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Cable and Satellite Television Industry

2010



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Cable and Satellite Television Industry

2010

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- . not available for any reference period
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- ... not applicable
- 0 true zero or a value rounded to zero
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- 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

- In 2010, the operating revenues of cable and satellite television companies rose 9.4% over 2009 to reach \$12.5 billion (current dollars). This was the lowest annual increase since 2005 when a growth of 7.5% was recorded.
- In 2010, cable operators had 8.2 million subscribers to television programming services, an increase of 121,100 subscribers from the previous year. The number of subscribers to high speed Internet services rose 332,100 in one year for a total of 5.6 million in 2010. The number of subscribers served by cable operators for telephone services reached 3.7 million in 2010, an increase of 607,400 subscribers compared to 2009.
- Cable operators' subscription revenues from non-programming services (other than television), including Internet and telephone services, have been steadily rising. In 2010, they represented 46.1% of cable operators' subscription revenues, compared with 45.9% in 2009 and 43.2% in 2008.
- In 2010, Wireless service providers, mainly satellite providers, had a profit margin before interest and taxes of 6.8%, compared with 28.1% for cable operators. In 2009, the profit margin before interest and taxes were 3.2% and 27.5%, respectively, for these two categories of providers.

Related products

Selected publications from Statistics Canada

| | |
|----------|--|
| 56-001-X | Broadcasting and Telecommunications |
| 56-207-X | Television Broadcasting Industries |
| 56-208-X | Radio Broadcasting Industry |
| 56-504-X | Beyond the Information Highway Networked Canada (Information and Communications Technologies (ICT) Compendium) |

Selected CANSIM tables from Statistics Canada

| | |
|----------|--|
| 353-0003 | Operating and financial summary of the cable and other program distribution industry, by North American Industrial Classification System (NAICS), annual |
|----------|--|

Selected surveys from Statistics Canada

| | |
|------|--------------------------------|
| 2728 | Annual Cable Television Survey |
|------|--------------------------------|

Selected summary tables from Statistics Canada

- *Cable and other program distribution industry, financial and operating statistics*

Statistical tables

Table 1
Cable and satellite television industry, selected supply and demand indicators

| | 2006 | 2007 | 2008 | 2009 | 2010 | 2006 to 2007 | 2007 to 2008 | 2008 to 2009 | 2009 to 2010 |
|--|-----------------|-----------------|-----------------|-----------------|--------------------|-------------------|-----------------|-----------------|------------------|
| | thousands | | | | | percentage change | | | |
| Market share indicators | | | | | | | | | |
| Subscribers by type of supplier | | | | | | | | | |
| Cable | 7,796.8 | 7,921.0 | 8,036.5 | 8,124.3 | 8,245.4 | 1.6 | 1.5 | 1.1 | 1.5 |
| Wireless | 2,628.4 | 2,664.4 | 2,704.9 | 2,773.4 | 2,873.9 | 1.4 | 1.5 | 2.5 | 3.6 |
| Cable and wireless | 10,425.2 | 10,585.4 | 10,741.4 | 10,897.7 | 11,119.2 | 1.5 | 1.5 | 1.5 | 2.0 |
| Subscribers to digital television | | | | | | | | | |
| Cable | 2,776.7 | 3,335.3 | 3,939.4 | 4,739.7 | F | 20.1 | 18.1 | 20.3 | F |
| Wireless | 2,628.4 | 2,664.4 | 2,704.9 | 2,773.4 | 2,873.9 | 1.4 | 1.5 | 2.5 | 3.6 |
| Cable and wireless | 5,405.1 | 5,999.7 | 6,644.3 | 7,513.1 | F | 11.0 | 10.7 | 13.1 | F |
| | percent | | | | | | | | |
| Market share by type of supplier | | | | | | | | | |
| Cable | 74.8 | 74.8 | 74.8 | 74.6 | 74.2 | 0.1 | 0.0 | -0.4 | -0.5 |
| Wireless | 25.2 | 25.2 | 25.2 | 25.4 | 25.8 | -0.2 | 0.0 | 1.1 | 1.6 |
| Cable and wireless | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | ... | ... | ... | ... |
| Digital television market share by type of supplier | | | | | | | | | |
| Cable | 51.4 | 55.6 | 59.3 | 63.1 | F | 8.2 | 6.7 | 6.4 | F |
| Wireless | 48.6 | 44.4 | 40.7 | 36.9 | F | -8.7 | -8.3 | -9.3 | F |
| Cable and wireless | 100.0 | 100.0 | 100.0 | 100.0 | F | ... | ... | ... | F |
| | thousands | | | | | | | | |
| Cable supply and demand indicators by region | | | | | | | | | |
| Basic programming subscribers | | | | | | | | | |
| Atlantic provinces | 537.3 | 524.5 | 517.1 | 515.2 | 547.4 ^E | -2.4 | -1.4 | -0.4 | 6.2 ^E |
| Quebec | 1,930.2 | 2,011.9 | 2,104.7 | 2,184.4 | 2,238.7 | 4.2 | 4.6 | 3.8 | 2.5 |
| Ontario | 2,924.3 | 2,940.6 | 2,964.6 | 2,944.2 | 2,969.7 | 0.6 | 0.8 | -0.7 | 0.9 |
| Western provinces and Territories | 2,405.0 | 2,443.9 | 2,450.1 | 2,480.5 | 2,489.6 | 1.6 | 0.3 | 1.2 | 0.4 |
| Canada | 7,796.8 | 7,921.0 | 8,036.5 | 8,124.3 | 8,245.4 | 1.6 | 1.5 | 1.1 | 1.5 |
| High speed Internet subscribers | | | | | | | | | |
| Atlantic provinces | 206.2 | 231.2 | 258.7 | 285.0 | 308.5 | 12.1 | 11.9 | 10.2 | 8.2 |
| Quebec | 851.8 | 1,007.8 | 1,198.8 | 1,327.9 | 1,428.5 | 18.3 | 19.0 | 10.8 | 7.6 |
| Ontario | 1,553.1 | 1,784.5 | 1,951.1 | 1,974.9 | 2,066.7 | 14.9 | 9.3 | 1.2 | 4.6 |
| Western provinces and Territories | 1,350.9 | 1,506.2 | 1,615.1 | 1,729.2 | 1,845.3 | 11.5 | 7.2 | 7.1 | 6.7 |
| Canada | 3,962.0 | 4,529.7 | 5,023.7 | 5,316.9 | 5,649.0 | 14.3 | 10.9 | 5.8 | 6.2 |
| Cable telephony subscribers | 927.5 | 1,784.7 | 2,547.7 | 3,163.2 | 3,770.6 | 92.4 | 42.8 | 24.2 | 19.2 |
| Homes with access to cable telephony | 8,371.9 | 10,095.1 | F | F | F | 20.6 | F | F | F |
| | percent | | | | | | | | |
| Cable telephony penetration rate¹ | 11.1 | 17.7 | F | F | F | 59.6 | F | F | F |

1. Cable telephony subscribers as a percentage of homes with access to cable telephony.

Note(s): North American Industry Classification System (NAICS 2007) - 517112. Totals may not add due to rounding.

Table 2
Cable and satellite television industry, financial and operating data, Canada

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|--|------------------|------------------|-------------------|-------------------|-------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 7,571,150 | 8,660,154 | 9,889,379 | 10,878,810 | 11,928,829 |
| Connection (installation and re-connect) | 41,714 | 37,371 | 36,963 | 32,679 | 29,402 |
| Community channel sponsorship | 5,136 | 5,196 | 9,857 | 7,106 | 5,532 |
| Other revenue | 241,546 | 320,556 | 374,761 | 473,763 | 494,862 |
| Operating revenues, total | 7,859,545 | 9,023,276 | 10,310,960 | 11,392,358 | 12,458,625 |
| Expenses | | | | | |
| Programming (basic tier) | 122,527 | 125,754 | 134,838 | 135,745 | 122,351 |
| Affiliation payments | 1,897,212 | 2,104,990 | 2,281,361 | 2,482,846 | 2,754,286 |
| Technical services | 1,219,065 | 1,413,662 | 1,513,689 | 1,617,748 | 1,718,699 |
| Sales and promotion | 643,363 | 763,600 | 751,967 | 766,677 | 824,136 |
| Administration and general | 1,064,808 | 1,379,709 | 1,564,710 | 1,674,302 | 1,704,729 |
| Depreciation | 1,456,610 | 1,624,570 | 1,861,512 | 2,121,685 | 2,248,026 |
| Other operating expenses | ... | ... | ... | ... | 98,579 |
| Operating expenses, total | 6,403,584 | 7,412,285 | 8,108,076 | 8,799,003 | 9,470,806 |
| Profit before interest and taxes | 1,455,961 | 1,610,991 | 2,202,885 | 2,593,355 | 2,987,819 |
| Interest expenses | 637,673 | 708,443 | 1,000,945 | 747,215 | 742,394 |
| Expenses, total | 7,041,257 | 8,120,728 | 9,109,021 | 9,546,217 | 10,213,200 |
| Net operating income | 818,288 | 902,549 | 1,201,939 | 1,846,140 | 2,245,425 |
| Salaries and other staff benefits | 1,075,130 | 1,274,664 | 1,524,368 | 1,806,608 | 1,942,470 |
| number | | | | | |
| Employees (weekly average) | 19,837 | 21,149 | 24,312 | 25,380 | 26,307 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 10,425.2 | 10,585.4 | 10,741.4 | 10,897.7 | 11,119.2 |
| Digital cable subscribers | 5,403.6 | 5,999.0 | 6,643.6 | 7,512.4 | F |
| percent ¹ | | | | | |
| Revenue | | | | | |
| Subscriptions | 96.3 | 96.0 | 95.9 | 95.5 | 95.7 |
| Connection (installation and re-connect) | 0.5 | 0.4 | 0.4 | 0.3 | 0.2 |
| Community channel sponsorship | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 |
| Other revenue | 3.1 | 3.6 | 3.6 | 4.2 | 4.0 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.6 | 1.4 | 1.3 | 1.2 | 1.0 |
| Affiliation payments | 24.1 | 23.3 | 22.1 | 21.8 | 22.1 |
| Technical services | 15.5 | 15.7 | 14.7 | 14.2 | 13.8 |
| Sales and promotion | 8.2 | 8.5 | 7.3 | 6.7 | 6.6 |
| Administration and general | 13.5 | 15.3 | 15.2 | 14.7 | 13.7 |
| Depreciation | 18.5 | 18.0 | 18.1 | 18.6 | 18.0 |
| Other operating expenses | ... | ... | ... | ... | 0.8 |
| Operating expenses, total | 81.5 | 82.1 | 78.6 | 77.2 | 76.0 |
| Profit before interest and taxes | 18.5 | 17.9 | 21.4 | 22.8 | 24.0 |
| Interest expenses | 8.1 | 7.9 | 9.7 | 6.6 | 6.0 |
| Expenses, total | 89.6 | 90.0 | 88.3 | 83.8 | 82.0 |
| Net operating income | 10.4 | 10.0 | 11.7 | 16.2 | 18.0 |
| Salaries and other staff benefits | 13.7 | 14.1 | 14.8 | 15.9 | 15.6 |

1. As a percentage of operating revenues.

Note(s): North American Industry Classification System (NAICS 2007) - 517112. Totals may not add due to rounding. The financial statistics for 2006 and 2007 (Wireless broadcasting industry) have been restated to be comparable to the 2008 statistics.

Table 3-1
Cable television, financial and operating data — Canada

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|---|----------------------|------------------|------------------|------------------|-------------------|
| | thousands of dollars | | | | |
| Revenue | | | | | |
| Subscriptions | 5,920,832 | 6,814,338 | 7,842,325 | 8,674,216 | 9,530,729 |
| Programming (basic and non-basic) | 3,889,965 | 4,129,913 | 4,452,921 | 4,695,332 | 5,136,333 |
| Non-programming | 2,030,866 | 2,684,424 | 3,389,404 | 3,978,884 | 4,394,395 |
| Connection (installation and re-connect) | 41,434 | 37,146 | 36,788 | 32,538 | 29,085 |
| Community channel sponsorship | 5,090 | 5,149 | 9,810 | 7,059 | 5,532 |
| Other revenue | 233,277 | 315,794 | 370,278 | 470,020 | 491,373 |
| Operating revenues, total | 6,200,633 | 7,172,427 | 8,259,201 | 9,183,834 | 10,056,719 |
| Expenses | | | | | |
| Programming (basic tier) | 122,514 | 125,459 | 134,821 | 135,740 | 122,301 |
| Affiliation payments | 1,276,805 | 1,408,132 | 1,541,778 | 1,675,793 | 1,859,073 |
| Technical services | 907,506 | 1,079,524 | 1,159,515 | 1,247,084 | 1,334,055 |
| Sales and promotion | 380,578 | 492,075 | 523,402 | 578,435 | 631,591 |
| Administration and general | 859,825 | 1,143,192 | 1,223,937 | 1,287,201 | 1,353,530 |
| Depreciation | 1,165,406 | 1,329,984 | 1,556,152 | 1,736,489 | 1,865,890 |
| Other operating expenses | ... | ... | ... | ... | 65,760 |
| Operating expenses, total | 4,712,634 | 5,578,367 | 6,139,606 | 6,660,742 | 7,232,200 |
| Profit before interest and taxes | 1,487,999 | 1,594,060 | 2,119,595 | 2,523,092 | 2,824,518 |
| Interest expenses | 593,033 | 665,688 | 962,214 | 644,690 | 613,745 |
| Expenses, total | 5,305,667 | 6,244,054 | 7,101,820 | 7,305,432 | 7,845,945 |
| Net operating income | 894,966 | 928,373 | 1,157,381 | 1,878,402 | 2,210,773 |
| Salaries and other staff benefits | 936,914 | 1,082,928 | 1,330,365 | 1,586,202 | 1,706,111 |
| | number | | | | |
| Employees (weekly average) | 17,023 | 18,247 | 21,320 | 22,384 | 23,520 |
| | thousands | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 7,796.8 | 7,921.0 | 8,036.5 | 8,124.3 | 8,245.4 |
| Digital cable subscribers | 2,776.7 | 3,335.3 | 3,939.4 | 4,739.7 | F |
| High speed Internet subscribers | 3,962.0 | 4,529.7 | 5,023.7 | 5,316.9 | 5,649.0 |
| Cable telephony subscribers | 927.5 | 1,784.7 | 2,547.7 | 3,163.2 | 3,770.6 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 12,436.1 | 12,587.6 | F | F | F |
| Homes with access to digital cable | 11,851.7 | 12,179.2 | F | F | F |
| Homes with access to high speed Internet | 11,914.2 | 12,187.0 | F | F | F |
| Homes with access to cable telephony | 8,371.9 | 10,095.1 | F | F | F |
| Households in licenced area ¹ | 12,561.9 | 12,715.5 | F | F | F |
| | percent ² | | | | |
| Revenue | | | | | |
| Subscriptions | 95.5 | 95.0 | 95.0 | 94.5 | 94.8 |
| Programming (basic and non-basic) | 62.7 | 57.6 | 53.9 | 51.1 | 51.1 |
| Non-programming | 32.8 | 37.4 | 41.0 | 43.3 | 43.7 |
| Connection (installation and re-connect) | 0.7 | 0.5 | 0.4 | 0.4 | 0.3 |
| Community channel sponsorship | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Other revenue | 3.8 | 4.4 | 4.5 | 5.1 | 4.9 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 2.0 | 1.7 | 1.6 | 1.5 | 1.2 |
| Affiliation payments | 20.6 | 19.6 | 18.7 | 18.2 | 18.5 |
| Technical services | 14.6 | 15.1 | 14.0 | 13.6 | 13.3 |
| Sales and promotion | 6.1 | 6.9 | 6.3 | 6.3 | 6.3 |
| Administration and general | 13.9 | 15.9 | 14.8 | 14.0 | 13.5 |
| Depreciation | 18.8 | 18.5 | 18.8 | 18.9 | 18.6 |
| Other operating expenses | ... | ... | ... | ... | 0.7 |
| Operating expenses, total | 76.0 | 77.8 | 74.3 | 72.5 | 71.9 |
| Profit before interest and taxes | 24.0 | 22.2 | 25.7 | 27.5 | 28.1 |
| Interest expenses | 9.6 | 9.3 | 11.7 | 7.0 | 6.1 |
| Expenses, total | 85.6 | 87.1 | 86.0 | 79.5 | 78.0 |
| Net operating income | 14.4 | 12.9 | 14.0 | 20.5 | 22.0 |
| Salaries and other staff benefits | 15.1 | 15.1 | 16.1 | 17.3 | 17.0 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 3-2
Cable television, financial and operating data — Atlantic provinces

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|---|----------------|----------------|----------------|----------------|----------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 420,564 | 460,231 | 506,449 | 544,036 | 595,227 |
| Connection (installation and re-connect) | 1,552 | 1,927 | 1,760 | 5,426 | 1,413 |
| Community channel sponsorship | 472 | 415 | 379 | 285 | 179 |
| Other revenue | 51,364 | 36,155 | 44,554 | 65,848 | 75,257 |
| Operating revenues, total | 473,951 | 498,727 | 553,141 | 615,595 | 672,075 |
| Expenses | | | | | |
| Programming (basic tier) | 8,400 | 8,880 | 9,247 | 9,284 | 7,759 |
| Affiliation payments | 101,919 | 107,451 | 115,710 | 125,785 | 134,399 |
| Technical services | 63,162 | 65,968 | 71,489 | 79,809 | 86,974 |
| Sales and promotion | 31,047 | 36,431 | 38,051 | 37,264 | 38,799 |
| Administration and general | 75,145 | 64,691 | 63,830 | 78,156 | 73,884 |
| Depreciation | 97,164 | 101,892 | 120,249 | 140,622 | 162,255 |
| Other operating expenses | ... | ... | ... | ... | 3,109 |
| Operating expenses, total | 376,837 | 385,313 | 418,576 | 470,919 | 507,180 |
| Profit before interest and taxes | 97,114 | 113,415 | 134,565 | 144,676 | 164,896 |
| Interest expenses | 56,329 | 40,457 | 95,566 | 104,641 | 71,216 |
| Expenses, total | 433,166 | 425,770 | 514,142 | 575,560 | 578,395 |
| Net operating income | 40,786 | 72,957 | 38,999 | 40,035 | 93,680 |
| Salaries and other staff benefits | 65,122 | 71,563 | 82,150 | 96,338 | 104,264 |
| number | | | | | |
| Employees (weekly average) | 1,320 | 1,386 | 1,486 | 1,574 | 1,711 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 537.3 | 524.5 | 517.1 | 515.2 | 547.4 E |
| High speed Internet subscribers | 206.2 | 231.2 | 258.7 | 285.0 | 308.5 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 851.0 | 860.3 | F | F | F |
| Homes with access to high speed Internet | 704.3 | 785.7 | F | F | F |
| Households in licenced area ¹ | 867.9 | 877.3 | F | F | F |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 88.7 | 92.3 | 91.6 | 88.4 | 88.6 |
| Connection (installation and re-connect) | 0.3 | 0.4 | 0.3 | 0.9 | 0.2 |
| Community channel sponsorship | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| Other revenue | 10.8 | 7.2 | 8.1 | 10.7 | 11.2 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.8 | 1.8 | 1.7 | 1.5 | 1.2 |
| Affiliation payments | 21.5 | 21.5 | 20.9 | 20.4 | 20.0 |
| Technical services | 13.3 | 13.2 | 12.9 | 13.0 | 12.9 |
| Sales and promotion | 6.6 | 7.3 | 6.9 | 6.1 | 5.8 |
| Administration and general | 15.9 | 13.0 | 11.5 | 12.7 | 11.0 |
| Depreciation | 20.5 | 20.4 | 21.7 | 22.8 | 24.1 |
| Other operating expenses | ... | ... | ... | ... | 0.5 |
| Operating expenses, total | 79.5 | 77.3 | 75.7 | 76.5 | 75.5 |
| Profit before interest and taxes | 20.5 | 22.7 | 24.3 | 23.5 | 24.5 |
| Interest expenses | 11.9 | 8.1 | 17.3 | 17.0 | 10.6 |
| Expenses, total | 91.4 | 85.4 | 92.9 | 93.5 | 86.1 |
| Net operating income | 8.6 | 14.6 | 7.1 | 6.5 | 13.9 |
| Salaries and other staff benefits | 13.7 | 14.3 | 14.9 | 15.6 | 15.5 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 3-3
Cable television, financial and operating data — Quebec

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|---|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 1,297,294 | 1,528,584 | 1,822,310 | 2,072,671 | 2,315,259 |
| Connection (installation and re-connect) | 13,893 | 12,707 | 13,498 | 7,970 | 7,965 |
| Community channel sponsorship | 543 | 698 | 918 | 589 | 90 |
| Other revenue | 63,744 | 117,086 | 127,834 | 129,502 | 155,012 |
| Operating revenues, total | 1,375,474 | 1,659,075 | 1,964,560 | 2,210,732 | 2,478,327 |
| Expenses | | | | | |
| Programming (basic tier) | 41,320 | 44,700 | 47,446 | 49,658 | 35,249 |
| Affiliation payments | 265,209 | 312,044 | 353,350 | 379,765 | 420,443 |
| Technical services | 253,296 | 289,141 | 332,519 | 376,490 | 418,098 |
| Sales and promotion | 110,026 | 130,984 | 159,793 | 165,361 | 184,531 |
| Administration and general | 179,784 | 228,372 | 231,406 | 201,955 | 223,457 |
| Depreciation | 215,062 | 240,798 | 252,878 | 276,472 | 309,497 |
| Other operating expenses | ... | ... | ... | ... | 13,730 |
| Operating expenses, total | 1,064,696 | 1,246,038 | 1,377,392 | 1,449,701 | 1,605,005 |
| Profit before interest and taxes | 310,778 | 413,037 | 587,168 | 761,031 | 873,321 |
| Interest expenses | 70,334 | 148,924 | 275,353 | 92,620 | 100,011 |
| Expenses, total | 1,135,030 | 1,394,963 | 1,652,745 | 1,542,320 | 1,705,017 |
| Net operating income | 240,444 | 264,113 | 311,815 | 668,411 | 773,310 |
| Salaries and other staff benefits | 250,896 | 274,970 | 305,848 | 349,569 | 369,380 |
| number | | | | | |
| Employees (weekly average) | 4,347 | 4,374 | 4,849 | 4,968 | 5,648 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 1,930.2 | 2,011.9 | 2,104.7 | 2,184.4 | 2,238.7 |
| High speed Internet subscribers | 851.8 | 1,007.8 | 1,198.8 | 1,327.9 | 1,428.5 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 3,206.6 | 3,257.7 | F | F | F |
| Homes with access to high speed Internet | 3,085.1 | 3,147.2 | F | F | F |
| Households in licenced area ¹ | 3,231.6 | 3,293.1 | F | F | F |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 94.3 | 92.1 | 92.8 | 93.8 | 93.4 |
| Connection (installation and re-connect) | 1.0 | 0.8 | 0.7 | 0.4 | 0.3 |
| Community channel sponsorship | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other revenue | 4.6 | 7.1 | 6.5 | 5.9 | 6.3 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 3.0 | 2.7 | 2.4 | 2.2 | 1.4 |
| Affiliation payments | 19.3 | 18.8 | 18.0 | 17.2 | 17.0 |
| Technical services | 18.4 | 17.4 | 16.9 | 17.0 | 16.9 |
| Sales and promotion | 8.0 | 7.9 | 8.1 | 7.5 | 7.4 |
| Administration and general | 13.1 | 13.8 | 11.8 | 9.1 | 9.0 |
| Depreciation | 15.6 | 14.5 | 12.9 | 12.5 | 12.5 |
| Other operating expenses | ... | ... | ... | ... | 0.6 |
| Operating expenses, total | 77.4 | 75.1 | 70.1 | 65.6 | 64.8 |
| Profit before interest and taxes | 22.6 | 24.9 | 29.9 | 34.4 | 35.2 |
| Interest expenses | 5.1 | 9.0 | 14.0 | 4.2 | 4.0 |
| Expenses, total | 82.5 | 84.1 | 84.1 | 69.8 | 68.8 |
| Net operating income | 17.5 | 15.9 | 15.9 | 30.2 | 31.2 |
| Salaries and other staff benefits | 18.2 | 16.6 | 15.6 | 15.8 | 14.9 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

**Table 3-4
Cable television, financial and operating data — Ontario**

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|---|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 2,345,124 | 2,746,826 | 3,136,691 | 3,456,396 | 3,728,261 |
| Connection (installation and re-connect) | 11,885 | 13,589 | 14,283 | 13,935 | 13,865 |
| Community channel sponsorship | 3,838 | 3,878 | 3,473 | 3,118 | 2,160 |
| Other revenue | 80,121 | 110,895 | 156,628 | 227,535 | 206,738 |
| Operating revenues, total | 2,440,968 | 2,875,187 | 3,311,076 | 3,700,983 | 3,951,024 |
| Expenses | | | | | |
| Programming (basic tier) | 42,480 | 46,254 | 46,333 | 45,455 | 46,767 |
| Affiliation payments | 533,803 | 578,693 | 635,483 | 690,190 | 743,429 |
| Technical services | 328,235 | 401,401 | 435,983 | 446,374 | 477,008 |
| Sales and promotion | 189,655 | 254,407 | 252,134 | 287,415 | 293,348 |
| Administration and general | 358,960 | 545,114 | 534,202 | 542,037 | 583,687 |
| Depreciation | 576,227 | 665,387 | 768,148 | 854,912 | 858,197 |
| Other operating expenses | ... | ... | ... | ... | 31,056 |
| Operating expenses, total | 2,029,359 | 2,491,257 | 2,672,283 | 2,866,384 | 3,033,493 |
| Profit before interest and taxes | 411,609 | 383,930 | 638,793 | 834,599 | 917,532 |
| Interest expenses | 289,456 | 159,176 | 154,270 | 233,507 | 221,541 |
| Expenses, total | 2,318,815 | 2,650,433 | 2,826,553 | 3,099,891 | 3,255,034 |
| Net operating income | 122,152 | 224,754 | 484,523 | 601,092 | 695,991 |
| Salaries and other staff benefits | 320,119 | 376,131 | 457,152 | 514,475 | 544,002 |
| number | | | | | |
| Employees (weekly average) | 5,357 | 5,760 | 6,757 | 7,125 | 7,002 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 2,924.3 | 2,940.6 | 2,964.6 | 2,944.2 | 2,969.7 |
| High speed Internet subscribers | 1,553.1 | 1,784.5 | 1,951.1 | 1,974.9 | 2,066.7 |
| Access | | | | | |
| Homes with access to basic cable ¹ | 4,528.8 | 4,606.7 | F | F | F |
| Homes with access to high speed Internet | 4,437.6 | 4,545.1 | F | F | F |
| Households in licenced area ¹ | 4,577.0 | 4,674.6 | F | F | F |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 96.1 | 95.5 | 94.7 | 93.4 | 94.4 |
| Connection (installation and re-connect) | 0.5 | 0.5 | 0.4 | 0.4 | 0.4 |
| Community channel sponsorship | 0.2 | 0.1 | 0.1 | 0.1 | 0.1 |
| Other revenue | 3.3 | 3.9 | 4.7 | 6.1 | 5.2 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.7 | 1.6 | 1.4 | 1.2 | 1.2 |
| Affiliation payments | 21.9 | 20.1 | 19.2 | 18.6 | 18.8 |
| Technical services | 13.4 | 14.0 | 13.2 | 12.1 | 12.1 |
| Sales and promotion | 7.8 | 8.8 | 7.6 | 7.8 | 7.4 |
| Administration and general | 14.7 | 19.0 | 16.1 | 14.6 | 14.8 |
| Depreciation | 23.6 | 23.1 | 23.2 | 23.1 | 21.7 |
| Other operating expenses | ... | ... | ... | ... | 0.8 |
| Operating expenses, total | 83.1 | 86.6 | 80.7 | 77.4 | 76.8 |
| Profit before interest and taxes | 16.9 | 13.4 | 19.3 | 22.6 | 23.2 |
| Interest expenses | 11.9 | 5.5 | 4.7 | 6.3 | 5.6 |
| Expenses, total | 95.0 | 92.2 | 85.4 | 83.8 | 82.4 |
| Net operating income | 5.0 | 7.8 | 14.6 | 16.2 | 17.6 |
| Salaries and other staff benefits | 13.1 | 13.1 | 13.8 | 13.9 | 13.8 |

1. These statistics are not always comparable from year-to-year. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 3-5
Cable television, financial and operating data — Western provinces and Territories ¹

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|--|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 1,857,849 | 2,078,697 | 2,376,874 | 2,601,112 | 2,891,982 |
| Connection (installation and re-connect) | 14,104 | 8,924 | 7,247 | 5,208 | 5,842 |
| Community channel sponsorship | 237 | 159 | 5,041 | 3,068 | 3,103 |
| Other revenue | 38,048 | 51,657 | 41,261 | 47,136 | 54,366 |
| Operating revenues, total | 1,910,239 | 2,139,437 | 2,430,423 | 2,656,524 | 2,955,292 |
| Expenses | | | | | |
| Programming (basic tier) | 30,314 | 25,625 | 31,795 | 31,342 | 32,526 |
| Affiliation payments | 375,875 | 409,945 | 437,236 | 480,053 | 560,802 |
| Technical services | 262,813 | 323,013 | 319,524 | 344,411 | 351,975 |
| Sales and promotion | 49,850 | 70,253 | 73,423 | 88,395 | 114,914 |
| Administration and general | 245,936 | 305,015 | 394,499 | 465,054 | 472,501 |
| Depreciation | 276,954 | 321,908 | 414,877 | 464,484 | 535,941 |
| Other operating expenses | ... | ... | ... | ... | 17,866 |
| Operating expenses, total | 1,241,741 | 1,455,759 | 1,671,354 | 1,873,739 | 2,086,523 |
| Profit before interest and taxes | 668,498 | 683,678 | 759,069 | 782,785 | 868,770 |
| Interest expenses | 176,914 | 317,130 | 437,024 | 213,922 | 220,977 |
| Expenses, total | 1,418,656 | 1,772,889 | 2,108,378 | 2,087,660 | 2,307,500 |
| Net operating income | 491,583 | 366,548 | 322,045 | 568,863 | 647,793 |
| Salaries and other staff benefits | 300,776 | 360,264 | 485,215 | 625,819 | 688,464 |
| number | | | | | |
| Employees (weekly average) | 5,998 | 6,727 | 8,228 | 8,717 | 9,159 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 2,405.0 | 2,443.9 | 2,450.1 | 2,480.5 | 2,489.6 |
| High speed Internet subscribers | 1,350.9 | 1,506.2 | 1,615.1 | 1,729.2 | 1,845.3 |
| percent ² | | | | | |
| Revenue | | | | | |
| Subscriptions | 97.3 | 97.2 | 97.8 | 97.9 | 97.9 |
| Connection (installation and re-connect) | 0.7 | 0.4 | 0.3 | 0.2 | 0.2 |
| Community channel sponsorship | 0.0 | 0.0 | 0.2 | 0.1 | 0.1 |
| Other revenue | 2.0 | 2.4 | 1.7 | 1.8 | 1.8 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 1.6 | 1.2 | 1.3 | 1.2 | 1.1 |
| Affiliation payments | 19.7 | 19.2 | 18.0 | 18.1 | 19.0 |
| Technical services | 13.8 | 15.1 | 13.1 | 13.0 | 11.9 |
| Sales and promotion | 2.6 | 3.3 | 3.0 | 3.3 | 3.9 |
| Administration and general | 12.9 | 14.3 | 16.2 | 17.5 | 16.0 |
| Depreciation | 14.5 | 15.0 | 17.1 | 17.5 | 18.1 |
| Other operating expenses | ... | ... | ... | ... | 0.6 |
| Operating expenses, total | 65.0 | 68.0 | 68.8 | 70.5 | 70.6 |
| Profit before interest and taxes | 35.0 | 32.0 | 31.2 | 29.5 | 29.4 |
| Interest expenses | 9.3 | 14.8 | 18.0 | 8.1 | 7.5 |
| Expenses, total | 74.3 | 82.9 | 86.7 | 78.6 | 78.1 |
| Net operating income | 25.7 | 17.1 | 13.3 | 21.4 | 21.9 |
| Salaries and other staff benefits | 15.7 | 16.8 | 20.0 | 23.6 | 23.3 |

1. The cable and other program distribution industry data for the Western provinces and Territories can no longer be published starting with the 2010 reference year. This change is due to increased ownership concentration in some provinces. The results for cable and other program distribution industry operating in Manitoba, Saskatchewan, Alberta, British Columbia, Yukon, Northwest Territories and Nunavut are grouped under 'Western provinces and Territories'.

2. As a percentage of operating revenues.

Note(s): This table does not include the results of wireless broadcasting distribution. Totals may not add due to rounding.

Table 4
Wireless broadcasting industry, financial and operating data, Canada

| | 2006 | 2007 | 2008 | 2009 | 2010 |
|--|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Revenue | | | | | |
| Subscriptions | 1,650,318 | 1,845,816 | 2,047,055 | 2,204,594 | 2,398,100 |
| Connection (installation and re-connect) | 280 | 224 | 175 | 141 | 317 |
| Community channel sponsorship | 46 | 46 | 46 | 46 | 0 |
| Other revenue | 8,269 | 4,763 | 4,483 | 3,743 | 3,489 |
| Operating revenues, total | 1,658,913 | 1,850,849 | 2,051,759 | 2,208,524 | 2,401,907 |
| Expenses | | | | | |
| Programming (basic tier) | 13 | 295 | 16 | 5 | 50 |
| Affiliation payments | 620,406 | 696,858 | 739,583 | 807,053 | 895,212 |
| Technical services | 311,559 | 334,138 | 354,173 | 370,664 | 384,644 |
| Sales and promotion | 262,785 | 271,525 | 228,565 | 188,242 | 192,545 |
| Administration and general | 204,983 | 236,517 | 340,772 | 387,101 | 351,199 |
| Depreciation | 291,204 | 294,586 | 305,360 | 385,195 | 382,136 |
| Other operating expenses | ... | ... | ... | ... | 32,819 |
| Operating expenses, total | 1,690,950 | 1,833,919 | 1,968,470 | 2,138,261 | 2,238,606 |
| Profit before interest and taxes | -32,038 | 16,931 | 83,290 | 70,263 | 163,301 |
| Interest expenses | 44,640 | 42,755 | 38,732 | 102,525 | 128,649 |
| Expenses, total | 1,735,590 | 1,876,674 | 2,007,201 | 2,240,786 | 2,367,255 |
| Net operating income | -76,677 | -25,824 | 44,558 | -32,262 | 34,652 |
| Salaries and other staff benefits | 138,216 | 191,736 | 194,003 | 220,405 | 236,359 |
| number | | | | | |
| Employees (weekly average) | 2,814 | 2,902 | 2,992 | 2,996 | 2,787 |
| thousands | | | | | |
| Subscribers | | | | | |
| Basic programming subscribers | 2,628.4 | 2,664.4 | 2,704.9 | 2,773.4 | 2,873.9 |
| percent ¹ | | | | | |
| Revenue | | | | | |
| Subscriptions | 99.5 | 99.7 | 99.8 | 99.8 | 99.8 |
| Connection (installation and re-connect) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Community channel sponsorship | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Other revenue | 0.5 | 0.3 | 0.2 | 0.2 | 0.1 |
| Operating revenues, total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Expenses | | | | | |
| Programming (basic tier) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Affiliation payments | 37.4 | 37.7 | 36.0 | 36.5 | 37.3 |
| Technical services | 18.8 | 18.1 | 17.3 | 16.8 | 16.0 |
| Sales and promotion | 15.8 | 14.7 | 11.1 | 8.5 | 8.0 |
| Administration and general | 12.4 | 12.8 | 16.6 | 17.5 | 14.6 |
| Depreciation | 17.6 | 15.9 | 14.9 | 17.4 | 15.9 |
| Other operating expenses | ... | ... | ... | ... | 1.4 |
| Operating expenses, total | 101.9 | 99.1 | 95.9 | 96.8 | 93.2 |
| Profit before interest and taxes | -1.9 | 0.9 | 4.1 | 3.2 | 6.8 |
| Interest expenses | 2.7 | 2.3 | 1.9 | 4.6 | 5.4 |
| Expenses, total | 104.6 | 101.4 | 97.8 | 101.5 | 98.6 |
| Net operating income | -4.6 | -1.4 | 2.2 | -1.5 | 1.4 |
| Salaries and other staff benefits | 8.3 | 10.4 | 9.5 | 10.0 | 9.8 |

1. As percentage of operating revenues.

Note(s): Satellite, Multi-point distribution system and subscription television. Totals may not add due to rounding. The financial statistics for 2006 and 2007 have been restated to be comparable to the 2008 statistics.

Data quality

The data presented in this publication are of good quality and can be used with confidence. This assessment is based on available data accuracy measures and the judgement of the analysts involved in this survey.

That said, these statistics are 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 results. Past revisions have generally accounted for less than 1% of the value for key variables such as total revenues, total expenses, salaries and wages and subscribers. Revisions can be larger for more detailed variables such as expense by type.

This publication provides statistics on the number of homes with access to the different types of services provided by the industry. These data should be used with care. Cable operators conduct occasional audits that lead to revisions and it is not always possible to make adjustments back in time. These statistics are therefore not always comparable from year-to-year. The imputation and revision rates for this variable are also higher than for others.

Beginning with the 2002 reference year, the CRTC exempted a number of small cable undertakings from completing the Annual Return for the purpose of licensing. In order to continue providing total industry estimates, Statistics Canada continued covering some of these smaller operators with other sources of information. Some of the variables for these smaller operators are estimated and may be of lesser quality. These estimates do not have a material impact on the overall national statistics presented here.

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 **Annual Cable Television Survey** (ID 2728).