

Catalogue no. 56-208-X

# Radio Broadcasting Industry

2010



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# Radio Broadcasting Industry

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June 2011

Catalogue no. 56-208-X

ISSN 1913-0104

Frequency: Annual

Ottawa

Cette publication est également disponible en français.

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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<sup>s</sup> 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
- \* significantly different from reference category ( $p < 0.05$ )

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## Highlights

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- The operating revenues of the private radio broadcasting sector reached \$1.6 billion (current dollars) in 2010, up 3.2% from 2009. Of those revenues, 97.6% were from advertising. The year 2009 had been marked by the first year-over-year drop in revenues since 1993. Even with the gains recorded in 2010, revenues have yet to surpass the level registered in 2008, before the general economic downturn.
- The recovery experienced by private radio broadcasters was also seen in their profit margin before interest and taxes, which rose to 19.1% in 2010, compared to 17.9% in 2009.
- For a second consecutive year, Ontario radio broadcasters were the most profitable, with 22.9 cents of profit before interest and taxes per dollar of revenue. For the first time since 1976, the profit margin exceeded 10% in all regions of Canada.
- For a second consecutive year, Francophone radio stations recorded stronger growth in their operating revenues (+ 6.0%) than Anglophone stations (+ 2.6%) and ethnic stations (+4.5%) in 2010.

# Radio Broadcasting

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The statistics presented in this publication are for the fiscal year ending August 31 and cover the period from 2006 to 2010. 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 revenue<sup>1</sup> 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.

## Operating revenues up following a year of decline

The operating revenues of the private radio broadcasting sector reached \$1.6 billion (current dollars) in 2010, up 3.2% from 2009. Of those revenues, 97.6% were from advertising. The year 2009 had been marked by the first year-over-year drop in revenues since 1993. Even with the gains recorded in 2010, revenues have yet to surpass the level registered in 2008, before the general economic downturn.

The recovery experienced by private radio broadcasters was also seen in their profit margin before interest and taxes, which rose to 19.1% in 2010, compared to 17.9% in 2009. Private radio broadcasters have consistently reported a profit margin before interest and taxes in excess of 15% since the late 1990s.

## Ontario radio broadcasters the most profitable

Radio broadcasters' performance varied from one region to another in 2010. For a second consecutive year, Ontario radio broadcasters were the most profitable, with 22.9 cents of profit before interest and taxes per dollar of revenue. The region with the lowest profit margin was Saskatchewan, with 11 cents of profit before interest and taxes per dollar of revenue. However, the profit margin before interest and taxes has been rising in Saskatchewan for two years, as it has been in Quebec and Manitoba. For the first time since 1976, the profit margin exceeded 10% in all regions of Canada.

## Strongest growth of operating revenues in medium and small markets<sup>2</sup>

The profit margin before interest and taxes for stations in large markets reached 24.8% in 2010. The profit margin before interest and taxes for stations in medium markets and small markets were 15.5% and 13.7% respectively. In contrast, the growth of operating revenues was stronger in medium (+4.7%) and small markets (+4.5%) than in large markets (+1.5%).

## AM radio revenues and benefits up in a context of rationalization

Operating revenues rose 1.3% in 2010 for stations broadcasting on the AM band, while the number of stations declined by four during the year to reach 147 stations. AM stations registered their best return in the past 20 years with a 10% profit margin before interest and taxes. FM stations also increased their operating revenues (3.7%) in 2010, while the number of stations rose and totalled up to 528 stations. The profit margin before interest and taxes of FM stations rose from 20.7% in 2009 to 21.4% in 2010. However, this margin is lower than the one recorded in 2008 (24.5%).

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

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.



### **Sustained growth of Francophone radio**

For a second consecutive year, Francophone radio stations recorded stronger growth in their operating revenues (+ 6.0%) than Anglophone stations (+ 2.6%) and ethnic stations (+4.5%) in 2010.

## Related products

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### Selected publications from Statistics Canada

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

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### Selected CANSIM tables from Statistics Canada

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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)

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### Selected surveys from Statistics Canada

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

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

# Statistical tables

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

	2006	2007	2008	2009 <sup>1</sup>	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	1,053,528	1,108,332	1,167,447	1,113,428	1,128,383
National and network	354,028	382,995	411,883	379,899	413,415
Sales of air time, total	1,407,556	1,491,327	1,579,330	1,493,327	1,541,798
Government and corporate grants	350,145	338,335	319,876	368,867	319,184
Production and other, total	60,949	68,651	70,384	137,077	129,891
<b>Operating revenue, total</b>	<b>1,818,651</b>	<b>1,898,314</b>	<b>1,969,590</b>	<b>1,999,271</b>	<b>1,990,873</b>
<b>Expenses</b>					
Program	698,160	715,493	731,073	700,098	714,068
Technical services	74,873	79,473	81,742	97,846	98,432
Sales and promotion	364,122	383,605	398,901	401,455	410,028
Administration and general	382,777	417,818	416,679	433,111	397,004
Depreciation	78,572	67,043	70,945	86,845	82,928
<b>Operating expenses, total</b>	<b>1,598,504</b>	<b>1,663,433</b>	<b>1,699,339</b>	<b>1,719,356</b>	<b>1,702,460</b>
<b>Profit before interest and taxes</b>	<b>220,147</b>	<b>234,881</b>	<b>270,252</b>	<b>279,915</b>	<b>288,413</b>
Interest expense	28,832	35,456	22,896	23,146	21,078
<b>Expenses, total</b>	<b>1,627,336</b>	<b>1,698,889</b>	<b>1,722,234</b>	<b>1,742,502</b>	<b>1,723,538</b>
Net operating income	191,315	199,425	247,356	256,769	267,336
Other adjustments-income (expense)	110,253	108,329	147,480	65,355	-275,058
Net profit (loss) before income taxes	301,568	307,753	394,836	322,124	-7,723
Provision for income taxes	49,795	62,429	38,772	14,304	32,445
Net profit (loss) after income taxes	251,772	245,324	356,064	307,820	-40,167
Salaries and other staff benefits	791,146	835,101	835,216	923,547	901,929
	numbers				
Number of employees (weekly average)	13,464	13,874	13,670	F	13,753
Number of stations	796	830	854	884	911
	2006	2007	2008	2009 <sup>1</sup>	2010
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	57.9	58.4	59.3	55.7	56.7
National and network	19.5	20.2	20.9	19.0	20.8
Sales of air time, total	77.4	78.6	80.2	74.7	77.4
Government and corporate grants	19.3	17.8	16.2	18.5	16.0
Production and other, total	3.4	3.6	3.6	6.9	6.5
<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	38.4	37.7	37.1	35.0	35.9
Technical services	4.1	4.2	4.2	4.9	4.9
Sales and promotion	20.0	20.2	20.3	20.1	20.6
Administration and general	21.0	22.0	21.2	21.7	19.9
Depreciation	4.3	3.5	3.6	4.3	4.2
<b>Operating expenses, total</b>	<b>87.9</b>	<b>87.6</b>	<b>86.3</b>	<b>86.0</b>	<b>85.5</b>
<b>Profit before interest and taxes</b>	<b>12.1</b>	<b>12.4</b>	<b>13.7</b>	<b>14.0</b>	<b>14.5</b>
Interest expense	1.6	1.9	1.2	1.2	1.1
<b>Expenses, total</b>	<b>89.5</b>	<b>89.5</b>	<b>87.4</b>	<b>87.2</b>	<b>86.6</b>
Net operating income	10.5	10.5	12.6	12.8	13.4
Other adjustments-income (expense)	6.1	5.7	7.5	3.3	-13.8
Net profit (loss) before income taxes	16.6	16.2	20.0	16.1	-0.4
Provision for income taxes	2.7	3.3	2.0	0.7	1.6
Net profit (loss) after income taxes	13.8	12.9	18.1	15.4	-2.0
Salaries and other staff benefits	43.5	44.0	42.4	46.2	45.3

1. The 2009 data is not comparable to previous years data. As a result of re-organizations and changes in accounting practices, some respondents have modified the way they are declaring their results.

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

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

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	1,038,268	1,092,728	1,151,226	1,096,948	1,112,242
National and network	351,555	380,457	408,808	376,552	409,774
Sales of air time, total	1,389,823	1,473,185	1,560,034	1,473,500	1,522,016
Production and other, total	30,539	38,022	34,988	38,142	37,987
<b>Operating revenue, total</b>	<b>1,420,362</b>	<b>1,511,208</b>	<b>1,595,022</b>	<b>1,511,642</b>	<b>1,560,003</b>
<b>Expenses</b>					
Program	394,633	412,515	439,288	445,604	463,476
Technical services	43,342	45,829	50,431	51,759	53,772
Sales and promotion	352,529	374,441	389,079	375,500	384,291
Administration and general	298,322	334,875	335,544	321,736	315,138
Depreciation	47,681	43,636	44,015	45,782	44,951
<b>Operating expenses, total</b>	<b>1,136,508</b>	<b>1,211,296</b>	<b>1,258,357</b>	<b>1,240,381</b>	<b>1,261,627</b>
<b>Profit before interest and taxes</b>	<b>283,854</b>	<b>299,912</b>	<b>336,665</b>	<b>271,261</b>	<b>298,376</b>
Interest expense	28,505	35,132	22,534	15,212	12,832
<b>Expenses, total</b>	<b>1,165,013</b>	<b>1,246,428</b>	<b>1,280,891</b>	<b>1,255,593</b>	<b>1,274,460</b>
Net operating income	255,349	264,780	314,131	256,049	285,543
Other adjustments-income (expense)	41,887	41,055	76,298	63,428	-280,138
Net profit (loss) before income taxes	297,236	305,835	390,429	319,477	5,406
Provision for income taxes	49,560	62,407	38,759	14,295	32,480
Net profit (loss) after income taxes	247,676	243,427	351,670	305,182	-27,075
Salaries and other staff benefits	578,786	612,452	638,208	633,648	644,277
	numbers				
Number of employees (weekly average)	9,923	10,231	10,472	10,301	10,177
Number of stations	606	632	650	663	675
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	73.1	72.3	72.2	72.6	71.3
National and network	24.8	25.2	25.6	24.9	26.3
Sales of air time, total	97.8	97.5	97.8	97.5	97.6
Production and other, total	2.2	2.5	2.2	2.5	2.4
<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	27.8	27.3	27.5	29.5	29.7
Technical services	3.1	3.0	3.2	3.4	3.4
Sales and promotion	24.8	24.8	24.4	24.8	24.6
Administration and general	21.0	22.2	21.0	21.3	20.2
Depreciation	3.4	2.9	2.8	3.0	2.9
<b>Operating expenses, total</b>	<b>80.0</b>	<b>80.2</b>	<b>78.9</b>	<b>82.1</b>	<b>80.9</b>
<b>Profit before interest and taxes</b>	<b>20.0</b>	<b>19.8</b>	<b>21.1</b>	<b>17.9</b>	<b>19.1</b>
Interest expense	2.0	2.3	1.4	1.0	0.8
<b>Expenses, total</b>	<b>82.0</b>	<b>82.5</b>	<b>80.3</b>	<b>83.1</b>	<b>81.7</b>
Net operating income	18.0	17.5	19.7	16.9	18.3
Other adjustments-income (expense)	2.9	2.7	4.8	4.2	-18.0
Net profit (loss) before income taxes	20.9	20.2	24.5	21.1	0.3
Provision for income taxes	3.5	4.1	2.4	0.9	2.1
Net profit (loss) after income taxes	17.4	16.1	22.0	20.2	-1.7
Salaries and other staff benefits	40.7	40.5	40.0	41.9	41.3

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

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

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	67,381	73,036	76,479	76,113	80,149
National and network	20,189	21,904	21,700	20,112	22,301
Sales of air time, total	87,570	94,939	98,179	96,225	102,450
Production and other, total	474	446	342	417	670
<b>Operating revenue, total</b>	<b>88,044</b>	<b>95,385</b>	<b>98,522</b>	<b>96,642</b>	<b>103,119</b>
<b>Expenses</b>					
Program	23,540	24,546	25,351	25,945	27,818
Technical services	4,243	4,233	4,114	4,028	4,148
Sales and promotion	18,437	22,089	22,578	22,332	23,618
Administration and general	20,966	23,567	24,564	27,464	27,449
Depreciation	3,406	3,512	3,447	3,135	3,443
<b>Operating expenses, total</b>	<b>70,592</b>	<b>77,948</b>	<b>80,055</b>	<b>82,903</b>	<b>86,476</b>
<b>Profit before interest and taxes</b>	<b>17,452</b>	<b>17,437</b>	<b>18,467</b>	<b>13,739</b>	<b>16,644</b>
Interest expense	1,495	1,330	3,581	1,785	1,534
<b>Expenses, total</b>	<b>72,087</b>	<b>79,278</b>	<b>83,636</b>	<b>84,689</b>	<b>88,010</b>
Net operating income	15,957	16,107	14,886	11,953	15,110
Other adjustments-income (expense)	2,122	154	-149	-710	-23,208
Net profit (loss) before income taxes	18,079	16,261	14,737	11,243	-8,098
Provision for income taxes	5,861	5,484	4,287	1,739	1,743
Net profit (loss) after income taxes	12,218	10,777	10,450	9,504	-9,841
Salaries and other staff benefits	35,537	40,629	41,823	43,342	44,190
numbers					
Number of employees (weekly average)	815	895	955	905	940
Number of stations	76	78	81	80	82
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	76.5	76.6	77.6	78.8	77.7
National and network	22.9	23.0	22.0	20.8	21.6
Sales of air time, total	99.5	99.5	99.7	99.6	99.4
Production and other, total	0.5	0.5	0.3	0.4	0.6
<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	26.7	25.7	25.7	26.8	27.0
Technical services	4.8	4.4	4.2	4.2	4.0
Sales and promotion	20.9	23.2	22.9	23.1	22.9
Administration and general	23.8	24.7	24.9	28.4	26.6
Depreciation	3.9	3.7	3.5	3.2	3.3
<b>Operating expenses, total</b>	<b>80.2</b>	<b>81.7</b>	<b>81.3</b>	<b>85.8</b>	<b>83.9</b>
<b>Profit before interest and taxes</b>	<b>19.8</b>	<b>18.3</b>	<b>18.7</b>	<b>14.2</b>	<b>16.1</b>
Interest expense	1.7	1.4	3.6	1.8	1.5
<b>Expenses, total</b>	<b>81.9</b>	<b>83.1</b>	<b>84.9</b>	<b>87.6</b>	<b>85.3</b>
Net operating income	18.1	16.9	15.1	12.4	14.7
Other adjustments-income (expense)	2.4	0.2	-0.2	-0.7	-22.5
Net profit (loss) before income taxes	20.5	17.0	15.0	11.6	-7.9
Provision for income taxes	6.7	5.7	4.4	1.8	1.7
Net profit (loss) after income taxes	13.9	11.3	10.6	9.8	-9.5
Salaries and other staff benefits	40.4	42.6	42.5	44.8	42.9

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

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

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	171,415	174,066	176,138	169,791	174,821
National and network	87,202	90,038	96,504	104,187	112,583
Sales of air time, total	258,617	264,103	272,642	273,978	287,404
Production and other, total	7,116	8,396	8,704	10,497	12,868
<b>Operating revenue, total</b>	<b>265,733</b>	<b>272,499</b>	<b>281,346</b>	<b>284,475</b>	<b>300,272</b>
<b>Expenses</b>					
Program	83,012	84,691	90,348	92,616	98,636
Technical services	8,562	8,793	10,018	10,093	10,581
Sales and promotion	63,859	65,981	65,968	69,402	70,828
Administration and general	60,538	61,879	61,769	57,753	55,902
Depreciation	12,665	9,498	10,423	9,312	8,805
<b>Operating expenses, total</b>	<b>228,637</b>	<b>230,843</b>	<b>238,526</b>	<b>239,176</b>	<b>244,752</b>
<b>Profit before interest and taxes</b>	<b>37,096</b>	<b>41,657</b>	<b>42,820</b>	<b>45,299</b>	<b>55,520</b>
Interest expense	10,014	15,965	1,435	2,942	3,586
<b>Expenses, total</b>	<b>238,651</b>	<b>246,808</b>	<b>239,962</b>	<b>242,118</b>	<b>248,337</b>
Net operating income	27,082	25,691	41,385	42,357	51,935
Other adjustments-income (expense)	2,364	13,037	32,318	50,138	43,767
Net profit (loss) before income taxes	29,446	38,728	73,703	92,495	95,702
Provision for income taxes	8,714	11,739	8,402	14,249	17,580
Net profit (loss) after income taxes	20,732	26,989	65,301	78,246	78,121
Salaries and other staff benefits	113,977	118,868	117,830	117,804	132,873
	numbers				
Number of employees (weekly average)	1,897	1,868	1,932	1,870	1,842
Number of stations	102	106	105	105	107
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	64.5	63.9	62.6	59.7	58.2
National and network	32.8	33.0	34.3	36.6	37.5
Sales of air time, total	97.3	96.9	96.9	96.3	95.7
Production and other, total	2.7	3.1	3.1	3.7	4.3
<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	31.2	31.1	32.1	32.6	32.8
Technical services	3.2	3.2	3.6	3.5	3.5
Sales and promotion	24.0	24.2	23.4	24.4	23.6
Administration and general	22.8	22.7	22.0	20.3	18.6
Depreciation	4.8	3.5	3.7	3.3	2.9
<b>Operating expenses, total</b>	<b>86.0</b>	<b>84.7</b>	<b>84.8</b>	<b>84.1</b>	<b>81.5</b>
<b>Profit before interest and taxes</b>	<b>14.0</b>	<b>15.3</b>	<b>15.2</b>	<b>15.9</b>	<b>18.5</b>
Interest expense	3.8	5.9	0.5	1.0	1.2
<b>Expenses, total</b>	<b>89.8</b>	<b>90.6</b>	<b>85.3</b>	<b>85.1</b>	<b>82.7</b>
Net operating income	10.2	9.4	14.7	14.9	17.3
Other adjustments-income (expense)	0.9	4.8	11.5	17.6	14.6
Net profit (loss) before income taxes	11.1	14.2	26.2	32.5	31.9
Provision for income taxes	3.3	4.3	3.0	5.0	5.9
Net profit (loss) after income taxes	7.8	9.9	23.2	27.5	26.0
Salaries and other staff benefits	42.9	43.6	41.9	41.4	44.3

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

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

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	402,421	411,813	421,396	397,911	407,666
National and network	119,820	134,670	150,188	119,077	131,137
Sales of air time, total	522,241	546,482	571,585	516,988	538,802
Production and other, total	9,400	14,355	13,819	14,234	11,926
<b>Operating revenue, total</b>	<b>531,641</b>	<b>560,838</b>	<b>585,403</b>	<b>531,222</b>	<b>550,729</b>
<b>Expenses</b>					
Program	141,873	149,059	154,940	150,450	152,435
Technical services	15,756	16,785	17,920	18,014	19,504
Sales and promotion	132,441	138,491	140,153	127,869	132,509
Administration and general	99,156	119,081	117,046	104,909	105,774
Depreciation	15,168	13,999	14,078	14,749	14,286
<b>Operating expenses, total</b>	<b>404,395</b>	<b>437,415</b>	<b>444,135</b>	<b>415,991</b>	<b>424,507</b>
<b>Profit before interest and taxes</b>	<b>127,246</b>	<b>123,423</b>	<b>141,268</b>	<b>115,230</b>	<b>126,221</b>
Interest expense	7,876	7,081	6,119	3,807	2,086
<b>Expenses, total</b>	<b>412,270</b>	<b>444,496</b>	<b>450,254</b>	<b>419,799</b>	<b>426,594</b>
Net operating income	119,371	116,342	135,149	111,423	124,135
Other adjustments-income (expense)	16,958	11,767	29,730	7,598	-138,990
Net profit (loss) before income taxes	136,329	128,109	164,879	119,021	-14,855
Provision for income taxes	22,670	25,038	15,683	-777	5,759
Net profit (loss) after income taxes	113,659	103,071	149,196	119,797	-20,614
Salaries and other staff benefits	207,684	217,300	224,770	212,328	213,899
numbers					
Number of employees (weekly average)	3,338	3,431	3,454	3,352	3,306
Number of stations	184	192	196	200	203
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	75.7	73.4	72.0	74.9	74.0
National and network	22.5	24.0	25.7	22.4	23.8
Sales of air time, total	98.2	97.4	97.6	97.3	97.8
Production and other, total	1.8	2.6	2.4	2.7	2.2
<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	26.7	26.6	26.5	28.3	27.7
Technical services	3.0	3.0	3.1	3.4	3.5
Sales and promotion	24.9	24.7	23.9	24.1	24.1
Administration and general	18.7	21.2	20.0	19.7	19.2
Depreciation	2.9	2.5	2.4	2.8	2.6
<b>Operating expenses, total</b>	<b>76.1</b>	<b>78.0</b>	<b>75.9</b>	<b>78.3</b>	<b>77.1</b>
<b>Profit before interest and taxes</b>	<b>23.9</b>	<b>22.0</b>	<b>24.1</b>	<b>21.7</b>	<b>22.9</b>
Interest expense	1.5	1.3	1.0	0.7	0.4
<b>Expenses, total</b>	<b>77.5</b>	<b>79.3</b>	<b>76.9</b>	<b>79.0</b>	<b>77.5</b>
Net operating income	22.5	20.7	23.1	21.0	22.5
Other adjustments-income (expense)	3.2	2.1	5.1	1.4	-25.2
Net profit (loss) before income taxes	25.6	22.8	28.2	22.4	-2.7
Provision for income taxes	4.3	4.5	2.7	-0.1	1.0
Net profit (loss) after income taxes	21.4	18.4	25.5	22.6	-3.7
Salaries and other staff benefits	39.1	38.7	38.4	40.0	38.8

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



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

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	41,305	42,128	43,458	43,485	45,596
National and network	11,702	12,313	13,074	12,247	12,481
Sales of air time, total	53,008	54,441	56,531	55,732	58,078
Production and other, total	531	1,209	1,195	1,175	1,525
<b>Operating revenue, total</b>	<b>53,539</b>	<b>55,650</b>	<b>57,726</b>	<b>56,907</b>	<b>59,603</b>
<b>Expenses</b>					
Program	15,653	16,422	16,124	16,071	16,295
Technical services	1,368	1,414	1,526	1,527	1,508
Sales and promotion	14,781	15,610	15,425	14,816	14,356
Administration and general	13,312	14,831	14,011	13,462	14,727
Depreciation	2,199	2,011	1,447	1,916	1,707
<b>Operating expenses, total</b>	<b>47,313</b>	<b>50,288</b>	<b>48,532</b>	<b>47,792</b>	<b>48,594</b>
<b>Profit before interest and taxes</b>	<b>6,226</b>	<b>5,362</b>	<b>9,194</b>	<b>9,115</b>	<b>11,009</b>
Interest expense	605	730	937	236	215
<b>Expenses, total</b>	<b>47,918</b>	<b>51,018</b>	<b>49,469</b>	<b>48,029</b>	<b>48,809</b>
Net operating income	5,621	4,632	8,257	8,878	10,794
Other adjustments-income (expense)	4,445	3,310	3,514	-6,724	-21,216
Net profit (loss) before income taxes	10,066	7,942	11,771	2,155	-10,423
Provision for income taxes	1,935	1,888	938	-89	564
Net profit (loss) after income taxes	8,130	6,054	10,833	2,244	-10,987
Salaries and other staff benefits	25,177	26,072	25,419	24,398	24,522
	numbers				
Number of employees (weekly average)	490	465	443	434	451
Number of stations	31	31	31	31	33
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	77.1	75.7	75.3	76.4	76.5
National and network	21.9	22.1	22.6	21.5	20.9
Sales of air time, total	99.0	97.8	97.9	97.9	97.4
Production and other, total	1.0	2.2	2.1	2.1	2.6
<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	29.2	29.5	27.9	28.2	27.3
Technical services	2.6	2.5	2.6	2.7	2.5
Sales and promotion	27.6	28.1	26.7	26.0	24.1
Administration and general	24.9	26.7	24.3	23.7	24.7
Depreciation	4.1	3.6	2.5	3.4	2.9
<b>Operating expenses, total</b>	<b>88.4</b>	<b>90.4</b>	<b>84.1</b>	<b>84.0</b>	<b>81.5</b>
<b>Profit before interest and taxes</b>	<b>11.6</b>	<b>9.6</b>	<b>15.9</b>	<b>16.0</b>	<b>18.5</b>
Interest expense	1.1	1.3	1.6	0.4	0.4
<b>Expenses, total</b>	<b>89.5</b>	<b>91.7</b>	<b>85.7</b>	<b>84.4</b>	<b>81.9</b>
Net operating income	10.5	8.3	14.3	15.6	18.1
Other adjustments-income (expense)	8.3	5.9	6.1	-11.8	-35.6
Net profit (loss) before income taxes	18.8	14.3	20.4	3.8	-17.5
Provision for income taxes	3.6	3.4	1.6	-0.2	0.9
Net profit (loss) after income taxes	15.2	10.9	18.8	3.9	-18.4
Salaries and other staff benefits	47.0	46.8	44.0	42.9	41.1

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

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

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	50,522	54,058	58,349	63,775	68,260
National and network	12,763	12,597	14,699	14,280	15,749
Sales of air time, total	63,284	66,655	73,048	78,054	84,009
Production and other, total	1,220	1,134	1,416	1,401	1,425
<b>Operating revenue, total</b>	<b>64,504</b>	<b>67,789</b>	<b>74,464</b>	<b>79,456</b>	<b>85,434</b>
<b>Expenses</b>					
Program	20,104	20,176	23,402	24,924	27,705
Technical services	1,846	1,882	2,134	2,447	2,576
Sales and promotion	19,899	20,730	21,962	23,859	25,004
Administration and general	15,434	15,417	17,571	17,770	17,433
Depreciation	3,189	2,916	3,532	3,135	3,280
<b>Operating expenses, total</b>	<b>60,471</b>	<b>61,121</b>	<b>68,601</b>	<b>72,135</b>	<b>75,999</b>
<b>Profit before interest and taxes</b>	<b>4,033</b>	<b>6,668</b>	<b>5,863</b>	<b>7,320</b>	<b>9,435</b>
Interest expense	911	974	951	549	173
<b>Expenses, total</b>	<b>61,382</b>	<b>62,095</b>	<b>69,553</b>	<b>72,684</b>	<b>76,173</b>
Net operating income	3,122	5,694	4,912	6,772	9,262
Other adjustments-income (expense)	-546	-1,086	-183	-279	-3,785
Net profit (loss) before income taxes	2,576	4,608	4,729	6,492	5,477
Provision for income taxes	-101	873	201	539	23
Net profit (loss) after income taxes	2,677	3,735	4,528	5,953	5,454
Salaries and other staff benefits	30,832	31,933	35,403	36,360	35,920
	numbers				
Number of employees (weekly average)	562	575	609	627	617
Number of stations	38	40	43	44	44
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	78.3	79.7	78.4	80.3	79.9
National and network	19.8	18.6	19.7	18.0	18.4
Sales of air time, total	98.1	98.3	98.1	98.2	98.3
Production and other, total	1.9	1.7	1.9	1.8	1.7
<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	31.2	29.8	31.4	31.4	32.4
Technical services	2.9	2.8	2.9	3.1	3.0
Sales and promotion	30.8	30.6	29.5	30.0	29.3
Administration and general	23.9	22.7	23.6	22.4	20.4
Depreciation	4.9	4.3	4.7	3.9	3.8
<b>Operating expenses, total</b>	<b>93.7</b>	<b>90.2</b>	<b>92.1</b>	<b>90.8</b>	<b>89.0</b>
<b>Profit before interest and taxes</b>	<b>6.3</b>	<b>9.8</b>	<b>7.9</b>	<b>9.2</b>	<b>11.0</b>
Interest expense	1.4	1.4	1.3	0.7	0.2
<b>Expenses, total</b>	<b>95.2</b>	<b>91.6</b>	<b>93.4</b>	<b>91.5</b>	<b>89.2</b>
Net operating income	4.8	8.4	6.6	8.5	10.8
Other adjustments-income (expense)	-0.8	-1.6	-0.2	-0.4	-4.4
Net profit (loss) before income taxes	4.0	6.8	6.4	8.2	6.4
Provision for income taxes	-0.2	1.3	0.3	0.7	0.0
Net profit (loss) after income taxes	4.2	5.5	6.1	7.5	6.4
Salaries and other staff benefits	47.8	47.1	47.5	45.8	42.0

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

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

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	159,543	183,159	208,509	192,647	184,420
National and network	50,379	55,307	58,616	57,230	63,117
Sales of air time, total	209,922	238,466	267,124	249,877	247,537
Production and other, total	6,307	4,675	4,028	4,273	4,357
<b>Operating revenue, total</b>	<b>216,229</b>	<b>243,141</b>	<b>271,152</b>	<b>254,150</b>	<b>251,894</b>
<b>Expenses</b>					
Program	51,971	57,835	67,262	70,825	75,344
Technical services	6,058	6,650	7,722	7,921	7,857
Sales and promotion	52,990	57,047	66,682	62,780	63,419
Administration and general	44,423	50,916	53,147	54,921	49,936
Depreciation	6,111	6,555	7,291	8,132	8,458
<b>Operating expenses, total</b>	<b>161,552</b>	<b>179,003</b>	<b>202,104</b>	<b>204,580</b>	<b>205,013</b>
<b>Profit before interest and taxes</b>	<b>54,678</b>	<b>64,138</b>	<b>69,048</b>	<b>49,570</b>	<b>46,881</b>
Interest expense	4,103	5,395	4,980	3,244	2,894
<b>Expenses, total</b>	<b>165,655</b>	<b>184,398</b>	<b>207,085</b>	<b>207,824</b>	<b>207,908</b>
Net operating income	50,574	58,743	64,068	46,326	43,987
Other adjustments-income (expense)	9,741	7,285	5,717	8,404	-75,255
Net profit (loss) before income taxes	60,316	66,028	69,785	54,730	-31,269
Provision for income taxes	7,498	10,937	7,887	303	3,773
Net profit (loss) after income taxes	52,817	55,091	61,897	54,427	-35,042
Salaries and other staff benefits	81,700	89,459	103,138	105,999	102,572
	numbers				
Number of employees (weekly average)	1,292	1,442	1,592	1,562	1,534
Number of stations	77	85	94	97	100
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	73.8	75.3	76.9	75.8	73.2
National and network	23.3	22.7	21.6	22.5	25.1
Sales of air time, total	97.1	98.1	98.5	98.3	98.3
Production and other, total	2.9	1.9	1.5	1.7	1.7
<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	24.0	23.8	24.8	27.9	29.9
Technical services	2.8	2.7	2.8	3.1	3.1
Sales and promotion	24.5	23.5	24.6	24.7	25.2
Administration and general	20.5	20.9	19.6	21.6	19.8
Depreciation	2.8	2.7	2.7	3.2	3.4
<b>Operating expenses, total</b>	<b>74.7</b>	<b>73.6</b>	<b>74.5</b>	<b>80.5</b>	<b>81.4</b>
<b>Profit before interest and taxes</b>	<b>25.3</b>	<b>26.4</b>	<b>25.5</b>	<b>19.5</b>	<b>18.6</b>
Interest expense	1.9	2.2	1.8	1.3	1.1
<b>Expenses, total</b>	<b>76.6</b>	<b>75.8</b>	<b>76.4</b>	<b>81.8</b>	<b>82.5</b>
Net operating income	23.4	24.2	23.6	18.2	17.5
Other adjustments-income (expense)	4.5	3.0	2.1	3.3	-29.9
Net profit (loss) before income taxes	27.9	27.2	25.7	21.5	-12.4
Provision for income taxes	3.5	4.5	2.9	0.1	1.5
Net profit (loss) after income taxes	24.4	22.7	22.8	21.4	-13.9
Salaries and other staff benefits	37.8	36.8	38.0	41.7	40.7

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	145,681	154,469	166,897	153,226	151,329
National and network	49,500	53,629	54,027	49,420	52,406
Sales of air time, total	195,181	208,098	220,925	202,646	203,736
Production and other, total	5,491	7,808	5,483	6,145	5,216
<b>Operating revenue, total</b>	<b>200,671</b>	<b>215,906</b>	<b>226,408</b>	<b>208,791</b>	<b>208,952</b>
<b>Expenses</b>					
Program	58,479	59,786	61,861	64,772	65,242
Technical services	5,510	6,072	6,997	7,727	7,598
Sales and promotion	50,122	54,493	56,310	54,442	54,556
Administration and general	44,493	49,183	47,436	45,457	43,918
Depreciation	4,944	5,144	3,797	5,403	4,972
<b>Operating expenses, total</b>	<b>163,548</b>	<b>174,678</b>	<b>176,402</b>	<b>177,802</b>	<b>176,286</b>
<b>Profit before interest and taxes</b>	<b>37,123</b>	<b>41,228</b>	<b>50,006</b>	<b>30,989</b>	<b>32,666</b>
Interest expense	3,501	3,657	4,531	2,648	2,344
<b>Expenses, total</b>	<b>167,049</b>	<b>178,335</b>	<b>180,933</b>	<b>180,450</b>	<b>178,630</b>
Net operating income	33,622	37,570	45,475	28,340	30,322
Other adjustments-income (expense)	6,803	6,588	5,350	5,002	-61,450
Net profit (loss) before income taxes	40,425	44,159	50,825	33,342	-31,128
Provision for income taxes	2,982	6,447	1,361	-1,669	3,038
Net profit (loss) after income taxes	37,443	37,712	49,464	35,011	-34,166
Salaries and other staff benefits	83,879	88,191	89,825	93,417	90,300
	numbers				
Number of employees (weekly average)	1,529	1,554	1,486	1,550	1,488
Number of stations	98	100	100	106	106
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	72.6	71.5	73.7	73.4	72.4
National and network	24.7	24.8	23.9	23.7	25.1
Sales of air time, total	97.3	96.4	97.6	97.1	97.5
Production and other, total	2.7	3.6	2.4	2.9	2.5
<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	29.1	27.7	27.3	31.0	31.2
Technical services	2.7	2.8	3.1	3.7	3.6
Sales and promotion	25.0	25.2	24.9	26.1	26.1
Administration and general	22.2	22.8	21.0	21.8	21.0
Depreciation	2.5	2.4	1.7	2.6	2.4
<b>Operating expenses, total</b>	<b>81.5</b>	<b>80.9</b>	<b>77.9</b>	<b>85.2</b>	<b>84.4</b>
<b>Profit before interest and taxes</b>	<b>18.5</b>	<b>19.1</b>	<b>22.1</b>	<b>14.8</b>	<b>15.6</b>
Interest expense	1.7	1.7	2.0	1.3	1.1
<b>Expenses, total</b>	<b>83.2</b>	<b>82.6</b>	<b>79.9</b>	<b>86.4</b>	<b>85.5</b>
Net operating income	16.8	17.4	20.1	13.6	14.5
Other adjustments-income (expense)	3.4	3.1	2.4	2.4	-29.4
Net profit (loss) before income taxes	20.1	20.5	22.4	16.0	-14.9
Provision for income taxes	1.5	3.0	0.6	-0.8	1.5
Net profit (loss) after income taxes	18.7	17.5	21.8	16.8	-16.4
Salaries and other staff benefits	41.8	40.8	39.7	44.7	43.2

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

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

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	259,734	268,033	265,541	244,038	243,561
National and network	53,997	52,238	54,368	51,327	54,370
Sales of air time, total	313,731	320,271	319,908	295,365	297,930
Production and other, total	5,704	11,042	9,077	9,992	11,247
<b>Operating revenue, total</b>	<b>319,435</b>	<b>331,313</b>	<b>328,985</b>	<b>305,356</b>	<b>309,177</b>
<b>Expenses</b>					
Program	116,563	120,815	116,682	114,557	112,415
Technical services	14,140	13,575	14,148	13,331	13,545
Sales and promotion	81,603	83,716	82,220	74,231	74,137
Administration and general	79,606	87,147	80,331	73,156	70,218
Depreciation	9,934	9,773	8,989	8,898	8,026
<b>Operating expenses, total</b>	<b>301,846</b>	<b>315,027</b>	<b>302,370</b>	<b>284,173</b>	<b>278,342</b>
<b>Profit before interest and taxes</b>	<b>17,588</b>	<b>16,287</b>	<b>26,616</b>	<b>21,184</b>	<b>30,835</b>
Interest expense	7,035	6,597	5,424	3,951	2,962
<b>Expenses, total</b>	<b>308,881</b>	<b>321,623</b>	<b>307,794</b>	<b>288,124</b>	<b>281,304</b>
Net operating income	10,554	9,690	21,192	17,233	27,872
Other adjustments-income (expense)	10,474	13,352	17,754	6,752	-31,781
Net profit (loss) before income taxes	21,027	23,042	38,945	23,985	-3,909
Provision for income taxes	-2,274	793	6,236	-1,218	1,805
Net profit (loss) after income taxes	23,301	22,249	32,709	25,202	-5,713
Salaries and other staff benefits	165,425	168,208	163,092	154,701	146,255
numbers					
Number of employees (weekly average)	3,021	2,986	2,774	2,700	2,593
Number of stations	178	174	158	151	147
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	81.3	80.9	80.7	79.9	78.8
National and network	16.9	15.8	16.5	16.8	17.6
Sales of air time, total	98.2	96.7	97.2	96.7	96.4
Production and other, total	1.8	3.3	2.8	3.3	3.6
<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	36.5	36.5	35.5	37.5	36.4
Technical services	4.4	4.1	4.3	4.4	4.4
Sales and promotion	25.5	25.3	25.0	24.3	24.0
Administration and general	24.9	26.3	24.4	24.0	22.7
Depreciation	3.1	2.9	2.7	2.9	2.6
<b>Operating expenses, total</b>	<b>94.5</b>	<b>95.1</b>	<b>91.9</b>	<b>93.1</b>	<b>90.0</b>
<b>Profit before interest and taxes</b>	<b>5.5</b>	<b>4.9</b>	<b>8.1</b>	<b>6.9</b>	<b>10.0</b>
Interest expense	2.2	2.0	1.6	1.3	1.0
<b>Expenses, total</b>	<b>96.7</b>	<b>97.1</b>	<b>93.6</b>	<b>94.4</b>	<b>91.0</b>
Net operating income	3.3	2.9	6.4	5.6	9.0
Other adjustments-income (expense)	3.3	4.0	5.4	2.2	-10.3
Net profit (loss) before income taxes	6.6	7.0	11.8	7.9	-1.3
Provision for income taxes	-0.7	0.2	1.9	-0.4	0.6
Net profit (loss) after income taxes	7.3	6.7	9.9	8.3	-1.8
Salaries and other staff benefits	51.8	50.8	49.6	50.7	47.3

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

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

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	778,534	824,696	885,686	852,910	868,681
National and network	297,558	328,218	354,440	325,225	355,405
Sales of air time, total	1,076,092	1,152,914	1,240,126	1,178,135	1,224,086
Production and other, total	24,835	26,980	25,911	28,150	26,741
<b>Operating revenue, total</b>	<b>1,100,927</b>	<b>1,179,894</b>	<b>1,266,037</b>	<b>1,206,286</b>	<b>1,250,826</b>
<b>Expenses</b>					
Program	278,070	291,700	322,606	331,047	351,060
Technical services	29,202	32,255	36,283	38,428	40,226
Sales and promotion	270,926	290,725	306,858	301,270	310,154
Administration and general	218,716	247,727	255,212	248,579	244,920
Depreciation	37,747	33,863	35,027	36,884	36,924
<b>Operating expenses, total</b>	<b>834,662</b>	<b>896,269</b>	<b>955,987</b>	<b>956,208</b>	<b>983,285</b>
<b>Profit before interest and taxes</b>	<b>266,265</b>	<b>283,625</b>	<b>310,050</b>	<b>250,078</b>	<b>267,541</b>
Interest expense	21,470	28,535	17,110	11,261	9,870
<b>Expenses, total</b>	<b>856,132</b>	<b>924,805</b>	<b>973,097</b>	<b>967,469</b>	<b>993,155</b>
Net operating income	244,795	255,090	292,939	238,817	257,671
Other adjustments-income (expense)	31,413	27,703	58,544	56,676	-248,357
Net profit (loss) before income taxes	276,208	282,793	351,484	295,493	9,314
Provision for income taxes	51,834	61,614	32,523	15,513	30,676
Net profit (loss) after income taxes	224,374	221,179	318,961	279,980	-21,362
Salaries and other staff benefits	413,361	444,244	475,116	478,948	498,021
	numbers				
Number of employees (weekly average)	6,902	7,246	7,697	7,601	7,584
Number of stations	428	458	492	512	528
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	70.7	69.9	70.0	70.7	69.4
National and network	27.0	27.8	28.0	27.0	28.4
Sales of air time, total	97.7	97.7	98.0	97.7	97.9
Production and other, total	2.3	2.3	2.0	2.3	2.1
<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	25.3	24.7	25.5	27.4	28.1
Technical services	2.7	2.7	2.9	3.2	3.2
Sales and promotion	24.6	24.6	24.2	25.0	24.8
Administration and general	19.9	21.0	20.2	20.6	19.6
Depreciation	3.4	2.9	2.8	3.1	3.0
<b>Operating expenses, total</b>	<b>75.8</b>	<b>76.0</b>	<b>75.5</b>	<b>79.3</b>	<b>78.6</b>
<b>Profit before interest and taxes</b>	<b>24.2</b>	<b>24.0</b>	<b>24.5</b>	<b>20.7</b>	<b>21.4</b>
Interest expense	2.0	2.4	1.4	0.9	0.8
<b>Expenses, total</b>	<b>77.8</b>	<b>78.4</b>	<b>76.9</b>	<b>80.2</b>	<b>79.4</b>
Net operating income	22.2	21.6	23.1	19.8	20.6
Other adjustments-income (expense)	2.9	2.3	4.6	4.7	-19.9
Net profit (loss) before income taxes	25.1	24.0	27.8	24.5	0.7
Provision for income taxes	4.7	5.2	2.6	1.3	2.5
Net profit (loss) after income taxes	20.4	18.7	25.2	23.2	-1.7
Salaries and other staff benefits	37.5	37.7	37.5	39.7	39.8

**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**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	867,460	916,549	972,065	913,669	922,544
National and network	271,396	297,220	319,601	290,038	315,764
Sales of air time, total	1,138,856	1,213,769	1,291,666	1,203,707	1,238,308
Production and other, total	20,228	26,742	23,300	24,180	21,521
<b>Operating revenue, total</b>	<b>1,159,084</b>	<b>1,240,511</b>	<b>1,314,965</b>	<b>1,227,887</b>	<b>1,259,829</b>
<b>Expenses</b>					
Program	311,821	327,331	347,931	353,027	364,094
Technical services	33,965	35,942	39,815	40,573	42,101
Sales and promotion	289,624	309,317	323,295	307,843	314,684
Administration and general	234,111	269,205	268,732	257,312	251,938
Depreciation	34,565	33,645	33,252	35,856	35,319
<b>Operating expenses, total</b>	<b>904,086</b>	<b>975,439</b>	<b>1,013,025</b>	<b>994,611</b>	<b>1,008,136</b>
<b>Profit before interest and taxes</b>	<b>254,998</b>	<b>265,072</b>	<b>301,940</b>	<b>233,276</b>	<b>251,693</b>
Interest expense	18,654	19,365	20,928	12,054	9,101
<b>Expenses, total</b>	<b>922,739</b>	<b>994,804</b>	<b>1,033,953</b>	<b>1,006,665</b>	<b>1,017,237</b>
Net operating income	236,344	245,707	281,012	221,221	242,592
Other adjustments-income (expense)	39,435	28,224	40,338	11,549	-324,051
Net profit (loss) before income taxes	275,780	273,931	321,350	232,770	-81,459
Provision for income taxes	44,019	52,782	29,730	-928	14,720
Net profit (loss) after income taxes	231,761	221,149	291,621	233,698	-96,179
Salaries and other staff benefits	465,139	491,627	515,838	512,242	507,857
numbers					
Number of employees (weekly average)	7,704	8,005	8,139	7,952	7,843
Number of stations	485	506	523	535	546
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	74.8	73.9	73.9	74.4	73.2
National and network	23.4	24.0	24.3	23.6	25.1
Sales of air time, total	98.3	97.8	98.2	98.0	98.3
Production and other, total	1.7	2.2	1.8	2.0	1.7
<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	26.9	26.4	26.5	28.8	28.9
Technical services	2.9	2.9	3.0	3.3	3.3
Sales and promotion	25.0	24.9	24.6	25.1	25.0
Administration and general	20.2	21.7	20.4	21.0	20.0
Depreciation	3.0	2.7	2.5	2.9	2.8
<b>Operating expenses, total</b>	<b>78.0</b>	<b>78.6</b>	<b>77.0</b>	<b>81.0</b>	<b>80.0</b>
<b>Profit before interest and taxes</b>	<b>22.0</b>	<b>21.4</b>	<b>23.0</b>	<b>19.0</b>	<b>20.0</b>
Interest expense	1.6	1.6	1.6	1.0	0.7
<b>Expenses, total</b>	<b>79.6</b>	<b>80.2</b>	<b>78.6</b>	<b>82.0</b>	<b>80.7</b>
Net operating income	20.4	19.8	21.4	18.0	19.3
Other adjustments-income (expense)	3.4	2.3	3.1	0.9	-25.7
Net profit (loss) before income taxes	23.8	22.1	24.4	19.0	-6.5
Provision for income taxes	3.8	4.3	2.3	-0.1	1.2
Net profit (loss) after income taxes	20.0	17.8	22.2	19.0	-7.6
Salaries and other staff benefits	40.1	39.6	39.2	41.7	40.3

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	138,225	140,916	142,453	148,455	153,233
National and network	78,630	81,911	87,452	84,044	91,394
Sales of air time, total	216,854	222,827	229,906	232,500	244,628
Production and other, total	6,506	7,322	8,169	9,717	12,149
<b>Operating revenue, total</b>	<b>223,360</b>	<b>230,149</b>	<b>238,075</b>	<b>242,217</b>	<b>256,776</b>
<b>Expenses</b>					
Program	70,734	71,725	76,692	79,078	85,516
Technical services	7,272	7,403	8,095	8,577	8,892
Sales and promotion	55,927	57,773	58,157	60,542	62,950
Administration and general	51,565	52,895	52,717	49,654	49,021
Depreciation	12,069	8,723	9,453	8,635	8,236
<b>Operating expenses, total</b>	<b>197,568</b>	<b>198,520</b>	<b>205,114</b>	<b>206,485</b>	<b>214,615</b>
<b>Profit before interest and taxes</b>	<b>25,792</b>	<b>31,630</b>	<b>32,961</b>	<b>35,732</b>	<b>42,161</b>
Interest expense	9,133	14,722	944	2,666	3,332
<b>Expenses, total</b>	<b>206,701</b>	<b>213,242</b>	<b>206,058</b>	<b>209,151</b>	<b>217,947</b>
Net operating income	16,659	16,907	32,016	33,066	38,829
Other adjustments-income (expense)	2,214	13,158	35,572	51,688	43,705
Net profit (loss) before income taxes	18,874	30,065	67,589	84,754	82,534
Provision for income taxes	4,777	8,779	7,623	14,232	16,990
Net profit (loss) after income taxes	14,097	21,285	59,966	70,522	65,544
Salaries and other staff benefits	97,149	102,078	102,949	103,092	118,587
	numbers				
Number of employees (weekly average)	1,635	1,607	1,685	1,632	1,634
Number of stations	100	103	104	104	106
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	61.9	61.2	59.8	61.3	59.7
National and network	35.2	35.6	36.7	34.7	35.6
Sales of air time, total	97.1	96.8	96.6	96.0	95.3
Production and other, total	2.9	3.2	3.4	4.0	4.7
<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	31.7	31.2	32.2	32.6	33.3
Technical services	3.3	3.2	3.4	3.5	3.5
Sales and promotion	25.0	25.1	24.4	25.0	24.5
Administration and general	23.1	23.0	22.1	20.5	19.1
Depreciation	5.4	3.8	4.0	3.6	3.2
<b>Operating expenses, total</b>	<b>88.5</b>	<b>86.3</b>	<b>86.2</b>	<b>85.2</b>	<b>83.6</b>
<b>Profit before interest and taxes</b>	<b>11.5</b>	<b>13.7</b>	<b>13.8</b>	<b>14.8</b>	<b>16.4</b>
Interest expense	4.1	6.4	0.4	1.1	1.3
<b>Expenses, total</b>	<b>92.5</b>	<b>92.7</b>	<b>86.6</b>	<b>86.3</b>	<b>84.9</b>
Net operating income	7.5	7.3	13.4	13.7	15.1
Other adjustments-income (expense)	1.0	5.7	14.9	21.3	17.0
Net profit (loss) before income taxes	8.5	13.1	28.4	35.0	32.1
Provision for income taxes	2.1	3.8	3.2	5.9	6.6
Net profit (loss) after income taxes	6.3	9.2	25.2	29.1	25.5
Salaries and other staff benefits	43.5	44.4	43.2	42.6	46.2

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	32,583	35,264	36,708	34,824	36,464
National and network	1,529	1,325	1,755	2,470	2,616
Sales of air time, total	34,112	36,589	38,463	37,294	39,080
Production and other, total	3,805	3,958	3,519	4,245	4,318
<b>Operating revenue, total</b>	<b>37,918</b>	<b>40,548</b>	<b>41,981</b>	<b>41,538</b>	<b>43,398</b>
<b>Expenses</b>					
Program	12,078	13,459	14,665	13,499	13,866
Technical services	2,105	2,484	2,521	2,609	2,778
Sales and promotion	6,978	7,351	7,626	7,116	6,657
Administration and general	12,646	12,775	14,095	14,769	14,179
Depreciation	1,047	1,269	1,310	1,292	1,396
<b>Operating expenses, total</b>	<b>34,854</b>	<b>37,337</b>	<b>40,217</b>	<b>39,285</b>	<b>38,876</b>
<b>Profit before interest and taxes</b>	<b>3,063</b>	<b>3,211</b>	<b>1,764</b>	<b>2,254</b>	<b>4,522</b>
Interest expense	718	1,045	662	492	400
<b>Expenses, total</b>	<b>35,572</b>	<b>38,382</b>	<b>40,879</b>	<b>39,776</b>	<b>39,276</b>
Net operating income	2,345	2,166	1,102	1,762	4,122
Other adjustments-income (expense)	237	-327	388	191	209
Net profit (loss) before income taxes	2,583	1,839	1,490	1,953	4,331
Provision for income taxes	765	846	1,406	991	770
Net profit (loss) after income taxes	1,818	993	84	962	3,561
Salaries and other staff benefits	16,499	18,747	19,421	18,314	17,832
	numbers				
Number of employees (weekly average)	584	620	647	718	700
Number of stations	21	23	23	24	23
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	85.9	87.0	87.4	83.8	84.0
National and network	4.0	3.3	4.2	5.9	6.0
Sales of air time, total	90.0	90.2	91.6	89.8	90.1
Production and other, total	10.0	9.8	8.4	10.2	9.9
<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	31.9	33.2	34.9	32.5	32.0
Technical services	5.6	6.1	6.0	6.3	6.4
Sales and promotion	18.4	18.1	18.2	17.1	15.3
Administration and general	33.4	31.5	33.6	35.6	32.7
Depreciation	2.8	3.1	3.1	3.1	3.2
<b>Operating expenses, total</b>	<b>91.9</b>	<b>92.1</b>	<b>95.8</b>	<b>94.6</b>	<b>89.6</b>
<b>Profit before interest and taxes</b>	<b>8.1</b>	<b>7.9</b>	<b>4.2</b>	<b>5.4</b>	<b>10.4</b>
Interest expense	1.9	2.6	1.6	1.2	0.9
<b>Expenses, total</b>	<b>93.8</b>	<b>94.7</b>	<b>97.4</b>	<b>95.8</b>	<b>90.5</b>
Net operating income	6.2	5.3	2.6	4.2	9.5
Other adjustments-income (expense)	0.6	-0.8	0.9	0.5	0.5
Net profit (loss) before income taxes	6.8	4.5	3.5	4.7	10.0
Provision for income taxes	2.0	2.1	3.3	2.4	1.8
Net profit (loss) after income taxes	4.8	2.4	0.2	2.3	8.2
Salaries and other staff benefits	43.5	46.2	46.3	44.1	41.1

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	196,541	197,713	199,230	x	x
National and network	61,282	67,843	74,528	x	x
Sales of air time, total	257,822	265,556	273,758	x	x
Production and other, total	5,392	6,814	7,970	x	x
<b>Operating revenue, total</b>	<b>263,215</b>	<b>272,370</b>	<b>281,728</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	68,386	72,787	74,691	x	x
Technical services	6,124	6,451	7,104	x	x
Sales and promotion	60,886	60,261	60,205	x	x
Administration and general	43,123	53,930	49,574	x	x
Depreciation	4,658	4,969	5,500	x	x
<b>Operating expenses, total</b>	<b>183,177</b>	<b>198,398</b>	<b>197,074</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>80,038</b>	<b>73,973</b>	<b>84,654</b>	<b>x</b>	<b>x</b>
Interest expense	3,078	2,295	2,534	x	x
<b>Expenses, total</b>	<b>186,254</b>	<b>200,693</b>	<b>199,607</b>	<b>x</b>	<b>x</b>
Net operating income	76,960	71,678	82,120	x	x
Other adjustments-income (expense)	11,755	8,180	14,238	x	x
Net profit (loss) before income taxes	88,715	79,858	96,358	x	x
Provision for income taxes	11,562	12,166	8,723	x	x
Net profit (loss) after income taxes	77,153	67,692	87,635	x	x
Salaries and other staff benefits	89,864	93,612	95,598	x	x
	numbers				
Number of employees (weekly average)	1,096	1,155	1,117	x	x
Number of stations	30	31	30	x	x
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	74.7	72.6	70.7	x	x
National and network	23.3	24.9	26.5	x	x
Sales of air time, total	98.0	97.5	97.2	x	x
Production and other, total	2.0	2.5	2.8	x	x
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	26.0	26.7	26.5	x	x
Technical services	2.3	2.4	2.5	x	x
Sales and promotion	23.1	22.1	21.4	x	x
Administration and general	16.4	19.8	17.6	x	x
Depreciation	1.8	1.8	2.0	x	x
<b>Operating expenses, total</b>	<b>69.6</b>	<b>72.8</b>	<b>70.0</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>30.4</b>	<b>27.2</b>	<b>30.0</b>	<b>x</b>	<b>x</b>
Interest expense	1.2	0.8	0.9	x	x
<b>Expenses, total</b>	<b>70.8</b>	<b>73.7</b>	<b>70.9</b>	<b>x</b>	<b>x</b>
Net operating income	29.2	26.3	29.1	x	x
Other adjustments-income (expense)	4.5	3.0	5.1	x	x
Net profit (loss) before income taxes	33.7	29.3	34.2	x	x
Provision for income taxes	4.4	4.5	3.1	x	x
Net profit (loss) after income taxes	29.3	24.9	31.1	x	x
Salaries and other staff benefits	34.1	34.4	33.9	x	x

**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**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	90,110	89,971	86,497	x	x
National and network	55,373	56,382	61,383	x	x
Sales of air time, total	145,484	146,353	147,880	x	x
Production and other, total	3,403	4,315	4,893	x	x
<b>Operating revenue, total</b>	<b>148,887</b>	<b>150,667</b>	<b>152,773</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	47,582	47,390	51,926	x	x
Technical services	4,204	4,503	5,534	x	x
Sales and promotion	31,505	32,869	34,431	x	x
Administration and general	29,938	28,795	34,069	x	x
Depreciation	7,353	4,573	5,233	x	x
<b>Operating expenses, total</b>	<b>120,582</b>	<b>118,131</b>	<b>131,192</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>28,304</b>	<b>32,536</b>	<b>21,581</b>	<b>x</b>	<b>x</b>
Interest expense	9,045	15,192	-185	x	x
<b>Expenses, total</b>	<b>129,627</b>	<b>133,323</b>	<b>131,007</b>	<b>x</b>	<b>x</b>
Net operating income	19,260	17,344	21,765	x	x
Other adjustments-income (expense)	911	2,718	27,953	x	x
Net profit (loss) before income taxes	20,170	20,062	49,718	x	x
Provision for income taxes	12,004	12,969	10,007	x	x
Net profit (loss) after income taxes	8,166	7,094	39,711	x	x
Salaries and other staff benefits	61,067	63,203	61,479	x	x
numbers					
Number of employees (weekly average)	850	834	853	x	x
Number of stations	23	24	24	x	x
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	60.5	59.7	56.6	x	x
National and network	37.2	37.4	40.2	x	x
Sales of air time, total	97.7	97.1	96.8	x	x
Production and other, total	2.3	2.9	3.2	x	x
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	32.0	31.5	34.0	x	x
Technical services	2.8	3.0	3.6	x	x
Sales and promotion	21.2	21.8	22.5	x	x
Administration and general	20.1	19.1	22.3	x	x
Depreciation	4.9	3.0	3.4	x	x
<b>Operating expenses, total</b>	<b>81.0</b>	<b>78.4</b>	<b>85.9</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>19.0</b>	<b>21.6</b>	<b>14.1</b>	<b>x</b>	<b>x</b>
Interest expense	6.1	10.1	-0.1	x	x
<b>Expenses, total</b>	<b>87.1</b>	<b>88.5</b>	<b>85.8</b>	<b>x</b>	<b>x</b>
Net operating income	12.9	11.5	14.2	x	x
Other adjustments-income (expense)	0.6	1.8	18.3	x	x
Net profit (loss) before income taxes	13.5	13.3	32.5	x	x
Provision for income taxes	8.1	8.6	6.6	x	x
Net profit (loss) after income taxes	5.5	4.7	26.0	x	x
Salaries and other staff benefits	41.0	41.9	40.2	x	x

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	85,067	88,681	96,382	x	x
National and network	31,366	32,435	30,618	x	x
Sales of air time, total	116,433	121,116	127,000	x	x
Production and other, total	2,160	5,645	3,718	x	x
<b>Operating revenue, total</b>	<b>118,593</b>	<b>126,760</b>	<b>130,719</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	36,045	36,281	38,629	x	x
Technical services	2,334	2,588	2,950	x	x
Sales and promotion	27,771	29,391	29,976	x	x
Administration and general	21,341	24,068	22,977	x	x
Depreciation	1,876	1,886	1,434	x	x
<b>Operating expenses, total</b>	<b>89,366</b>	<b>94,215</b>	<b>95,965</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>29,227</b>	<b>32,546</b>	<b>34,753</b>	<b>x</b>	<b>x</b>
Interest expense	1,491	1,358	2,226	x	x
<b>Expenses, total</b>	<b>90,856</b>	<b>95,573</b>	<b>98,191</b>	<b>x</b>	<b>x</b>
Net operating income	27,736	31,187	32,528	x	x
Other adjustments-income (expense)	6,317	6,060	6,757	x	x
Net profit (loss) before income taxes	34,054	37,248	39,285	x	x
Provision for income taxes	1,503	4,291	767	x	x
Net profit (loss) after income taxes	32,551	32,956	38,518	x	x
Salaries and other staff benefits	42,907	45,146	46,708	x	x
	numbers				
Number of employees (weekly average)	644	685	679	x	x
Number of stations	18	19	19	x	x
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	71.7	70.0	73.7	x	x
National and network	26.4	25.6	23.4	x	x
Sales of air time, total	98.2	95.5	97.2	x	x
Production and other, total	1.8	4.5	2.8	x	x
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	30.4	28.6	29.6	x	x
Technical services	2.0	2.0	2.3	x	x
Sales and promotion	23.4	23.2	22.9	x	x
Administration and general	18.0	19.0	17.6	x	x
Depreciation	1.6	1.5	1.1	x	x
<b>Operating expenses, total</b>	<b>75.4</b>	<b>74.3</b>	<b>73.4</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>24.6</b>	<b>25.7</b>	<b>26.6</b>	<b>x</b>	<b>x</b>
Interest expense	1.3	1.1	1.7	x	x
<b>Expenses, total</b>	<b>76.6</b>	<b>75.4</b>	<b>75.1</b>	<b>x</b>	<b>x</b>
Net operating income	23.4	24.6	24.9	x	x
Other adjustments-income (expense)	5.3	4.8	5.2	x	x
Net profit (loss) before income taxes	28.7	29.4	30.1	x	x
Provision for income taxes	1.3	3.4	0.6	x	x
Net profit (loss) after income taxes	27.4	26.0	29.5	x	x
Salaries and other staff benefits	36.2	35.6	35.7	x	x

**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**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	62,608	71,193	78,229	x	x
National and network	19,930	21,341	22,705	x	x
Sales of air time, total	82,538	92,534	100,934	x	x
Production and other, total	807	1,425	1,810	x	x
<b>Operating revenue, total</b>	<b>83,345</b>	<b>93,960</b>	<b>102,744</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	19,847	23,459	27,274	x	x
Technical services	1,655	1,955	2,805	x	x
Sales and promotion	19,682	21,691	26,300	x	x
Administration and general	13,580	18,204	17,685	x	x
Depreciation	1,696	1,951	2,149	x	x
<b>Operating expenses, total</b>	<b>56,460</b>	<b>67,259</b>	<b>76,214</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>26,885</b>	<b>26,700</b>	<b>26,530</b>	<b>x</b>	<b>x</b>
Interest expense	877	1,366	857	x	x
<b>Expenses, total</b>	<b>57,337</b>	<b>68,625</b>	<b>77,071</b>	<b>x</b>	<b>x</b>
Net operating income	26,008	25,334	25,673	x	x
Other adjustments-income (expense)	2,361	1,111	-772	x	x
Net profit (loss) before income taxes	28,369	26,446	24,900	x	x
Provision for income taxes	2,795	5,294	3,921	x	x
Net profit (loss) after income taxes	25,573	21,152	20,979	x	x
Salaries and other staff benefits	26,081	31,435	37,115	x	x
numbers					
Number of employees (weekly average)	355	425	464	x	x
Number of stations	15	18	18	x	x
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	75.1	75.8	76.1	x	x
National and network	23.9	22.7	22.1	x	x
Sales of air time, total	99.0	98.5	98.2	x	x
Production and other, total	1.0	1.5	1.8	x	x
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	23.8	25.0	26.5	x	x
Technical services	2.0	2.1	2.7	x	x
Sales and promotion	23.6	23.1	25.6	x	x
Administration and general	16.3	19.4	17.2	x	x
Depreciation	2.0	2.1	2.1	x	x
<b>Operating expenses, total</b>	<b>67.7</b>	<b>71.6</b>	<b>74.2</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>32.3</b>	<b>28.4</b>	<b>25.8</b>	<b>x</b>	<b>x</b>
Interest expense	1.1	1.5	0.8	x	x
<b>Expenses, total</b>	<b>68.8</b>	<b>73.0</b>	<b>75.0</b>	<b>x</b>	<b>x</b>
Net operating income	31.2	27.0	25.0	x	x
Other adjustments-income (expense)	2.8	1.2	-0.8	x	x
Net profit (loss) before income taxes	34.0	28.1	24.2	x	x
Provision for income taxes	3.4	5.6	3.8	x	x
Net profit (loss) after income taxes	30.7	22.5	20.4	x	x
Salaries and other staff benefits	31.3	33.5	36.1	x	x

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	48,547	51,266	52,193	x	x
National and network	21,446	22,573	24,167	x	x
Sales of air time, total	69,993	73,839	76,360	x	x
Production and other, total	732	2,024	1,562	x	x
<b>Operating revenue, total</b>	<b>70,725</b>	<b>75,863</b>	<b>77,922</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	19,673	20,867	21,541	x	x
Technical services	1,711	1,833	1,973	x	x
Sales and promotion	16,494	18,581	17,429	x	x
Administration and general	11,742	13,711	13,715	x	x
Depreciation	1,766	1,732	1,699	x	x
<b>Operating expenses, total</b>	<b>51,386</b>	<b>56,723</b>	<b>56,356</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>19,339</b>	<b>19,140</b>	<b>21,566</b>	<b>x</b>	<b>x</b>
Interest expense	2,068	1,847	1,960	x	x
<b>Expenses, total</b>	<b>53,454</b>	<b>58,570</b>	<b>58,316</b>	<b>x</b>	<b>x</b>
Net operating income	17,271	17,293	19,606	x	x
Other adjustments-income (expense)	-153	793	488	x	x
Net profit (loss) before income taxes	17,117	18,086	20,094	x	x
Provision for income taxes	3,966	4,369	2,696	x	x
Net profit (loss) after income taxes	13,152	13,717	17,397	x	x
Salaries and other staff benefits	25,237	27,014	28,145	x	x
	numbers				
Number of employees (weekly average)	392	406	423	x	x
Number of stations	18	18	18	x	x
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	68.6	67.6	67.0	x	x
National and network	30.3	29.8	31.0	x	x
Sales of air time, total	99.0	97.3	98.0	x	x
Production and other, total	1.0	2.7	2.0	x	x
<b>Operating revenue, total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>x</b>	<b>x</b>
<b>Expenses</b>					
Program	27.8	27.5	27.6	x	x
Technical services	2.4	2.4	2.5	x	x
Sales and promotion	23.3	24.5	22.4	x	x
Administration and general	16.6	18.1	17.6	x	x
Depreciation	2.5	2.3	2.2	x	x
<b>Operating expenses, total</b>	<b>72.7</b>	<b>74.8</b>	<b>72.3</b>	<b>x</b>	<b>x</b>
<b>Profit before interest and taxes</b>	<b>27.3</b>	<b>25.2</b>	<b>27.7</b>	<b>x</b>	<b>x</b>
Interest expense	2.9	2.4	2.5	x	x
<b>Expenses, total</b>	<b>75.6</b>	<b>77.2</b>	<b>74.8</b>	<b>x</b>	<b>x</b>
Net operating income	24.4	22.8	25.2	x	x
Other adjustments-income (expense)	-0.2	1.0	0.6	x	x
Net profit (loss) before income taxes	24.2	23.8	25.8	x	x
Provision for income taxes	5.6	5.8	3.5	x	x
Net profit (loss) after income taxes	18.6	18.1	22.3	x	x
Salaries and other staff benefits	35.7	35.6	36.1	x	x

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	482,873	498,824	512,532	464,876	464,365
National and network	189,396	200,573	213,400	198,013	210,867
Sales of air time, total	672,269	699,397	725,932	662,890	675,232
Production and other, total	12,495	20,224	19,953	20,750	18,804
<b>Operating revenue, total</b>	<b>684,764</b>	<b>719,620</b>	<b>745,885</b>	<b>683,640</b>	<b>694,073</b>
<b>Expenses</b>					
Program	191,532	200,785	214,061	210,674	213,853
Technical services	16,028	17,330	20,366	19,837	20,672
Sales and promotion	156,338	162,793	168,341	156,155	155,602
Administration and general	119,724	138,708	138,019	121,180	117,676
Depreciation	17,350	15,110	16,015	15,816	14,254
<b>Operating expenses, total</b>	<b>500,971</b>	<b>534,726</b>	<b>556,802</b>	<b>523,662</b>	<b>522,057</b>
<b>Profit before interest and taxes</b>	<b>183,793</b>	<b>184,895</b>	<b>189,084</b>	<b>159,978</b>	<b>172,015</b>
Interest expense	16,558	22,058	7,391	5,431	4,174
<b>Expenses, total</b>	<b>517,529</b>	<b>556,784</b>	<b>564,193</b>	<b>529,093</b>	<b>526,231</b>
Net operating income	167,235	162,837	181,692	154,546	167,841
Other adjustments-income (expense)	21,190	18,863	48,663	26,074	-124,652
Net profit (loss) before income taxes	188,425	181,699	230,356	180,620	43,190
Provision for income taxes	31,831	39,089	26,115	4,377	18,502
Net profit (loss) after income taxes	156,594	142,610	204,241	176,243	24,688
Salaries and other staff benefits	245,156	260,409	269,046	252,215	252,802
	numbers				
Number of employees (weekly average)	3,337	3,505	3,537	3,445	3,264
Number of stations	104	110	109	111	112
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	70.5	69.3	68.7	68.0	66.9
National and network	27.7	27.9	28.6	29.0	30.4
Sales of air time, total	98.2	97.2	97.3	97.0	97.3
Production and other, total	1.8	2.8	2.7	3.0	2.7
<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	28.0	27.9	28.7	30.8	30.8
Technical services	2.3	2.4	2.7	2.9	3.0
Sales and promotion	22.8	22.6	22.6	22.8	22.4
Administration and general	17.5	19.3	18.5	17.7	17.0
Depreciation	2.5	2.1	2.1	2.3	2.1
<b>Operating expenses, total</b>	<b>73.2</b>	<b>74.3</b>	<b>74.6</b>	<b>76.6</b>	<b>75.2</b>
<b>Profit before interest and taxes</b>	<b>26.8</b>	<b>25.7</b>	<b>25.4</b>	<b>23.4</b>	<b>24.8</b>
Interest expense	2.4	3.1	1.0	0.8	0.6
<b>Expenses, total</b>	<b>75.6</b>	<b>77.4</b>	<b>75.6</b>	<b>77.4</b>	<b>75.8</b>
Net operating income	24.4	22.6	24.4	22.6	24.2
Other adjustments-income (expense)	3.1	2.6	6.5	3.8	-18.0
Net profit (loss) before income taxes	27.5	25.2	30.9	26.4	6.2
Provision for income taxes	4.6	5.4	3.5	0.6	2.7
Net profit (loss) after income taxes	22.9	19.8	27.4	25.8	3.6
Salaries and other staff benefits	35.8	36.2	36.1	36.9	36.4

**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**

	2006	2007	2008	2009	2010
	thousands of dollars				
<b>Revenues</b>					
Sales of air time					
Local	273,634	295,528	315,242	308,945	318,162
National and network	89,773	98,005	105,456	93,546	101,763
Sales of air time, total	363,407	393,534	420,698	402,491	419,925
Production and other, total	8,183	8,493	6,070	8,491	10,285
<b>Operating revenue, total</b>	<b>371,590</b>	<b>402,026</b>	<b>426,769</b>	<b>410,982</b>	<b>430,210</b>
<b>Expenses</b>					
Program	108,303	112,559	116,637	120,461	129,603
Technical services	12,618	13,203	13,878	14,911	15,074
Sales and promotion	103,696	113,167	114,238	112,815	119,663
Administration and general	82,353	90,250	87,473	80,369	84,335
Depreciation	14,910	13,288	12,683	13,587	14,840
<b>Operating expenses, total</b>	<b>321,880</b>	<b>342,466</b>	<b>344,908</b>	<b>342,142</b>	<b>363,515</b>
<b>Profit before interest and taxes</b>	<b>49,709</b>	<b>59,560</b>	<b>81,860</b>	<b>68,839</b>	<b>66,694</b>
Interest expense	5,465	5,924	5,887	4,307	3,604
<b>Expenses, total</b>	<b>327,345</b>	<b>348,389</b>	<b>350,795</b>	<b>346,449</b>	<b>367,119</b>
Net operating income	44,245	53,637	75,973	64,533	63,090
Other adjustments-income (expense)	16,078	20,453	24,797	23,184	-86,927
Net profit (loss) before income taxes	60,322	74,090	100,770	87,716	-23,836
Provision for income taxes	8,438	13,456	5,403	7,046	8,170
Net profit (loss) after income taxes	51,884	60,634	95,367	80,670	-32,007
Salaries and other staff benefits	163,549	172,369	176,434	181,756	189,528
	numbers				
Number of employees (weekly average)	2,633	2,690	2,749	2,742	2,747
Number of stations	140	146	148	149	153
	2006	2007	2008	2009	2010
	percentage of revenues				
<b>Revenues</b>					
Sales of air time					
Local	73.6	73.5	73.9	75.2	74.0
National and network	24.2	24.4	24.7	22.8	23.7
Sales of air time, total	97.8	97.9	98.6	97.9	97.6
Production and other, total	2.2	2.1	1.4	2.1	2.4
<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	29.1	28.0	27.3	29.3	30.1
Technical services	3.4	3.3	3.3	3.6	3.5
Sales and promotion	27.9	28.1	26.8	27.5	27.8
Administration and general	22.2	22.4	20.5	19.6	19.6
Depreciation	4.0	3.3	3.0	3.3	3.4
<b>Operating expenses, total</b>	<b>86.6</b>	<b>85.2</b>	<b>80.8</b>	<b>83.2</b>	<b>84.5</b>
<b>Profit before interest and taxes</b>	<b>13.4</b>	<b>14.8</b>	<b>19.2</b>	<b>16.7</b>	<b>15.5</b>
Interest expense	1.5	1.5	1.4	1.0	0.8
<b>Expenses, total</b>	<b>88.1</b>	<b>86.7</b>	<b>82.2</b>	<b>84.3</b>	<b>85.3</b>
Net operating income	11.9	13.3	17.8	15.7	14.7
Other adjustments-income (expense)	4.3	5.1	5.8	5.6	-20.2
Net profit (loss) before income taxes	16.2	18.4	23.6	21.3	-5.5
Provision for income taxes	2.3	3.3	1.3	1.7	1.9
Net profit (loss) after income taxes	14.0	15.1	22.3	19.6	-7.4
Salaries and other staff benefits	44.0	42.9	41.3	44.2	44.1

**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**

	2006	2007	2008	2009	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	281,761	298,376	323,453	323,127	329,715
National and network	72,386	81,879	89,951	84,993	97,144
Sales of air time, total	354,146	380,255	413,404	408,119	426,858
Production and other, total	9,862	9,306	8,964	8,901	8,598
<b>Operating revenue, total</b>	<b>364,008</b>	<b>389,561</b>	<b>422,368</b>	<b>417,021</b>	<b>435,721</b>
<b>Expenses</b>					
Program	94,798	99,170	108,590	114,469	120,020
Technical services	14,697	15,296	16,188	17,010	18,026
Sales and promotion	92,495	98,482	106,500	106,531	109,026
Administration and general	96,246	105,917	110,052	120,187	113,127
Depreciation	15,422	15,239	15,317	16,379	15,857
<b>Operating expenses, total</b>	<b>313,657</b>	<b>334,104</b>	<b>356,647</b>	<b>374,576</b>	<b>376,055</b>
<b>Profit before interest and taxes</b>	<b>50,351</b>	<b>55,457</b>	<b>65,721</b>	<b>42,444</b>	<b>59,666</b>
Interest expense	6,482	7,150	9,256	5,474	5,054
<b>Expenses, total</b>	<b>320,138</b>	<b>341,255</b>	<b>365,903</b>	<b>380,050</b>	<b>381,109</b>
Net operating income	43,870	48,306	56,465	36,970	54,612
Other adjustments-income (expense)	4,619	1,739	2,838	14,171	-68,560
Net profit (loss) before income taxes	48,489	50,046	59,303	51,141	-13,948
Provision for income taxes	9,291	9,862	7,241	2,872	5,809
Net profit (loss) after income taxes	39,197	40,183	52,062	48,269	-19,756
Salaries and other staff benefits	170,081	179,673	192,727	199,676	201,947
numbers					
Number of employees (weekly average)	3,954	4,037	4,186	4,114	4,167
Number of stations	362	376	393	403	410
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	77.4	76.6	76.6	77.5	75.7
National and network	19.9	21.0	21.3	20.4	22.3
Sales of air time, total	97.3	97.6	97.9	97.9	98.0
Production and other, total	2.7	2.4	2.1	2.1	2.0
<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	26.0	25.5	25.7	27.4	27.5
Technical services	4.0	3.9	3.8	4.1	4.1
Sales and promotion	25.4	25.3	25.2	25.5	25.0
Administration and general	26.4	27.2	26.1	28.8	26.0
Depreciation	4.2	3.9	3.6	3.9	3.6
<b>Operating expenses, total</b>	<b>86.2</b>	<b>85.8</b>	<b>84.4</b>	<b>89.8</b>	<b>86.3</b>
<b>Profit before interest and taxes</b>	<b>13.8</b>	<b>14.2</b>	<b>15.6</b>	<b>10.2</b>	<b>13.7</b>
Interest expense	1.8	1.8	2.2	1.3	1.2
<b>Expenses, total</b>	<b>87.9</b>	<b>87.6</b>	<b>86.6</b>	<b>91.1</b>	<b>87.5</b>
Net operating income	12.1	12.4	13.4	8.9	12.5
Other adjustments-income (expense)	1.3	0.4	0.7	3.4	-15.7
Net profit (loss) before income taxes	13.3	12.8	14.0	12.3	-3.2
Provision for income taxes	2.6	2.5	1.7	0.7	1.3
Net profit (loss) after income taxes	10.8	10.3	12.3	11.6	-4.5
Salaries and other staff benefits	46.7	46.1	45.6	47.9	46.3

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

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

	2006	2007	2008	2009 <sup>1</sup>	2010
thousands of dollars					
<b>Revenues</b>					
Sales of air time					
Local	15,260	15,604	16,221	16,480	16,141
National and network	2,473	2,538	3,075	3,347	3,641
Sales of air time, total	17,733	18,142	19,296	19,827	19,783
Government and corporate grants	350,145	338,335	319,876	368,867	318,884
Production and other, total	30,411	30,629	35,396	98,935	92,203
<b>Operating revenue, total</b>	<b>398,289</b>	<b>387,106</b>	<b>374,568</b>	<b>487,629</b>	<b>430,870</b>
<b>Expenses</b>					
Program	303,527	302,978	291,785	254,494	250,592
Technical services	31,531	33,644	31,310	46,088	44,660
Sales and promotion	11,592	9,164	9,822	25,955	25,738
Administration and general	84,454	82,944	81,135	111,376	81,866
Depreciation	30,891	23,407	26,930	41,063	37,977
<b>Operating expenses, total</b>	<b>461,996</b>	<b>452,137</b>	<b>440,982</b>	<b>478,976</b>	<b>440,833</b>
<b>Profit before interest and taxes</b>	<b>-63,706</b>	<b>-65,031</b>	<b>-66,414</b>	<b>8,653</b>	<b>-9,962</b>
Interest expense	327	324	361	7,934	8,245
<b>Expenses, total</b>	<b>462,323</b>	<b>452,461</b>	<b>441,343</b>	<b>486,910</b>	<b>449,078</b>
Net operating income	-64,034	-65,355	-66,775	719	-18,208
Other adjustments-income (expense)	68,366	67,273	71,182	1,927	5,080
Net profit (loss) before income taxes	4,332	1,919	4,407	2,646	-13,128
Provision for income taxes	235	22	13	9	-36
Net profit (loss) after income taxes	4,097	1,897	4,394	2,638	-13,092
Salaries and other staff benefits	212,360	222,649	197,008	289,899	257,652
numbers					
Number of employees (weekly average)	3,541	3,643	3,199	F	3,576
Number of stations	190	198	204	221	236
percentage of revenues					
<b>Revenues</b>					
Sales of air time					
Local	3.8	4.0	4.3	3.4	3.7
National and network	0.6	0.7	0.8	0.7	0.8
Sales of air time, total	4.5	4.7	5.2	4.1	4.6
Government and corporate grants	87.9	87.4	85.4	75.6	74.0
Production and other, total	7.6	7.9	9.4	20.3	21.4
<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	76.2	78.3	77.9	52.2	58.2
Technical services	7.9	8.7	8.4	9.5	10.4
Sales and promotion	2.9	2.4	2.6	5.3	6.0
Administration and general	21.2	21.4	21.7	22.8	19.0
Depreciation	7.8	6.0	7.2	8.4	8.8
<b>Operating expenses, total</b>	<b>116.0</b>	<b>116.8</b>	<b>117.7</b>	<b>98.2</b>	<b>102.3</b>
<b>Profit before interest and taxes</b>	<b>-16.0</b>	<b>-16.8</b>	<b>-17.7</b>	<b>1.8</b>	<b>-2.3</b>
Interest expense	0.1	0.1	0.1	1.6	1.9
<b>Expenses, total</b>	<b>116.1</b>	<b>116.9</b>	<b>117.8</b>	<b>99.9</b>	<b>104.2</b>
Net operating income	-16.1	-16.9	-17.8	0.1	-4.2
Other adjustments-income (expense)	17.2	17.4	19.0	0.4	1.2
Net profit (loss) before income taxes	1.1	0.5	1.2	0.5	-3.0
Provision for income taxes	0.1	0.0	0.0	0.0	0.0
Net profit (loss) after income taxes	1.0	0.5	1.2	0.5	-3.0
Salaries and other staff benefits	53.3	57.5	52.6	59.5	59.8

1. The 2009 data is not comparable to previous years data. As a result of re-organizations and changes in accounting practices, some respondents have modified the way they are declaring their results.

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

## Data quality

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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](http://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).