	12.9	18.0
Salaries and other staff benefits	46.7	46.2	43.5	44.0	42.4

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

Table 2-1
Private radio broadcasters, revenue and expense statement — Canada

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	942,675	994,896	1,038,268	1,092,728	1,151,490
National and network	271,510	323,224	351,555	380,457	408,857
Sales of air time, total	1,214,185	1,318,119	1,389,823	1,473,185	1,560,347
Production and other, total	20,462	26,297	30,539	38,022	34,988
Operating revenue, total	1,234,647	1,344,417	1,420,362	1,511,208	1,595,335
Expenses					
Program	338,103	357,876	394,633	412,515	439,468
Technical services	37,753	39,240	43,342	45,829	50,442
Sales and promotion	316,874	329,087	352,529	374,441	389,223
Administration and general	278,998	292,902	298,322	334,875	335,616
Depreciation	40,024	40,816	47,681	43,636	44,056
Operating expenses, total	1,011,750	1,059,921	1,136,508	1,211,296	1,258,803
Profit before interest and taxes	222,896	284,496	283,854	299,912	336,532
Interest expense	34,613	29,258	28,505	35,132	18,525
Expenses, total	1,046,364	1,089,179	1,165,013	1,246,428	1,277,329
Net operating income	188,283	255,238	255,349	264,780	318,006
Other adjustments-income (expense)	16,461	7,750	41,887	41,055	72,264
Net profit (loss) before income taxes	204,744	262,988	297,236	305,835	390,271
Provision for income taxes	51,216	54,880	49,560	62,407	38,759
Net profit (loss) after income taxes	153,528	208,108	247,676	243,427	351,512
Salaries and other staff benefits	535,206	556,969	578,786	612,452	638,581
	numbers				
Number of employees (weekly average)	9,207	9,447	9,923	10,231	10,500
Number of stations	558	574	606	632	651
	percentage of revenues				
Revenues					
Sales of air time					
Local	76.4	74.0	73.1	72.3	72.2
National and network	22.0	24.0	24.8	25.2	25.6
Sales of air time, total	98.3	98.0	97.8	97.5	97.8
Production and other, total	1.7	2.0	2.2	2.5	2.2
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	27.4	26.6	27.8	27.3	27.5
Technical services	3.1	2.9	3.1	3.0	3.2
Sales and promotion	25.7	24.5	24.8	24.8	24.4
Administration and general	22.6	21.8	21.0	22.2	21.0
Depreciation	3.2	3.0	3.4	2.9	2.8
Operating expenses, total	81.9	78.8	80.0	80.2	78.9
Profit before interest and taxes	18.1	21.2	20.0	19.8	21.1
Interest expense	2.8	2.2	2.0	2.3	1.2
Expenses, total	84.8	81.0	82.0	82.5	80.1
Net operating income	15.2	19.0	18.0	17.5	19.9
Other adjustments-income (expense)	1.3	0.6	2.9	2.7	4.5
Net profit (loss) before income taxes	16.6	19.6	20.9	20.2	24.5
Provision for income taxes	4.1	4.1	3.5	4.1	2.4
Net profit (loss) after income taxes	12.4	15.5	17.4	16.1	22.0
Salaries and other staff benefits	43.3	41.4	40.7	40.5	40.0

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

Table 2-2
Private radio broadcasters, revenue and expense statement — Atlantic provinces

	2004	2005	2006	2007	2008
thousands of dollars					
Revenues					
Sales of air time					
Local	64,478	65,795	67,381	73,036	76,479
National and network	15,011	18,916	20,189	21,904	21,700
Sales of air time, total	79,489	84,710	87,570	94,939	98,179
Production and other, total	272	253	474	446	342
Operating revenue, total	79,761	84,963	88,044	95,385	98,522
Expenses					
Program	20,123	20,325	23,540	24,546	25,351
Technical services	3,739	3,653	4,243	4,233	4,114
Sales and promotion	15,214	16,323	18,437	22,089	22,578
Administration and general	17,822	18,739	20,966	23,567	24,564
Depreciation	3,073	2,985	3,406	3,512	3,447
Operating expenses, total	59,970	62,026	70,592	77,948	80,055
Profit before interest and taxes	19,790	22,937	17,452	17,437	18,467
Interest expense	1,094	1,346	1,495	1,330	3,331
Expenses, total	61,064	63,372	72,087	79,278	83,386
Net operating income	18,697	21,591	15,957	16,107	15,135
Other adjustments-income (expense)	-131	420	2,122	154	-399
Net profit (loss) before income taxes	18,566	22,011	18,079	16,261	14,737
Provision for income taxes	5,079	5,746	5,861	5,484	4,287
Net profit (loss) after income taxes	13,487	16,265	12,218	10,777	10,450
Salaries and other staff benefits	31,339	30,989	35,537	40,629	41,823
numbers					
Number of employees (weekly average)	703	693	815	895	967
Number of stations	69	71	76	78	81
percentage of revenues					
Revenues					
Sales of air time					
Local	80.8	77.4	76.5	76.6	77.6
National and network	18.8	22.3	22.9	23.0	22.0
Sales of air time, total	99.7	99.7	99.5	99.5	99.7
Production and other, total	0.3	0.3	0.5	0.5	0.3
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	25.2	23.9	26.7	25.7	25.7
Technical services	4.7	4.3	4.8	4.4	4.2
Sales and promotion	19.1	19.2	20.9	23.2	22.9
Administration and general	22.3	22.1	23.8	24.7	24.9
Depreciation	3.9	3.5	3.9	3.7	3.5
Operating expenses, total	75.2	73.0	80.2	81.7	81.3
Profit before interest and taxes	24.8	27.0	19.8	18.3	18.7
Interest expense	1.4	1.6	1.7	1.4	3.4
Expenses, total	76.6	74.6	81.9	83.1	84.6
Net operating income	23.4	25.4	18.1	16.9	15.4
Other adjustments-income (expense)	-0.2	0.5	2.4	0.2	-0.4
Net profit (loss) before income taxes	23.3	25.9	20.5	17.0	15.0
Provision for income taxes	6.4	6.8	6.7	5.7	4.4
Net profit (loss) after income taxes	16.9	19.1	13.9	11.3	10.6
Salaries and other staff benefits	39.3	36.5	40.4	42.6	42.5

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

Table 2-3
Private radio broadcasters, revenue and expense statement — Quebec

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	171,532	170,347	171,182	173,724	175,881
National and network	58,005	76,662	87,188	90,013	96,501
Sales of air time, total	229,537	247,010	258,370	263,737	272,382
Production and other, total	4,937	6,408	7,116	8,391	8,702
Operating revenue, total	234,474	253,418	265,486	272,128	281,084
Expenses					
Program	72,190	75,321	82,832	84,225	90,007
Technical services	6,242	6,662	8,548	8,751	9,974
Sales and promotion	53,957	59,230	63,588	65,551	65,712
Administration and general	64,167	64,452	60,455	61,765	61,782
Depreciation	6,981	7,448	12,518	9,233	10,194
Operating expenses, total	203,537	213,112	227,942	229,525	237,669
Profit before interest and taxes	30,937	40,306	37,544	42,603	43,415
Interest expense	13,226	10,356	10,009	15,955	1,370
Expenses, total	216,763	223,468	237,951	245,480	239,039
Net operating income	17,711	29,950	27,535	26,648	42,045
Other adjustments-income (expense)	8,950	11,477	2,364	13,037	32,262
Net profit (loss) before income taxes	26,661	41,427	29,899	39,685	74,307
Provision for income taxes	6,884	5,496	8,848	12,044	8,745
Net profit (loss) after income taxes	19,777	35,931	21,051	27,640	65,562
Salaries and other staff benefits	105,368	115,040	113,687	118,261	117,437
	numbers				
Number of employees (weekly average)	1,851	1,977	1,890	1,857	1,932
Number of stations	98	100	101	105	105
	percentage of revenues				
Revenues					
Sales of air time					
Local	73.2	67.2	64.5	63.8	62.6
National and network	24.7	30.3	32.8	33.1	34.3
Sales of air time, total	97.9	97.5	97.3	96.9	96.9
Production and other, total	2.1	2.5	2.7	3.1	3.1
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	30.8	29.7	31.2	31.0	32.0
Technical services	2.7	2.6	3.2	3.2	3.5
Sales and promotion	23.0	23.4	24.0	24.1	23.4
Administration and general	27.4	25.4	22.8	22.7	22.0
Depreciation	3.0	2.9	4.7	3.4	3.6
Operating expenses, total	86.8	84.1	85.9	84.3	84.6
Profit before interest and taxes	13.2	15.9	14.1	15.7	15.4
Interest expense	5.6	4.1	3.8	5.9	0.5
Expenses, total	92.4	88.2	89.6	90.2	85.0
Net operating income	7.6	11.8	10.4	9.8	15.0
Other adjustments-income (expense)	3.8	4.5	0.9	4.8	11.5
Net profit (loss) before income taxes	11.4	16.3	11.3	14.6	26.4
Provision for income taxes	2.9	2.2	3.3	4.4	3.1
Net profit (loss) after income taxes	8.4	14.2	7.9	10.2	23.3
Salaries and other staff benefits	44.9	45.4	42.8	43.5	41.8

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

Table 2-4
Private radio broadcasters, revenue and expense statement — Ontario

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	359,658	385,813	402,654	412,154	421,917
National and network	94,144	108,439	119,834	134,694	150,240
Sales of air time, total	453,802	494,251	522,488	546,848	572,157
Production and other, total	5,403	7,927	9,400	14,361	13,821
Operating revenue, total	459,206	502,178	531,888	561,209	585,979
Expenses					
Program	120,173	129,830	142,053	149,525	155,461
Technical services	14,194	15,224	15,770	16,827	17,974
Sales and promotion	123,106	123,730	132,713	138,921	140,553
Administration and general	94,020	98,110	99,239	119,195	117,104
Depreciation	13,637	14,548	15,315	14,265	14,348
Operating expenses, total	365,128	381,442	405,090	438,733	445,440
Profit before interest and taxes	94,078	120,736	126,798	122,477	140,539
Interest expense	9,760	8,419	7,880	7,091	4,530
Expenses, total	374,888	389,861	412,970	445,824	449,969
Net operating income	84,318	112,317	118,918	115,386	136,009
Other adjustments-income (expense)	3,384	-2,222	16,958	11,767	28,108
Net profit (loss) before income taxes	87,702	110,095	135,875	127,152	164,118
Provision for income taxes	26,180	27,602	22,536	24,733	15,340
Net profit (loss) after income taxes	61,521	82,493	113,339	102,419	148,777
Salaries and other staff benefits	195,403	199,837	207,975	217,908	225,536
	numbers				
Number of employees (weekly average)	3,126	3,181	3,345	3,443	3,470
Number of stations	169	175	185	193	197
	percentage of revenues				
Revenues					
Sales of air time					
Local	78.3	76.8	75.7	73.4	72.0
National and network	20.5	21.6	22.5	24.0	25.6
Sales of air time, total	98.8	98.4	98.2	97.4	97.6
Production and other, total	1.2	1.6	1.8	2.6	2.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	26.2	25.9	26.7	26.6	26.5
Technical services	3.1	3.0	3.0	3.0	3.1
Sales and promotion	26.8	24.6	25.0	24.8	24.0
Administration and general	20.5	19.5	18.7	21.2	20.0
Depreciation	3.0	2.9	2.9	2.5	2.4
Operating expenses, total	79.5	76.0	76.2	78.2	76.0
Profit before interest and taxes	20.5	24.0	23.8	21.8	24.0
Interest expense	2.1	1.7	1.5	1.3	0.8
Expenses, total	81.6	77.6	77.6	79.4	76.8
Net operating income	18.4	22.4	22.4	20.6	23.2
Other adjustments-income (expense)	0.7	-0.4	3.2	2.1	4.8
Net profit (loss) before income taxes	19.1	21.9	25.5	22.7	28.0
Provision for income taxes	5.7	5.5	4.2	4.4	2.6
Net profit (loss) after income taxes	13.4	16.4	21.3	18.2	25.4
Salaries and other staff benefits	42.6	39.8	39.1	38.8	38.5

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

Table 2-5
Private radio broadcasters, revenue and expense statement — Manitoba

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	36,078	38,640	41,305	42,128	43,458
National and network	10,781	12,152	11,702	12,313	13,074
Sales of air time, total	46,859	50,791	53,008	54,441	56,531
Production and other, total	861	619	531	1,209	1,195
Operating revenue, total	47,720	51,411	53,539	55,650	57,726
Expenses					
Program	15,280	15,897	15,653	16,422	16,124
Technical services	1,687	1,520	1,368	1,414	1,526
Sales and promotion	13,555	14,766	14,781	15,610	15,425
Administration and general	12,271	12,438	13,312	14,831	14,011
Depreciation	2,146	2,224	2,199	2,011	1,447
Operating expenses, total	44,939	46,847	47,313	50,288	48,532
Profit before interest and taxes	2,781	4,564	6,226	5,362	9,194
Interest expense	535	735	605	730	600
Expenses, total	45,474	47,582	47,918	51,018	49,132
Net operating income	2,246	3,829	5,621	4,632	8,594
Other adjustments-income (expense)	1,164	532	4,445	3,310	3,177
Net profit (loss) before income taxes	3,410	4,361	10,065	7,942	11,771
Provision for income taxes	912	1,842	1,935	1,888	938
Net profit (loss) after income taxes	2,498	2,519	8,130	6,054	10,833
Salaries and other staff benefits	25,311	24,512	25,177	26,072	25,419
	numbers				
Number of employees (weekly average)	487	480	490	465	443
Number of stations	30	30	31	31	31
	percentage of revenues				
Revenues					
Sales of air time					
Local	75.6	75.2	77.1	75.7	75.3
National and network	22.6	23.6	21.9	22.1	22.6
Sales of air time, total	98.2	98.8	99.0	97.8	97.9
Production and other, total	1.8	1.2	1.0	2.2	2.1
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	32.0	30.9	29.2	29.5	27.9
Technical services	3.5	3.0	2.6	2.5	2.6
Sales and promotion	28.4	28.7	27.6	28.1	26.7
Administration and general	25.7	24.2	24.9	26.7	24.3
Depreciation	4.5	4.3	4.1	3.6	2.5
Operating expenses, total	94.2	91.1	88.4	90.4	84.1
Profit before interest and taxes	5.8	8.9	11.6	9.6	15.9
Interest expense	1.1	1.4	1.1	1.3	1.0
Expenses, total	95.3	92.6	89.5	91.7	85.1
Net operating income	4.7	7.4	10.5	8.3	14.9
Other adjustments-income (expense)	2.4	1.0	8.3	5.9	5.5
Net profit (loss) before income taxes	7.1	8.5	18.8	14.3	20.4
Provision for income taxes	1.9	3.6	3.6	3.4	1.6
Net profit (loss) after income taxes	5.2	4.9	15.2	10.9	18.8
Salaries and other staff benefits	53.0	47.7	47.0	46.8	44.0

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

Table 2-6
Private radio broadcasters, revenue and expense statement — Saskatchewan

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	46,996	50,269	50,522	54,058	58,349
National and network	11,924	13,053	12,763	12,597	14,699
Sales of air time, total	58,920	63,322	63,284	66,655	73,048
Production and other, total	869	800	1,220	1,134	1,416
Operating revenue, total	59,788	64,122	64,504	67,789	74,464
Expenses					
Program	17,859	19,178	20,104	20,176	23,402
Technical services	1,492	1,665	1,846	1,882	2,134
Sales and promotion	18,636	19,504	19,899	20,730	21,962
Administration and general	13,662	14,523	15,434	15,417	17,571
Depreciation	2,634	2,941	3,189	2,916	3,532
Operating expenses, total	54,283	57,811	60,471	61,121	68,601
Profit before interest and taxes	5,505	6,311	4,033	6,668	5,863
Interest expense	705	777	911	974	951
Expenses, total	54,988	58,588	61,382	62,095	69,553
Net operating income	4,800	5,534	3,122	5,694	4,912
Other adjustments-income (expense)	-648	-667	-546	-1,086	-183
Net profit (loss) before income taxes	4,153	4,868	2,576	4,608	4,729
Provision for income taxes	938	733	-101	873	201
Net profit (loss) after income taxes	3,215	4,134	2,677	3,735	4,528
Salaries and other staff benefits	33,770	31,492	30,832	31,933	35,403
	numbers				
Number of employees (weekly average)	537	539	562	575	609
Number of stations	33	34	38	40	43
	percentage of revenues				
Revenues					
Sales of air time					
Local	78.6	78.4	78.3	79.7	78.4
National and network	19.9	20.4	19.8	18.6	19.7
Sales of air time, total	98.5	98.8	98.1	98.3	98.1
Production and other, total	1.5	1.2	1.9	1.7	1.9
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	29.9	29.9	31.2	29.8	31.4
Technical services	2.5	2.6	2.9	2.8	2.9
Sales and promotion	31.2	30.4	30.8	30.6	29.5
Administration and general	22.9	22.6	23.9	22.7	23.6
Depreciation	4.4	4.6	4.9	4.3	4.7
Operating expenses, total	90.8	90.2	93.7	90.2	92.1
Profit before interest and taxes	9.2	9.8	6.3	9.8	7.9
Interest expense	1.2	1.2	1.4	1.4	1.3
Expenses, total	92.0	91.4	95.2	91.6	93.4
Net operating income	8.0	8.6	4.8	8.4	6.6
Other adjustments-income (expense)	-1.1	-1.0	-0.8	-1.6	-0.2
Net profit (loss) before income taxes	6.9	7.6	4.0	6.8	6.4
Provision for income taxes	1.6	1.1	-0.2	1.3	0.3
Net profit (loss) after income taxes	5.4	6.4	4.2	5.5	6.1
Salaries and other staff benefits	56.5	49.1	47.8	47.1	47.5

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

Table 2-7
Private radio broadcasters, revenue and expense statement — Alberta

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	133,337	145,197	159,543	183,159	208,509
National and network	40,422	45,610	50,379	55,307	58,616
Sales of air time, total	173,759	190,808	209,922	238,466	267,124
Production and other, total	4,045	5,148	6,307	4,675	4,028
Operating revenue, total	177,805	195,955	216,229	243,141	271,152
Expenses					
Program	40,630	42,848	51,971	57,835	67,262
Technical services	4,937	5,204	6,058	6,650	7,722
Sales and promotion	45,252	48,014	52,990	57,047	66,682
Administration and general	36,445	42,030	44,423	50,916	53,147
Depreciation	6,757	5,671	6,111	6,555	7,291
Operating expenses, total	134,021	143,767	161,552	179,003	202,104
Profit before interest and taxes	43,784	52,188	54,678	64,138	69,048
Interest expense	6,058	4,640	4,103	5,395	4,877
Expenses, total	140,079	148,408	165,655	184,398	206,982
Net operating income	37,726	47,548	50,574	58,743	64,171
Other adjustments-income (expense)	919	-1,839	9,741	7,285	5,614
Net profit (loss) before income taxes	38,644	45,709	60,316	66,028	69,785
Provision for income taxes	5,435	7,469	7,498	10,937	7,887
Net profit (loss) after income taxes	33,210	38,240	52,817	55,091	61,897
Salaries and other staff benefits	67,493	73,871	81,700	89,459	103,138
	numbers				
Number of employees (weekly average)	1,074	1,135	1,292	1,442	1,592
Number of stations	67	70	77	85	94
	percentage of revenues				
Revenues					
Sales of air time					
Local	75.0	74.1	73.8	75.3	76.9
National and network	22.7	23.3	23.3	22.7	21.6
Sales of air time, total	97.7	97.4	97.1	98.1	98.5
Production and other, total	2.3	2.6	2.9	1.9	1.5
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	22.9	21.9	24.0	23.8	24.8
Technical services	2.8	2.7	2.8	2.7	2.8
Sales and promotion	25.5	24.5	24.5	23.5	24.6
Administration and general	20.5	21.4	20.5	20.9	19.6
Depreciation	3.8	2.9	2.8	2.7	2.7
Operating expenses, total	75.4	73.4	74.7	73.6	74.5
Profit before interest and taxes	24.6	26.6	25.3	26.4	25.5
Interest expense	3.4	2.4	1.9	2.2	1.8
Expenses, total	78.8	75.7	76.6	75.8	76.3
Net operating income	21.2	24.3	23.4	24.2	23.7
Other adjustments-income (expense)	0.5	-0.9	4.5	3.0	2.1
Net profit (loss) before income taxes	21.7	23.3	27.9	27.2	25.7
Provision for income taxes	3.1	3.8	3.5	4.5	2.9
Net profit (loss) after income taxes	18.7	19.5	24.4	22.7	22.8
Salaries and other staff benefits	38.0	37.7	37.8	36.8	38.0

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

Table 2-8
Private radio broadcasters, revenue and expense statement — British Columbia, Yukon, Northwest Territories and Nunavut

	2004	2005	2006	2007	2008
thousands of dollars					
Revenues					
Sales of air time					
Local	130,596	138,835	145,681	154,469	166,897
National and network	41,223	48,392	49,500	53,629	54,027
Sales of air time, total	171,819	187,227	195,181	208,098	220,925
Production and other, total	4,075	5,143	5,491	7,808	5,483
Operating revenue, total	175,894	192,370	200,671	215,906	226,408
Expenses					
Program	51,847	54,477	58,479	59,786	61,861
Technical services	5,463	5,311	5,510	6,072	6,997
Sales and promotion	47,155	47,520	50,122	54,493	56,310
Administration and general	40,612	42,610	44,493	49,183	47,436
Depreciation	4,795	4,999	4,944	5,144	3,797
Operating expenses, total	149,873	154,917	163,548	174,678	176,402
Profit before interest and taxes	26,021	37,453	37,123	41,228	50,006
Interest expense	3,236	2,984	3,501	3,657	2,865
Expenses, total	153,108	157,901	167,049	178,335	179,267
Net operating income	22,786	34,469	33,622	37,570	47,140
Other adjustments-income (expense)	2,824	49	6,803	6,588	3,685
Net profit (loss) before income taxes	25,610	34,517	40,425	44,159	50,825
Provision for income taxes	5,790	5,992	2,982	6,447	1,361
Net profit (loss) after income taxes	19,820	28,525	37,443	37,712	49,464
Salaries and other staff benefits	76,522	81,228	83,879	88,191	89,825
numbers					
Number of employees (weekly average)	1,428	1,442	1,529	1,554	1,486
Number of stations	92	94	98	100	100
percentage of revenues					
Revenues					
Sales of air time					
Local	74.2	72.2	72.6	71.5	73.7
National and network	23.4	25.2	24.7	24.8	23.9
Sales of air time, total	97.7	97.3	97.3	96.4	97.6
Production and other, total	2.3	2.7	2.7	3.6	2.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	29.5	28.3	29.1	27.7	27.3
Technical services	3.1	2.8	2.7	2.8	3.1
Sales and promotion	26.8	24.7	25.0	25.2	24.9
Administration and general	23.1	22.2	22.2	22.8	21.0
Depreciation	2.7	2.6	2.5	2.4	1.7
Operating expenses, total	85.2	80.5	81.5	80.9	77.9
Profit before interest and taxes	14.8	19.5	18.5	19.1	22.1
Interest expense	1.8	1.6	1.7	1.7	1.3
Expenses, total	87.0	82.1	83.2	82.6	79.2
Net operating income	13.0	17.9	16.8	17.4	20.8
Other adjustments-income (expense)	1.6	0.0	3.4	3.1	1.6
Net profit (loss) before income taxes	14.6	17.9	20.1	20.5	22.4
Provision for income taxes	3.3	3.1	1.5	3.0	0.6
Net profit (loss) after income taxes	11.3	14.8	18.7	17.5	21.8
Salaries and other staff benefits	43.5	42.2	41.8	40.8	39.7

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

Table 3-1
Private radio broadcasters, by type of broadcaster, revenue and expense statement — AM

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	251,220	250,002	259,734	268,033	265,889
National and network	49,390	50,206	53,997	52,238	54,436
Sales of air time, total	300,610	300,208	313,731	320,271	320,325
Production and other, total	3,935	5,614	5,704	11,042	9,104
Operating revenue, total	304,545	305,822	319,435	331,313	329,429
Expenses					
Program	116,578	111,218	116,563	120,815	116,814
Technical services	13,526	13,644	14,140	13,575	14,160
Sales and promotion	77,981	76,560	81,603	83,716	82,364
Administration and general	80,845	80,293	79,606	87,147	80,399
Depreciation	10,293	10,329	9,934	9,773	9,031
Operating expenses, total	299,223	292,043	301,846	315,027	302,768
Profit before interest and taxes	5,322	13,779	17,588	16,287	26,661
Interest expense	6,878	5,412	7,035	6,597	4,666
Expenses, total	306,101	297,455	308,881	321,623	307,434
Net operating income	-1,556	8,368	10,554	9,690	21,996
Other adjustments-income (expense)	3,909	159	10,474	13,352	16,990
Net profit (loss) before income taxes	2,353	8,527	21,027	23,042	38,986
Provision for income taxes	-315	2,832	-2,274	793	6,251
Net profit (loss) after income taxes	2,668	5,694	23,301	22,249	32,735
Salaries and other staff benefits	170,090	161,401	165,425	168,208	163,336
	numbers				
Number of employees (weekly average)	3,118	3,009	3,021	2,986	2,787
Number of stations	190	180	178	174	159
	percentage of revenues				
Revenues					
Sales of air time					
Local	82.5	81.7	81.3	80.9	80.7
National and network	16.2	16.4	16.9	15.8	16.5
Sales of air time, total	98.7	98.2	98.2	96.7	97.2
Production and other, total	1.3	1.8	1.8	3.3	2.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	38.3	36.4	36.5	36.5	35.5
Technical services	4.4	4.5	4.4	4.1	4.3
Sales and promotion	25.6	25.0	25.5	25.3	25.0
Administration and general	26.5	26.3	24.9	26.3	24.4
Depreciation	3.4	3.4	3.1	2.9	2.7
Operating expenses, total	98.3	95.5	94.5	95.1	91.9
Profit before interest and taxes	1.7	4.5	5.5	4.9	8.1
Interest expense	2.3	1.8	2.2	2.0	1.4
Expenses, total	100.5	97.3	96.7	97.1	93.3
Net operating income	-0.5	2.7	3.3	2.9	6.7
Other adjustments-income (expense)	1.3	0.1	3.3	4.0	5.2
Net profit (loss) before income taxes	0.8	2.8	6.6	7.0	11.8
Provision for income taxes	-0.1	0.9	-0.7	0.2	1.9
Net profit (loss) after income taxes	0.9	1.9	7.3	6.7	9.9
Salaries and other staff benefits	55.9	52.8	51.8	50.8	49.6

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

Table 3-2
Private radio broadcasters, by type of broadcaster, revenue and expense statement — FM

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	691,455	744,894	778,534	824,696	885,601
National and network	222,120	273,017	297,558	328,218	354,421
Sales of air time, total	913,575	1,017,911	1,076,092	1,152,914	1,240,022
Production and other, total	16,527	20,683	24,835	26,980	25,883
Operating revenue, total	930,102	1,038,594	1,100,927	1,179,894	1,265,905
Expenses					
Program	221,524	246,659	278,070	291,700	322,654
Technical services	24,226	25,596	29,202	32,255	36,282
Sales and promotion	238,894	252,527	270,926	290,725	306,858
Administration and general	198,153	212,609	218,716	247,727	255,216
Depreciation	29,731	30,488	37,747	33,863	35,024
Operating expenses, total	712,527	767,878	834,662	896,269	956,035
Profit before interest and taxes	217,575	270,716	266,265	283,625	309,870
Interest expense	27,736	23,846	21,470	28,535	13,860
Expenses, total	740,263	791,724	856,132	924,805	969,895
Net operating income	189,839	246,870	244,795	255,090	296,011
Other adjustments-income (expense)	12,553	7,591	31,413	27,703	55,274
Net profit (loss) before income taxes	202,392	254,461	276,208	282,793	351,285
Provision for income taxes	51,532	52,048	51,834	61,614	32,508
Net profit (loss) after income taxes	150,860	202,414	224,374	221,179	318,777
Salaries and other staff benefits	365,116	395,567	413,361	444,244	475,245
	numbers				
Number of employees (weekly average)	6,089	6,438	6,902	7,246	7,713
Number of stations	368	394	428	458	492
	percentage of revenues				
Revenues					
Sales of air time					
Local	74.3	71.7	70.7	69.9	70.0
National and network	23.9	26.3	27.0	27.8	28.0
Sales of air time, total	98.2	98.0	97.7	97.7	98.0
Production and other, total	1.8	2.0	2.3	2.3	2.0
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	23.8	23.7	25.3	24.7	25.5
Technical services	2.6	2.5	2.7	2.7	2.9
Sales and promotion	25.7	24.3	24.6	24.6	24.2
Administration and general	21.3	20.5	19.9	21.0	20.2
Depreciation	3.2	2.9	3.4	2.9	2.8
Operating expenses, total	76.6	73.9	75.8	76.0	75.5
Profit before interest and taxes	23.4	26.1	24.2	24.0	24.5
Interest expense	3.0	2.3	2.0	2.4	1.1
Expenses, total	79.6	76.2	77.8	78.4	76.6
Net operating income	20.4	23.8	22.2	21.6	23.4
Other adjustments-income (expense)	1.3	0.7	2.9	2.3	4.4
Net profit (loss) before income taxes	21.8	24.5	25.1	24.0	27.7
Provision for income taxes	5.5	5.0	4.7	5.2	2.6
Net profit (loss) after income taxes	16.2	19.5	20.4	18.7	25.2
Salaries and other staff benefits	39.3	38.1	37.5	37.7	37.5

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

Table 3-3
Private radio broadcasters, by type of broadcaster, revenue and expense statement — English language

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	771,766	825,546	867,460	916,549	972,065
National and network	218,373	252,098	271,396	297,220	319,601
Sales of air time, total	990,138	1,077,644	1,138,856	1,213,769	1,291,665
Production and other, total	12,444	16,724	20,228	26,742	23,300
Operating revenue, total	1,002,582	1,094,368	1,159,084	1,240,511	1,314,965
Expenses					
Program	266,923	282,045	311,821	327,331	347,934
Technical services	30,630	31,443	33,965	35,942	39,825
Sales and promotion	263,775	270,923	289,624	309,317	323,332
Administration and general	212,152	225,289	234,111	269,205	268,676
Depreciation	32,749	32,788	34,565	33,645	33,252
Operating expenses, total	806,229	842,487	904,086	975,439	1,013,020
Profit before interest and taxes	196,354	251,881	254,998	265,072	301,945
Interest expense	22,819	19,245	18,654	19,365	16,902
Expenses, total	829,048	861,733	922,739	994,804	1,029,922
Net operating income	173,535	232,636	236,344	245,707	285,043
Other adjustments-income (expense)	7,366	-4,574	39,435	28,224	36,304
Net profit (loss) before income taxes	180,901	228,061	275,780	273,931	321,347
Provision for income taxes	45,207	51,092	44,019	52,782	29,730
Net profit (loss) after income taxes	135,693	176,969	231,761	221,149	291,618
Salaries and other staff benefits	430,448	441,628	465,139	491,627	515,974
	numbers				
Number of employees (weekly average)	7,067	7,167	7,704	8,005	8,154
Number of stations	443	456	485	506	523
	percentage of revenues				
Revenues					
Sales of air time					
Local	77.0	75.4	74.8	73.9	73.9
National and network	21.8	23.0	23.4	24.0	24.3
Sales of air time, total	98.8	98.5	98.3	97.8	98.2
Production and other, total	1.2	1.5	1.7	2.2	1.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	26.6	25.8	26.9	26.4	26.5
Technical services	3.1	2.9	2.9	2.9	3.0
Sales and promotion	26.3	24.8	25.0	24.9	24.6
Administration and general	21.2	20.6	20.2	21.7	20.4
Depreciation	3.3	3.0	3.0	2.7	2.5
Operating expenses, total	80.4	77.0	78.0	78.6	77.0
Profit before interest and taxes	19.6	23.0	22.0	21.4	23.0
Interest expense	2.3	1.8	1.6	1.6	1.3
Expenses, total	82.7	78.7	79.6	80.2	78.3
Net operating income	17.3	21.3	20.4	19.8	21.7
Other adjustments-income (expense)	0.7	-0.4	3.4	2.3	2.8
Net profit (loss) before income taxes	18.0	20.8	23.8	22.1	24.4
Provision for income taxes	4.5	4.7	3.8	4.3	2.3
Net profit (loss) after income taxes	13.5	16.2	20.0	17.8	22.2
Salaries and other staff benefits	42.9	40.4	40.1	39.6	39.2

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

Table 3-4
Private radio broadcasters, by type of broadcaster, revenue and expense statement — French language

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	142,575	138,151	138,225	140,916	142,717
National and network	51,785	69,462	78,630	81,911	87,502
Sales of air time, total	194,360	207,613	216,854	222,827	230,219
Production and other, total	4,857	5,837	6,506	7,322	8,170
Operating revenue, total	199,217	213,451	223,360	230,149	238,388
Expenses					
Program	61,382	63,880	70,734	71,725	76,869
Technical services	5,112	5,438	7,272	7,403	8,095
Sales and promotion	46,392	51,371	55,927	57,773	58,265
Administration and general	57,094	56,850	51,565	52,895	52,845
Depreciation	6,211	6,801	12,069	8,723	9,493
Operating expenses, total	176,192	184,340	197,568	198,520	205,567
Profit before interest and taxes	23,025	29,111	25,792	31,630	32,822
Interest expense	11,233	9,468	9,133	14,722	960
Expenses, total	187,425	193,808	206,701	213,242	206,527
Net operating income	11,792	19,643	16,659	16,907	31,861
Other adjustments-income (expense)	8,849	11,977	2,214	13,158	35,572
Net profit (loss) before income taxes	20,641	31,620	18,874	30,065	67,434
Provision for income taxes	5,108	2,880	4,777	8,779	7,623
Net profit (loss) after income taxes	15,533	28,740	14,097	21,285	59,811
Salaries and other staff benefits	90,384	99,482	97,149	102,078	103,186
	numbers				
Number of employees (weekly average)	1,604	1,713	1,635	1,607	1,698
Number of stations	97	98	100	103	105
	percentage of revenues				
Revenues					
Sales of air time					
Local	71.6	64.7	61.9	61.2	59.9
National and network	26.0	32.5	35.2	35.6	36.7
Sales of air time, total	97.6	97.3	97.1	96.8	96.6
Production and other, total	2.4	2.7	2.9	3.2	3.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	30.8	29.9	31.7	31.2	32.2
Technical services	2.6	2.5	3.3	3.2	3.4
Sales and promotion	23.3	24.1	25.0	25.1	24.4
Administration and general	28.7	26.6	23.1	23.0	22.2
Depreciation	3.1	3.2	5.4	3.8	4.0
Operating expenses, total	88.4	86.4	88.5	86.3	86.2
Profit before interest and taxes	11.6	13.6	11.5	13.7	13.8
Interest expense	5.6	4.4	4.1	6.4	0.4
Expenses, total	94.1	90.8	92.5	92.7	86.6
Net operating income	5.9	9.2	7.5	7.3	13.4
Other adjustments-income (expense)	4.4	5.6	1.0	5.7	14.9
Net profit (loss) before income taxes	10.4	14.8	8.5	13.1	28.3
Provision for income taxes	2.6	1.3	2.1	3.8	3.2
Net profit (loss) after income taxes	7.8	13.5	6.3	9.2	25.1
Salaries and other staff benefits	45.4	46.6	43.5	44.4	43.3

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

Table 3-5
Private radio broadcasters, by type of broadcaster, revenue and expense statement — Other language

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	28,334	31,198	32,583	35,264	36,708
National and network	1,352	1,663	1,529	1,325	1,755
Sales of air time, total	29,687	32,862	34,112	36,589	38,463
Production and other, total	3,161	3,736	3,805	3,958	3,519
Operating revenue, total	32,847	36,598	37,918	40,548	41,981
Expenses					
Program	9,798	11,951	12,078	13,459	14,665
Technical services	2,010	2,359	2,105	2,484	2,521
Sales and promotion	6,706	6,792	6,978	7,351	7,626
Administration and general	9,752	10,763	12,646	12,775	14,095
Depreciation	1,064	1,228	1,047	1,269	1,310
Operating expenses, total	29,330	33,093	34,854	37,337	40,217
Profit before interest and taxes	3,518	3,504	3,063	3,211	1,764
Interest expense	561	545	718	1,045	662
Expenses, total	29,891	33,638	35,572	38,382	40,879
Net operating income	2,956	2,959	2,345	2,166	1,102
Other adjustments-income (expense)	247	347	237	-327	388
Net profit (loss) before income taxes	3,203	3,306	2,583	1,839	1,490
Provision for income taxes	901	907	765	846	1,406
Net profit (loss) after income taxes	2,301	2,399	1,818	993	84
Salaries and other staff benefits	14,375	15,859	16,499	18,747	19,421
	numbers				
Number of employees (weekly average)	536	566	584	620	647
Number of stations	18	20	21	23	23
	percentage of revenues				
Revenues					
Sales of air time					
Local	86.3	85.2	85.9	87.0	87.4
National and network	4.1	4.5	4.0	3.3	4.2
Sales of air time, total	90.4	89.8	90.0	90.2	91.6
Production and other, total	9.6	10.2	10.0	9.8	8.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	29.8	32.7	31.9	33.2	34.9
Technical services	6.1	6.4	5.6	6.1	6.0
Sales and promotion	20.4	18.6	18.4	18.1	18.2
Administration and general	29.7	29.4	33.4	31.5	33.6
Depreciation	3.2	3.4	2.8	3.1	3.1
Operating expenses, total	89.3	90.4	91.9	92.1	95.8
Profit before interest and taxes	10.7	9.6	8.1	7.9	4.2
Interest expense	1.7	1.5	1.9	2.6	1.6
Expenses, total	91.0	91.9	93.8	94.7	97.4
Net operating income	9.0	8.1	6.2	5.3	2.6
Other adjustments-income (expense)	0.8	0.9	0.6	-0.8	0.9
Net profit (loss) before income taxes	9.8	9.0	6.8	4.5	3.5
Provision for income taxes	2.7	2.5	2.0	2.1	3.3
Net profit (loss) after income taxes	7.0	6.6	4.8	2.4	0.2
Salaries and other staff benefits	43.8	43.3	43.5	46.2	46.3

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

Table 4-1
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Toronto

	2004	2005	2006	2007	2008
thousands of dollars					
Revenues					
Sales of air time					
Local	171,066	185,438	196,541	197,713	199,230
National and network	46,356	54,112	61,282	67,843	74,528
Sales of air time, total	217,423	239,550	257,822	265,556	273,758
Production and other, total	3,113	4,125	5,392	6,814	7,970
Operating revenue, total	220,535	243,675	263,215	272,370	281,728
Expenses					
Program	56,198	61,133	68,386	72,787	74,691
Technical services	5,454	5,762	6,124	6,451	7,104
Sales and promotion	56,402	55,163	60,886	60,261	60,205
Administration and general	41,897	42,276	43,123	53,930	49,574
Depreciation	4,894	5,063	4,658	4,969	5,500
Operating expenses, total	164,846	169,398	183,177	198,398	197,074
Profit before interest and taxes	55,689	74,277	80,038	73,973	84,654
Interest expense	4,839	3,399	3,078	2,295	1,323
Expenses, total	169,684	172,797	186,254	200,693	198,397
Net operating income	50,851	70,878	76,960	71,678	83,331
Other adjustments-income (expense)	2,235	-1,412	11,755	8,180	13,027
Net profit (loss) before income taxes	53,086	69,466	88,715	79,858	96,358
Provision for income taxes	13,085	15,142	11,562	12,166	8,723
Net profit (loss) after income taxes	40,001	54,325	77,153	67,692	87,635
Salaries and other staff benefits	86,666	84,290	89,864	93,612	95,598
numbers					
Number of employees (weekly average)	1,012	1,023	1,096	1,155	1,117
Number of stations	27	30	30	31	30
percentage of revenues					
Revenues					
Sales of air time					
Local	77.6	76.1	74.7	72.6	70.7
National and network	21.0	22.2	23.3	24.9	26.5
Sales of air time, total	98.6	98.3	98.0	97.5	97.2
Production and other, total	1.4	1.7	2.0	2.5	2.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	25.5	25.1	26.0	26.7	26.5
Technical services	2.5	2.4	2.3	2.4	2.5
Sales and promotion	25.6	22.6	23.1	22.1	21.4
Administration and general	19.0	17.3	16.4	19.8	17.6
Depreciation	2.2	2.1	1.8	1.8	2.0
Operating expenses, total	74.7	69.5	69.6	72.8	70.0
Profit before interest and taxes	25.3	30.5	30.4	27.2	30.0
Interest expense	2.2	1.4	1.2	0.8	0.5
Expenses, total	76.9	70.9	70.8	73.7	70.4
Net operating income	23.1	29.1	29.2	26.3	29.6
Other adjustments-income (expense)	1.0	-0.6	4.5	3.0	4.6
Net profit (loss) before income taxes	24.1	28.5	33.7	29.3	34.2
Provision for income taxes	5.9	6.2	4.4	4.5	3.1
Net profit (loss) after income taxes	18.1	22.3	29.3	24.9	31.1
Salaries and other staff benefits	39.3	34.6	34.1	34.4	33.9

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

Table 4-2
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Montréal

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	90,437	89,326	90,110	89,971	86,497
National and network	36,766	48,068	55,373	56,382	61,383
Sales of air time, total	127,203	137,394	145,484	146,353	147,880
Production and other, total	1,268	2,639	3,403	4,315	4,893
Operating revenue, total	128,471	140,033	148,887	150,667	152,773
Expenses					
Program	41,944	43,250	47,582	47,390	51,926
Technical services	3,404	3,487	4,204	4,503	5,534
Sales and promotion	27,523	29,077	31,505	32,869	34,431
Administration and general	33,302	31,017	29,938	28,795	34,069
Depreciation	3,301	3,108	7,353	4,573	5,233
Operating expenses, total	109,475	109,939	120,582	118,131	131,192
Profit before interest and taxes	18,996	30,095	28,304	32,536	21,581
Interest expense	12,677	9,951	9,045	15,192	-244
Expenses, total	122,151	119,890	129,627	133,323	130,948
Net operating income	6,320	20,144	19,260	17,344	21,825
Other adjustments-income (expense)	8,406	7,109	911	2,718	27,893
Net profit (loss) before income taxes	14,726	27,253	20,170	20,062	49,718
Provision for income taxes	6,513	6,847	12,004	12,969	10,007
Net profit (loss) after income taxes	8,212	20,406	8,166	7,094	39,711
Salaries and other staff benefits	57,151	62,042	61,067	63,203	61,479
	numbers				
Number of employees (weekly average)	801	870	850	834	853
Number of stations	22	23	23	24	24
	percentage of revenues				
Revenues					
Sales of air time					
Local	70.4	63.8	60.5	59.7	56.6
National and network	28.6	34.3	37.2	37.4	40.2
Sales of air time, total	99.0	98.1	97.7	97.1	96.8
Production and other, total	1.0	1.9	2.3	2.9	3.2
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	32.6	30.9	32.0	31.5	34.0
Technical services	2.6	2.5	2.8	3.0	3.6
Sales and promotion	21.4	20.8	21.2	21.8	22.5
Administration and general	25.9	22.1	20.1	19.1	22.3
Depreciation	2.6	2.2	4.9	3.0	3.4
Operating expenses, total	85.2	78.5	81.0	78.4	85.9
Profit before interest and taxes	14.8	21.5	19.0	21.6	14.1
Interest expense	9.9	7.1	6.1	10.1	-0.2
Expenses, total	95.1	85.6	87.1	88.5	85.7
Net operating income	4.9	14.4	12.9	11.5	14.3
Other adjustments-income (expense)	6.5	5.1	0.6	1.8	18.3
Net profit (loss) before income taxes	11.5	19.5	13.5	13.3	32.5
Provision for income taxes	5.1	4.9	8.1	8.6	6.6
Net profit (loss) after income taxes	6.4	14.6	5.5	4.7	26.0
Salaries and other staff benefits	44.5	44.3	41.0	41.9	40.2

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

Table 4-3
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Vancouver

	2004	2005	2006	2007	2008
thousands of dollars					
Revenues					
Sales of air time					
Local	78,276	82,787	85,067	88,681	96,382
National and network	24,771	29,433	31,366	32,435	30,618
Sales of air time, total	103,046	112,220	116,433	121,116	127,000
Production and other, total	1,067	1,526	2,160	5,645	3,718
Operating revenue, total	104,113	113,746	118,593	126,760	130,719
Expenses					
Program	32,057	33,319	36,045	36,281	38,629
Technical services	2,347	2,375	2,334	2,588	2,950
Sales and promotion	26,216	26,120	27,771	29,391	29,976
Administration and general	18,698	20,540	21,341	24,068	22,977
Depreciation	2,122	2,123	1,876	1,886	1,434
Operating expenses, total	81,440	84,477	89,366	94,215	95,965
Profit before interest and taxes	22,673	29,269	29,227	32,546	34,753
Interest expense	1,306	1,577	1,491	1,358	618
Expenses, total	82,746	86,054	90,856	95,573	96,583
Net operating income	21,367	27,692	27,736	31,187	34,135
Other adjustments-income (expense)	2,454	149	6,317	6,060	5,150
Net profit (loss) before income taxes	23,821	27,841	34,054	37,248	39,285
Provision for income taxes	4,306	4,455	1,503	4,291	767
Net profit (loss) after income taxes	19,516	23,386	32,551	32,956	38,518
Salaries and other staff benefits	38,838	41,973	42,907	45,146	46,708
numbers					
Number of employees (weekly average)	620	638	644	685	679
Number of stations	17	17	18	19	19
percentage of revenues					
Revenues					
Sales of air time					
Local	75.2	72.8	71.7	70.0	73.7
National and network	23.8	25.9	26.4	25.6	23.4
Sales of air time, total	99.0	98.7	98.2	95.5	97.2
Production and other, total	1.0	1.3	1.8	4.5	2.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	30.8	29.3	30.4	28.6	29.6
Technical services	2.3	2.1	2.0	2.0	2.3
Sales and promotion	25.2	23.0	23.4	23.2	22.9
Administration and general	18.0	18.1	18.0	19.0	17.6
Depreciation	2.0	1.9	1.6	1.5	1.1
Operating expenses, total	78.2	74.3	75.4	74.3	73.4
Profit before interest and taxes	21.8	25.7	24.6	25.7	26.6
Interest expense	1.3	1.4	1.3	1.1	0.5
Expenses, total	79.5	75.7	76.6	75.4	73.9
Net operating income	20.5	24.3	23.4	24.6	26.1
Other adjustments-income (expense)	2.4	0.1	5.3	4.8	3.9
Net profit (loss) before income taxes	22.9	24.5	28.7	29.4	30.1
Provision for income taxes	4.1	3.9	1.3	3.4	0.6
Net profit (loss) after income taxes	18.7	20.6	27.4	26.0	29.5
Salaries and other staff benefits	37.3	36.9	36.2	35.6	35.7

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

Table 4-4
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Calgary

	2004	2005	2006	2007	2008
thousands of dollars					
Revenues					
Sales of air time					
Local	55,796	58,303	62,608	71,193	78,229
National and network	15,161	17,988	19,930	21,341	22,705
Sales of air time, total	70,956	76,291	82,538	92,534	100,934
Production and other, total	417	792	807	1,425	1,810
Operating revenue, total	71,373	77,083	83,345	93,960	102,744
Expenses					
Program	16,403	15,350	19,847	23,459	27,274
Technical services	1,522	1,485	1,655	1,955	2,805
Sales and promotion	19,070	19,273	19,682	21,691	26,300
Administration and general	12,523	14,856	13,580	18,204	17,685
Depreciation	2,839	2,098	1,696	1,951	2,149
Operating expenses, total	52,357	53,062	56,460	67,259	76,214
Profit before interest and taxes	19,016	24,021	26,885	26,700	26,530
Interest expense	2,374	1,296	877	1,366	754
Expenses, total	54,731	54,358	57,337	68,625	76,968
Net operating income	16,642	22,725	26,008	25,334	25,776
Other adjustments-income (expense)	271	-532	2,361	1,111	-875
Net profit (loss) before income taxes	16,912	22,194	28,369	26,446	24,900
Provision for income taxes	2,251	3,652	2,795	5,294	3,921
Net profit (loss) after income taxes	14,661	18,541	25,573	21,152	20,979
Salaries and other staff benefits	23,094	25,761	26,081	31,435	37,115
numbers					
Number of employees (weekly average)	293	288	355	425	464
Number of stations	14	13	15	18	18
percentage of revenues					
Revenues					
Sales of air time					
Local	78.2	75.6	75.1	75.8	76.1
National and network	21.2	23.3	23.9	22.7	22.1
Sales of air time, total	99.4	99.0	99.0	98.5	98.2
Production and other, total	0.6	1.0	1.0	1.5	1.8
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	23.0	19.9	23.8	25.0	26.5
Technical services	2.1	1.9	2.0	2.1	2.7
Sales and promotion	26.7	25.0	23.6	23.1	25.6
Administration and general	17.5	19.3	16.3	19.4	17.2
Depreciation	4.0	2.7	2.0	2.1	2.1
Operating expenses, total	73.4	68.8	67.7	71.6	74.2
Profit before interest and taxes	26.6	31.2	32.3	28.4	25.8
Interest expense	3.3	1.7	1.1	1.5	0.7
Expenses, total	76.7	70.5	68.8	73.0	74.9
Net operating income	23.3	29.5	31.2	27.0	25.1
Other adjustments-income (expense)	0.4	-0.7	2.8	1.2	-0.9
Net profit (loss) before income taxes	23.7	28.8	34.0	28.1	24.2
Provision for income taxes	3.2	4.7	3.4	5.6	3.8
Net profit (loss) after income taxes	20.5	24.1	30.7	22.5	20.4
Salaries and other staff benefits	32.4	33.4	31.3	33.5	36.1

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

Table 4-5
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Ottawa-Gatineau

	2004	2005	2006	2007	2008
thousands of dollars					
Revenues					
Sales of air time					
Local	43,692	45,792	48,547	51,266	52,193
National and network	15,569	20,074	21,446	22,573	24,167
Sales of air time, total	59,261	65,866	69,993	73,839	76,360
Production and other, total	360	506	732	2,024	1,562
Operating revenue, total	59,621	66,372	70,725	75,863	77,922
Expenses					
Program	16,020	16,619	19,673	20,867	21,541
Technical services	1,289	1,405	1,711	1,833	1,973
Sales and promotion	15,424	14,750	16,494	18,581	17,429
Administration and general	10,994	11,411	11,742	13,711	13,715
Depreciation	1,607	1,543	1,766	1,732	1,699
Operating expenses, total	45,334	45,729	51,386	56,723	56,356
Profit before interest and taxes	14,287	20,643	19,339	19,140	21,566
Interest expense	1,336	1,333	2,068	1,847	1,551
Expenses, total	46,670	47,062	53,454	58,570	57,908
Net operating income	12,951	19,310	17,271	17,293	20,015
Other adjustments-income (expense)	-117	-143	-153	793	79
Net profit (loss) before income taxes	12,834	19,167	17,117	18,086	20,094
Provision for income taxes	4,465	5,007	3,966	4,369	2,696
Net profit (loss) after income taxes	8,369	14,160	13,152	13,717	17,397
Salaries and other staff benefits	22,780	23,169	25,237	27,014	28,145
numbers					
Number of employees (weekly average)	338	333	392	406	423
Number of stations	15	15	18	18	18
percentage of revenues					
Revenues					
Sales of air time					
Local	73.3	69.0	68.6	67.6	67.0
National and network	26.1	30.2	30.3	29.8	31.0
Sales of air time, total	99.4	99.2	99.0	97.3	98.0
Production and other, total	0.6	0.8	1.0	2.7	2.0
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	26.9	25.0	27.8	27.5	27.6
Technical services	2.2	2.1	2.4	2.4	2.5
Sales and promotion	25.9	22.2	23.3	24.5	22.4
Administration and general	18.4	17.2	16.6	18.1	17.6
Depreciation	2.7	2.3	2.5	2.3	2.2
Operating expenses, total	76.0	68.9	72.7	74.8	72.3
Profit before interest and taxes	24.0	31.1	27.3	25.2	27.7
Interest expense	2.2	2.0	2.9	2.4	2.0
Expenses, total	78.3	70.9	75.6	77.2	74.3
Net operating income	21.7	29.1	24.4	22.8	25.7
Other adjustments-income (expense)	-0.2	-0.2	-0.2	1.0	0.1
Net profit (loss) before income taxes	21.5	28.9	24.2	23.8	25.8
Provision for income taxes	7.5	7.5	5.6	5.8	3.5
Net profit (loss) after income taxes	14.0	21.3	18.6	18.1	22.3
Salaries and other staff benefits	38.2	34.9	35.7	35.6	36.1

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

Table 4-6
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Top 5 census metropolitan areas

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	439,267	461,646	482,873	498,824	512,532
National and network	138,622	169,675	189,396	200,573	213,400
Sales of air time, total	577,889	631,321	672,269	699,397	725,932
Production and other, total	6,224	9,589	12,495	20,224	19,953
Operating revenue, total	584,113	640,910	684,764	719,620	745,885
Expenses					
Program	162,623	169,672	191,532	200,785	214,061
Technical services	14,016	14,514	16,028	17,330	20,366
Sales and promotion	144,634	144,382	156,338	162,793	168,341
Administration and general	117,414	120,100	119,724	138,708	138,019
Depreciation	14,763	13,936	17,350	15,110	16,015
Operating expenses, total	453,450	462,604	500,971	534,726	556,802
Profit before interest and taxes	130,663	178,306	183,793	184,895	189,084
Interest expense	22,532	17,556	16,558	22,058	4,002
Expenses, total	475,983	480,160	517,529	556,784	560,804
Net operating income	108,130	160,749	167,235	162,837	185,082
Other adjustments-income (expense)	13,248	5,171	21,190	18,863	45,274
Net profit (loss) before income taxes	121,379	165,921	188,425	181,699	230,356
Provision for income taxes	30,620	35,103	31,831	39,089	26,115
Net profit (loss) after income taxes	90,759	130,818	156,594	142,610	204,241
Salaries and other staff benefits	228,528	237,234	245,156	260,409	269,046
	numbers				
Number of employees (weekly average)	3,063	3,152	3,337	3,505	3,537
Number of stations	95	98	104	110	109
	percentage of revenues				
Revenues					
Sales of air time					
Local	75.2	72.0	70.5	69.3	68.7
National and network	23.7	26.5	27.7	27.9	28.6
Sales of air time, total	98.9	98.5	98.2	97.2	97.3
Production and other, total	1.1	1.5	1.8	2.8	2.7
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	27.8	26.5	28.0	27.9	28.7
Technical services	2.4	2.3	2.3	2.4	2.7
Sales and promotion	24.8	22.5	22.8	22.6	22.6
Administration and general	20.1	18.7	17.5	19.3	18.5
Depreciation	2.5	2.2	2.5	2.1	2.1
Operating expenses, total	77.6	72.2	73.2	74.3	74.6
Profit before interest and taxes	22.4	27.8	26.8	25.7	25.4
Interest expense	3.9	2.7	2.4	3.1	0.5
Expenses, total	81.5	74.9	75.6	77.4	75.2
Net operating income	18.5	25.1	24.4	22.6	24.8
Other adjustments-income (expense)	2.3	0.8	3.1	2.6	6.1
Net profit (loss) before income taxes	20.8	25.9	27.5	25.2	30.9
Provision for income taxes	5.2	5.5	4.6	5.4	3.5
Net profit (loss) after income taxes	15.5	20.4	22.9	19.8	27.4
Salaries and other staff benefits	39.1	37.0	35.8	36.2	36.1

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

Table 4-7
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Other census metropolitan areas

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	251,470	265,594	273,634	295,528	315,506
National and network	74,648	86,436	89,773	98,005	105,505
Sales of air time, total	326,118	352,029	363,407	393,534	421,011
Production and other, total	6,266	7,115	8,183	8,493	6,071
Operating revenue, total	332,384	359,144	371,590	402,026	427,082
Expenses					
Program	91,955	99,323	108,303	112,559	116,814
Technical services	11,018	11,402	12,618	13,203	13,878
Sales and promotion	92,222	97,770	103,696	113,167	114,346
Administration and general	76,205	81,703	82,353	90,250	87,603
Depreciation	12,252	13,072	14,910	13,288	12,723
Operating expenses, total	283,653	303,270	321,880	342,466	345,364
Profit before interest and taxes	48,732	55,874	49,709	59,560	81,718
Interest expense	4,749	4,975	5,465	5,924	5,258
Expenses, total	288,401	308,245	327,345	348,389	350,622
Net operating income	43,983	50,899	44,245	53,637	76,460
Other adjustments-income (expense)	3,182	3,956	16,078	20,453	24,152
Net profit (loss) before income taxes	47,165	54,855	60,322	74,090	100,612
Provision for income taxes	10,978	12,808	8,438	13,456	5,403
Net profit (loss) after income taxes	36,187	42,048	51,884	60,634	95,209
Salaries and other staff benefits	149,833	157,304	163,549	172,369	176,671
	numbers				
Number of employees (weekly average)	2,480	2,559	2,633	2,690	2,762
Number of stations	133	136	140	146	148
	percentage of revenues				
Revenues					
Sales of air time					
Local	75.7	74.0	73.6	73.5	73.9
National and network	22.5	24.1	24.2	24.4	24.7
Sales of air time, total	98.1	98.0	97.8	97.9	98.6
Production and other, total	1.9	2.0	2.2	2.1	1.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	27.7	27.7	29.1	28.0	27.4
Technical services	3.3	3.2	3.4	3.3	3.2
Sales and promotion	27.7	27.2	27.9	28.1	26.8
Administration and general	22.9	22.7	22.2	22.4	20.5
Depreciation	3.7	3.6	4.0	3.3	3.0
Operating expenses, total	85.3	84.4	86.6	85.2	80.9
Profit before interest and taxes	14.7	15.6	13.4	14.8	19.1
Interest expense	1.4	1.4	1.5	1.5	1.2
Expenses, total	86.8	85.8	88.1	86.7	82.1
Net operating income	13.2	14.2	11.9	13.3	17.9
Other adjustments-income (expense)	1.0	1.1	4.3	5.1	5.7
Net profit (loss) before income taxes	14.2	15.3	16.2	18.4	23.6
Provision for income taxes	3.3	3.6	2.3	3.3	1.3
Net profit (loss) after income taxes	10.9	11.7	14.0	15.1	22.3
Salaries and other staff benefits	45.1	43.8	44.0	42.9	41.4

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

Table 4-8
Private radio broadcasters, by selected census metropolitan areas, revenue and expense statement — Non-census metropolitan areas

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	251,938	267,656	281,761	298,376	323,452
National and network	58,240	67,113	72,386	81,879	89,951
Sales of air time, total	310,178	334,769	354,146	380,255	413,404
Production and other, total	7,972	9,594	9,862	9,306	8,964
Operating revenue, total	318,150	344,363	364,008	389,561	422,367
Expenses					
Program	83,525	88,881	94,798	99,170	108,593
Technical services	12,718	13,324	14,697	15,296	16,198
Sales and promotion	80,018	86,934	92,495	98,482	106,536
Administration and general	85,379	91,098	96,246	105,917	109,994
Depreciation	13,009	13,808	15,422	15,239	15,317
Operating expenses, total	274,647	294,046	313,657	334,104	356,638
Profit before interest and taxes	43,502	50,316	50,351	55,457	65,729
Interest expense	7,333	6,727	6,482	7,150	9,265
Expenses, total	281,980	300,773	320,138	341,255	365,903
Net operating income	36,170	43,589	43,870	48,306	56,465
Other adjustments-income (expense)	31	-1,377	4,619	1,739	2,838
Net profit (loss) before income taxes	36,201	42,212	48,489	50,046	59,303
Provision for income taxes	9,619	6,970	9,291	9,862	7,241
Net profit (loss) after income taxes	26,582	35,242	39,197	40,183	52,062
Salaries and other staff benefits	156,846	162,431	170,081	179,673	192,863
	numbers				
Number of employees (weekly average)	3,664	3,736	3,954	4,037	4,201
Number of stations	330	340	362	376	394
	percentage of revenues				
Revenues					
Sales of air time					
Local	79.2	77.7	77.4	76.6	76.6
National and network	18.3	19.5	19.9	21.0	21.3
Sales of air time, total	97.5	97.2	97.3	97.6	97.9
Production and other, total	2.5	2.8	2.7	2.4	2.1
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	26.3	25.8	26.0	25.5	25.7
Technical services	4.0	3.9	4.0	3.9	3.8
Sales and promotion	25.2	25.2	25.4	25.3	25.2
Administration and general	26.8	26.5	26.4	27.2	26.0
Depreciation	4.1	4.0	4.2	3.9	3.6
Operating expenses, total	86.3	85.4	86.2	85.8	84.4
Profit before interest and taxes	13.7	14.6	13.8	14.2	15.6
Interest expense	2.3	2.0	1.8	1.8	2.2
Expenses, total	88.6	87.3	87.9	87.6	86.6
Net operating income	11.4	12.7	12.1	12.4	13.4
Other adjustments-income (expense)	0.0	-0.4	1.3	0.4	0.7
Net profit (loss) before income taxes	11.4	12.3	13.3	12.8	14.0
Provision for income taxes	3.0	2.0	2.6	2.5	1.7
Net profit (loss) after income taxes	8.4	10.2	10.8	10.3	12.3
Salaries and other staff benefits	49.3	47.2	46.7	46.1	45.7

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

Table 5
Public and non-commercial radio broadcasters, revenue and expense statement, Canada

	2004	2005	2006	2007	2008
	thousands of dollars				
Revenues					
Sales of air time					
Local	11,822	13,882	15,119	15,591	16,204
National and network	1,763	1,992	2,473	2,523	3,020
Sales of air time, total	13,585	15,874	17,592	18,114	19,224
Government and corporate grants	310,042	307,972	349,829	338,264	319,067
Production and other, total	24,620	28,451	30,380	30,627	35,133
Operating revenue, total	348,247	352,297	397,802	387,005	373,423
Expenses					
Program	297,827	297,041	302,913	302,977	292,010
Technical services	28,753	30,828	31,420	33,637	31,342
Sales and promotion	10,420	11,932	11,589	9,159	9,682
Administration and general	77,490	80,912	84,247	82,855	80,680
Depreciation	28,440	32,782	30,891	23,407	26,888
Operating expenses, total	442,931	453,494	461,060	452,035	440,602
Profit before interest and taxes	-94,683	-101,198	-63,258	-65,030	-67,179
Interest expense	244	317	327	324	346
Expenses, total	443,174	453,811	461,387	452,359	440,948
Net operating income	-94,927	-101,514	-63,586	-65,354	-67,525
Other adjustments-income (expense)	95,165	102,153	68,366	67,273	71,248
Net profit (loss) before income taxes	239	639	4,780	1,919	3,723
Provision for income taxes	35	-4	235	22	13
Net profit (loss) after income taxes	204	643	4,545	1,897	3,710
Salaries and other staff benefits	203,308	226,197	212,360	222,562	196,607
	numbers				
Number of employees (weekly average)	3,446	3,674	3,548	3,649	3,183
Number of stations	168	184	189	198	204
	percentage of revenues				
Revenues					
Sales of air time					
Local	3.4	3.9	3.8	4.0	4.3
National and network	0.5	0.6	0.6	0.7	0.8
Sales of air time, total	3.9	4.5	4.4	4.7	5.1
Government and corporate grants	89.0	87.4	87.9	87.4	85.4
Production and other, total	7.1	8.1	7.6	7.9	9.4
Operating revenue, total	100.0	100.0	100.0	100.0	100.0
Expenses					
Program	85.5	84.3	76.1	78.3	78.2
Technical services	8.3	8.8	7.9	8.7	8.4
Sales and promotion	3.0	3.4	2.9	2.4	2.6
Administration and general	22.3	23.0	21.2	21.4	21.6
Depreciation	8.2	9.3	7.8	6.0	7.2
Operating expenses, total	127.2	128.7	115.9	116.8	118.0
Profit before interest and taxes	-27.2	-28.7	-15.9	-16.8	-18.0
Interest expense	0.1	0.1	0.1	0.1	0.1
Expenses, total	127.3	128.8	116.0	116.9	118.1
Net operating income	-27.3	-28.8	-16.0	-16.9	-18.1
Other adjustments-income (expense)	27.3	29.0	17.2	17.4	19.1
Net profit (loss) before income taxes	0.1	0.2	1.2	0.5	1.0
Provision for income taxes	0.0	0.0	0.1	0.0	0.0
Net profit (loss) after income taxes	0.1	0.2	1.1	0.5	1.0
Salaries and other staff benefits	58.4	64.2	53.4	57.5	52.6

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

Data quality

The statistics presented in this publication are for the Radio Broadcasting industry (51511) as defined in the 2007 North American Industrial Classification System (NAICS).

The annual survey on which this publication is based is sent to all organisations licensed by the Canadian Radio-television and Telecommunications Commission (CRTC) to operate conventional radio or television programming undertakings. The survey of conventional broadcasters is conducted jointly by Statistics Canada and the CRTC.

The data presented in this publication are of good quality and can therefore be used with confidence. This assessment is based on available data accuracy measures and the judgment of the analysts involved in this survey. These statistics are, however, subject to revision. Revisions are usually the result of late receipt of information, of re-filing by respondents of previously submitted data, or of detection of errors after publication of data. They typically do not have a material impact on the preliminary results. Past revisions generally accounted for less than 1% of the value for key variables such as total revenues, salaries and wages and number of employees. Users interested in learning more about the concepts, methodology and data quality of the broadcasting surveys can visit Statistics Canada's web site at www.statcan.gc.ca. Definitions, data sources and methods are available for most surveys. The survey title is **Radio and Television Broadcasting Survey** (ID 2724).