

Service bulletin

Culture Goods Trade: Data Tables

2010



Introduction

These tables provide data on trade in culture goods, along with cross-tabulations for trade between Canada and selected countries. Culture goods include books, magazines, newspapers, postcards, calendars, films, videos, digital videodiscs (DVDs), sheet music, compact discs (CDs), cassettes, vinyl long-playing phonograph records (LPs), paintings (original and reproductions), photographs, sculptures, ornaments and figurines, architectural plans, designs and drawings, advertising materials, museum exhibits, coin and stamp collections, and antiques. Unrecorded media, such as blank CDs, are not included.

Statistical tables

Table 1

International trade in culture goods, Canada, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
Writing and published works								
Books	1,473,194	1,452,550	1,436,441	1,432,275	1,440,573	1,478,061	1,464,508	1,402,951
Newspapers and periodicals	1,126,063	1,134,364	1,165,403	1,173,752	1,151,887	1,140,273	1,050,246	1,046,872
Other printed materials	274,455	268,243	249,849	287,225	287,171	307,983	274,050	252,925
Subtotal	2,873,711	2,855,157	2,851,693	2,893,252	2,879,631	2,926,317	2,788,803	2,702,748
Film and video								
Film	10,178	8,732	6,144	6,213	6,716	7,606	8,602	5,544
Video	382,119	354,914	356,633	282,221	405,678	439,022	389,285	344,446
Subtotal	392,298	363,647	362,777	288,433	412,394	446,628	397,887	349,990
Sound recording and music publishing								
Sound recordings	133,485	143,020	152,436	137,135	31,422	30,133	31,597	30,202
Printed music	15,890	15,518	15,164	13,974	11,888	12,527	11,995	9,796
Subtotal	149,375	158,538	167,600	151,109	43,310	42,660	43,592	39,999
Visual arts								
Original art	137,391	120,416	221,888	140,290	184,045	183,135	166,633	136,755
Other visual arts	149,091	136,088	124,880	117,274	125,292	112,991	87,668	81,849
Subtotal	286,482	256,505	346,768	257,564	309,337	296,126	254,302	218,603
Architecture	3,339	2,635	1,532	1,585	1,910	1,303	1,364	1,003
Advertising	186,280	176,724	175,659	196,983	174,822	219,108	207,419	230,957
Heritage	57,023	34,560	34,691	47,394	54,526	53,513	25,066	32,367
Photography	152,227	126,110	144,296	147,398	142,328	156,207	127,997	154,429
Total	4,100,735	3,973,875	4,085,015	3,983,718	4,018,258	4,141,861	3,846,429	3,730,096
Exports								
Writing and published works								
Books	459,982	430,802	398,851	398,805	385,246	394,957	328,301	262,222
Newspapers and periodicals	224,090	183,078	211,197	205,903	154,020	112,259	84,858	74,422
Other printed materials	256,596	248,647	243,139	183,020	155,002	120,854	82,345	80,094
Subtotal	940,668	862,527	853,187	787,728	694,269	628,070	495,505	416,738
Film and video								
Film	339,540	344,430	384,577	367,174	353,043	353,652	381,186	298,955
Video	278,794	300,736	290,432	188,352	297,408	243,082	208,776	196,181
Subtotal	618,334	645,166	675,010	555,526	650,451	596,734	589,962	495,136
Sound recording and music publishing								
Sound recordings	154,879	145,040	138,991	122,817	25,427	23,071	23,446	21,422
Printed music	189	112	200	210	381	1,249	762	493
Subtotal	155,069	145,152	139,191	123,027	25,808	24,320	24,208	21,915
Visual arts								
Original art	55,599	63,231	83,895	72,717	109,378	73,841	67,182	56,809
Other visual arts	18,362	16,529	13,864	17,818	12,012	10,736	8,837	16,368
Subtotal	73,960	79,761	97,759	90,535	121,390	84,576	76,019	73,177
Architecture	2,111	1,332	2,381	3,048	1,077	657	1,040	3,802
Advertising	440,585	417,952	387,022	321,282	274,585	229,846	168,494	164,007
Heritage	18,479	17,655	18,561	22,156	33,388	23,205	45,759	27,937
Photography	216,761	228,878	200,993	169,154	154,721	122,680	112,487	93,226
Total	2,465,968	2,398,422	2,374,104	2,072,455	1,955,688	1,710,087	1,513,474	1,295,936

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 2
Culture goods trade with the United States, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
Writing and published works								
Books	1,074,000	1,057,912	1,034,275	1,024,647	1,024,926	1,045,761	1,054,684	995,963
Newspapers and periodicals	1,034,139	1,041,973	1,073,082	1,085,745	1,055,810	1,039,752	962,833	960,344
Other printed materials	219,504	205,096	181,298	212,818	199,227	196,173	162,623	137,394
Subtotal	2,327,643	2,304,981	2,288,655	2,323,210	2,279,963	2,281,686	2,180,140	2,093,701
Film and video								
Film	6,557	5,944	4,888	4,894	5,622	5,591	6,173	4,789
Video	356,262	325,785	333,862	252,742	329,916	356,194	325,545	279,826
Subtotal	362,820	331,729	338,750	257,637	335,538	361,786	331,718	284,616
Sound recording and music publishing								
Sound recordings	89,239	89,040	98,196	96,224	16,098	19,210	22,172	19,670
Printed music	14,762	14,609	14,372	13,327	11,329	11,717	11,187	9,243
Subtotal	104,001	103,649	112,568	109,551	27,427	30,927	33,360	28,913
Visual arts								
Original art	33,798	32,424	46,625	45,680	55,046	56,880	66,105	60,622
Other visual arts	12,953	11,233	9,586	9,989	11,836	12,817	8,682	9,141
Subtotal	46,751	43,657	56,212	55,668	66,882	69,697	74,786	69,763
Architecture	1,723	1,657	1,135	1,265	1,472	935	871	616
Advertising	166,735	158,115	154,883	174,926	152,258	194,431	186,513	211,106
Heritage	11,556	9,239	9,906	11,988	17,749	19,796	10,833	11,647
Photography	130,088	105,351	106,800	114,117	102,817	108,476	91,700	85,667
Total	3,151,316	3,058,380	3,068,910	3,048,363	2,984,105	3,067,733	2,909,922	2,786,029
Exports								
Writing and published works								
Books	404,872	386,576	352,499	340,758	340,118	347,297	290,854	224,937
Newspapers and periodicals	221,572	182,084	205,767	203,795	149,142	110,548	83,270	72,697
Other printed materials	249,548	233,947	217,006	165,029	131,700	97,520	70,716	70,502
Subtotal	875,992	802,607	775,272	709,582	620,959	555,365	444,840	368,136
Film and video								
Film	338,359	342,838	383,284	365,709	350,417	347,564	380,108	297,820
Video	247,288	240,974	207,216	133,410	269,449	204,906	165,672	152,625
Subtotal	585,647	583,812	590,500	499,119	619,866	552,470	545,780	450,446
Sound recording and music publishing								
Sound recordings	131,158	124,463	126,828	106,432	9,410	6,010	5,306	4,496
Printed music	113	40	121	187	355	1,006	718	471
Subtotal	131,270	124,503	126,949	106,619	9,765	7,015	6,024	4,968
Visual arts								
Original art	45,465	51,996	56,636	49,576	85,600	53,407	43,790	37,748
Other visual arts	16,894	15,644	12,412	16,687	10,945	9,461	8,027	9,354
Subtotal	62,359	67,640	69,048	66,263	96,545	62,868	51,817	47,102
Architecture	1,971	1,236	1,114	400	320	297	88	1,678
Advertising	436,288	409,213	369,691	310,623	264,121	221,239	164,690	159,829
Heritage	10,518	10,557	11,410	13,068	8,500	9,521	22,713	10,250
Photography	206,280	210,718	182,597	157,750	144,725	115,591	108,275	88,776
Total	2,310,326	2,210,286	2,126,582	1,863,425	1,764,801	1,524,367	1,344,227	1,131,184

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 3
Culture goods trade with China, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
Writing and published works								
Books	79,864	86,710	88,496	101,661	111,536	123,392	125,835	138,850
Newspapers and periodicals	155	307	447	663	925	1,119	1,160	816
Other printed materials	26,172	37,556	40,441	45,778	55,005	67,929	82,793	81,073
Subtotal	106,191	124,574	129,384	148,103	167,467	192,441	209,788	220,739
Film and video								
Film	139	496	50	22	19	10	6	5
Video	1,662	2,818	2,321	3,889	4,501	9,064	7,261	7,192
Subtotal	1,801	3,313	2,372	3,911	4,519	9,074	7,268	7,196
Sound recording and music publishing								
Sound recordings	472	878	818	1,067	2,578	1,949	1,517	1,773
Printed music	179	38	67	96	36	294	327	206
Subtotal	651	916	884	1,163	2,613	2,243	1,844	1,979
Visual arts								
Original art	2,316	2,597	3,550	6,251	6,985	6,884	6,798	8,886
Other visual arts	99,766	93,030	84,067	75,337	83,943	73,657	61,784	53,812
Subtotal	102,082	95,627	87,617	81,588	90,928	80,542	68,582	62,697
Architecture	81	168	187	34	13	10	29	24
Advertising	2,410	2,328	3,899	7,196	7,403	9,052	7,861	6,968
Heritage	9,027	2,412	1,862	2,305	2,281	1,803	1,126	1,289
Photography	3,807	6,433	11,827	15,831	19,453	17,109	15,269	19,337
Total	226,050	235,771	238,031	260,132	294,679	312,272	311,766	320,230
Exports								
Writing and published works								
Books	1,249	988	784	2,519	1,171	604	603	915
Newspapers and periodicals	0s	17	0s	0	0	0s	0	0
Other printed materials	62	1,351	1,002	1,136	756	780	518	376
Subtotal	1,311	2,356	1,786	3,656	1,927	1,384	1,121	1,292
Film and video								
Film	0	4	0	0	9	0	0	0
Video	1,586	1,049	832	1,843	1,301	2,043	2,485	5,137
Subtotal	1,586	1,053	832	1,843	1,309	2,043	2,485	5,137
Sound recording and music publishing								
Sound recordings	632	130	0s	8	390	630	5,538	150
Printed music	0	0	0	0	0	23	0	0
Subtotal	632	130	0s	8	390	653	5,538	150
Visual arts								
Original art	29	18	55	624	126	360	432	545
Other visual arts	0	39	447	90	12	129	47	52
Subtotal	29	57	502	714	138	489	479	597
Architecture	0	12	7	0s	0s	0s	8	0s
Advertising	17	36	2,336	70	971	1,014	413	193
Heritage	92	205	16	89	206	401	409	424
Photography	216	198	1,167	646	348	236	157	135
Total	3,884	4,048	6,647	7,027	5,290	6,220	10,610	7,927

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data. China - unlike previous publications, includes mainland China only.

Table 4
Culture goods trade with France, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
Writing and published works								
Books	90,728	91,121	90,831	87,097	90,100	89,697	88,479	83,072
Newspapers and periodicals	30,322	30,442	28,471	27,778	28,005	29,351	29,985	28,331
Other printed materials	2,271	1,908	2,626	1,710	1,360	1,276	1,286	1,145
Subtotal	123,321	123,471	121,928	116,584	119,466	120,324	119,751	112,548
Film and video								
Film	1,145	775	364	495	320	287	257	156
Video	1,195	1,460	824	1,110	3,760	3,440	3,933	3,071
Subtotal	2,340	2,236	1,188	1,605	4,080	3,727	4,190	3,227
Sound recording and music publishing								
Sound recordings	3,411	3,150	3,127	2,958	500	389	283	200
Printed music	67	112	105	112	79	84	150	75
Subtotal	3,477	3,262	3,231	3,071	579	474	433	274
Visual arts								
Original art	29,312	48,202	84,648	30,672	58,744	34,557	50,666	30,528
Other visual arts	851	1,549	1,042	4,842	1,305	534	469	1,818
Subtotal	30,163	49,751	85,690	35,514	60,049	35,091	51,135	32,346
Architecture	59	44	32	25	33	39	5	74
Advertising	2,401	2,442	1,847	1,944	1,860	1,570	1,179	1,299
Heritage	14,902	6,990	8,359	7,612	10,519	4,536	3,307	3,112
Photography	2,147	1,457	9,162	1,329	2,826	1,950	1,438	1,706
Total	178,811	189,652	231,439	167,684	199,412	167,711	181,438	154,587
Exports								
Writing and published works								
Books	20,513	18,110	16,239	18,148	17,711	19,931	18,885	18,574
Newspapers and periodicals	154	90	6	34	70	35	312	182
Other printed materials	231	238	2,040	1,838	1,542	1,522	1,382	789
Subtotal	20,897	18,438	18,286	20,020	19,323	21,488	20,579	19,545
Film and video								
Film	50	322	162	202	139	48	67	14
Video	1,207	1,544	5,687	2,833	1,802	992	1,159	1,880
Subtotal	1,257	1,866	5,848	3,035	1,941	1,039	1,226	1,893
Sound recording and music publishing								
Sound recordings	718	1,250	1,120	1,043	1,182	1,431	1,085	934
Printed music	8	2	0	0	5	0	0	0
Subtotal	726	1,252	1,120	1,043	1,188	1,431	1,085	934
Visual arts								
Original art	572	1,615	9,351	2,856	1,949	1,700	1,334	1,884
Other visual arts	50	52	18	342	26	151	317	199
Subtotal	622	1,667	9,369	3,198	1,975	1,852	1,651	2,083
Architecture	0	0	380	0s	0s	0s	0s	0s
Advertising	205	851	1,540	1,342	417	538	391	236
Heritage	29	61	90	92	217	13	27	53
Photography	2,151	2,697	1,822	1,722	875	750	270	90
Total	25,888	26,833	38,455	30,451	25,936	27,111	25,229	24,836

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 5
Culture goods trade with the United Kingdom, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
Writing and published works								
Books	68,647	60,359	60,422	55,638	59,055	57,153	45,361	41,463
Newspapers and periodicals	41,046	40,742	42,057	37,168	44,494	46,622	39,919	41,529
Other printed materials	4,729	3,846	4,439	3,038	4,044	3,889	2,335	11,776
Subtotal	114,422	104,947	106,918	95,844	107,593	107,664	87,615	94,768
Film and video								
Film	504	252	169	100	167	125	90	67
Video	1,136	1,036	1,477	1,414	7,343	7,202	4,038	4,264
Subtotal	1,640	1,288	1,647	1,513	7,510	7,326	4,128	4,331
Sound recording and music publishing								
Sound recordings	9,816	9,500	8,484	7,088	907	757	519	438
Printed music	367	235	255	156	158	178	123	44
Subtotal	10,183	9,735	8,739	7,244	1,065	935	642	482
Visual arts								
Original art	41,976	8,248	18,794	19,440	19,215	25,165	12,609	11,006
Other visual arts	6,096	5,508	1,406	915	1,141	2,071	696	879
Subtotal	48,072	13,756	20,200	20,356	20,355	27,236	13,304	11,885
Architecture	148	162	28	33	107	69	44	55
Advertising	946	2,500	2,922	834	783	1,198	915	1,012
Heritage	10,406	6,143	6,634	6,597	9,956	10,279	2,284	4,994
Photography	3,312	2,871	3,716	5,176	3,994	6,839	6,500	4,911
Total	189,130	141,403	150,804	137,597	151,363	161,547	115,432	122,438
Exports								
Writing and published works								
Books	6,312	6,548	9,072	6,307	4,631	4,349	3,219	2,967
Newspapers and periodicals	2,014	316	4,973	1,030	3,928	920	447	181
Other printed materials	2,139	6,857	10,895	5,875	7,686	5,711	2,623	1,773
Subtotal	10,465	13,721	24,940	13,213	16,245	10,980	6,290	4,921
Film and video								
Film	109	204	442	158	1,656	4,597	495	912
Video	5,000	23,040	19,752	8,946	4,245	2,408	2,275	2,344
Subtotal	5,108	23,244	20,193	9,104	5,900	7,005	2,769	3,256
Sound recording and music publishing								
Sound recordings	1,890	1,694	2,298	4,079	2,236	2,383	1,180	637
Printed music	13	11	9	0	0	2	4	0
Subtotal	1,903	1,704	2,307	4,079	2,236	2,385	1,184	637
Visual arts								
Original art	3,180	5,547	10,297	6,012	12,575	8,672	3,755	3,139
Other visual arts	541	191	221	133	64	48	68	24
Subtotal	3,721	5,738	10,519	6,145	12,638	8,719	3,822	3,163
Architecture	5	1	3	5	1	2	2	5
Advertising	647	3,978	1,630	1,362	869	689	457	224
Heritage	270	479	1,705	265	317	107	249	165
Photography	3,711	5,507	5,688	1,984	1,914	1,698	285	264
Total	25,831	54,374	66,986	36,157	40,120	31,586	15,058	12,635

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 6
Culture goods trade with Germany, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
Writing and published works								
Books	13,877	13,270	14,894	12,183	12,939	12,760	11,069	11,746
Newspapers and periodicals	2,529	2,453	1,973	1,402	1,273	1,313	977	736
Other printed materials	2,150	1,576	1,612	2,594	3,800	4,506	4,152	1,566
Subtotal	18,557	17,299	18,479	16,178	18,012	18,579	16,198	14,048
Film and video								
Film	5	95	17	46	14	14	11	61
Video	1,457	1,263	1,528	1,981	7,799	6,001	5,790	5,083
Subtotal	1,462	1,358	1,545	2,027	7,813	6,014	5,800	5,144
Sound recording and music publishing								
Sound recordings	5,962	4,888	5,292	4,734	992	735	923	452
Printed music	166	183	164	116	112	56	79	52
Subtotal	6,129	5,071	5,456	4,850	1,104	791	1,002	504
Visual arts								
Original art	4,501	3,928	5,972	6,936	7,587	19,171	6,292	7,979
Other visual arts	835	625	593	706	794	1,164	703	727
Subtotal	5,336	4,552	6,565	7,642	8,381	20,335	6,995	8,707
Architecture	103	147	48	16	69	63	102	52
Advertising	2,489	2,323	1,696	2,983	2,681	2,976	2,744	3,116
Heritage	1,251	775	801	1,021	1,360	7,185	884	1,000
Photography	1,314	1,198	1,093	1,083	1,361	2,005	805	804
Total	36,641	32,723	35,682	35,801	40,780	57,948	34,530	33,375
Exports								
Writing and published works								
Books	674	765	1,365	2,988	1,276	1,450	475	267
Newspapers and periodicals	13	9	37	3	9	13	3	30
Other printed materials	259	199	3,319	1,954	5,051	6,510	2,200	2,468
Subtotal	946	973	4,720	4,945	6,335	7,974	2,678	2,764
Film and video								
Film	17	28	18	17	31	254	39	13
Video	1,803	1,443	9,219	5,481	1,208	2,724	1,143	893
Subtotal	1,819	1,471	9,237	5,499	1,239	2,979	1,182	905
Sound recording and music publishing								
Sound recordings	316	1,032	770	2,638	771	453	647	529
Printed music	0s	0s	0	0	0	198	0	0
Subtotal	316	1,033	770	2,638	771	651	647	529
Visual arts								
Original art	479	506	608	994	653	661	1,222	1,903
Other visual arts	2	8	89	4	216	2	15	60
Subtotal	481	514	697	998	869	663	1,237	1,963
Architecture	4	0s	45	3	63	1	9	3
Advertising	284	376	1,657	2,514	2,988	654	391	295
Heritage	3,555	2,549	1,432	1,161	5,115	2,670	9,482	9,070
Photography	286	1,026	1,093	838	1,280	408	164	157
Total	7,690	7,943	19,652	18,596	18,660	15,999	15,789	15,687

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 7
Culture goods trade for top twenty trading partners, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
United States	3,151,316	3,058,380	3,068,910	3,048,363	2,984,105	3,067,733	2,909,922	2,786,029
China	226,050	235,771	238,031	260,132	294,679	312,272	311,766	320,230
France	178,811	189,652	231,439	167,684	199,412	167,711	181,438	154,587
United Kingdom	189,130	141,403	150,804	137,597	151,363	161,547	115,432	122,438
Germany	36,641	32,723	35,682	35,801	40,780	57,948	34,530	33,375
Hong Kong	42,867	39,837	40,513	34,810	32,909	28,552	26,547	29,304
Mexico	16,079	18,652	15,231	12,897	20,156	35,322	26,134	27,723
Italy	45,441	31,397	33,378	36,625	36,577	31,411	31,947	22,590
Singapore	18,211	19,279	18,919	18,221	19,872	21,365	21,325	18,933
Spain	17,085	21,298	43,044	21,325	15,935	16,728	15,007	17,962
Korea, South	10,785	7,931	8,730	17,428	10,738	10,667	14,701	12,696
Japan	22,137	32,999	35,485	23,650	22,992	17,588	11,294	10,746
Taiwan	7,494	7,036	6,891	7,059	15,634	13,311	10,385	10,599
Switzerland	7,527	9,337	19,969	6,803	6,759	17,000	7,082	7,959
India	5,258	6,348	6,239	6,367	6,615	6,005	6,932	6,735
Belgium	13,992	12,976	14,818	14,126	19,408	11,668	7,978	6,723
Malaysia	5,137	3,621	3,627	3,718	5,451	5,784	6,577	5,875
Australia	6,424	4,317	4,937	5,024	6,051	5,927	4,412	5,147
Netherlands	8,232	6,566	7,050	6,658	6,423	11,099	3,665	x
Czech Republic	1,051	1,195	1,589	1,127	855	672	558	x
Canada	38,831	43,356	43,507	63,483	61,610	77,451	53,602	52,888
Rest of the World	52,234	49,801	56,223	54,822	59,934	64,101	45,197	40,435
Total	4,100,733	3,973,875	4,085,016	3,983,720	4,018,258	4,141,862	3,846,431	3,730,097
Exports								
United States	2,310,326	2,210,286	2,126,582	1,863,425	1,764,801	1,524,367	1,344,227	1,131,184
France	25,888	26,833	38,455	30,451	25,936	27,111	25,229	24,836
Germany	7,690	7,943	19,652	18,596	18,660	15,999	15,789	15,687
United Kingdom	25,831	54,374	66,986	36,157	40,120	31,586	15,058	12,635
Japan	19,291	12,618	11,276	8,703	6,927	7,545	11,080	11,444
Netherlands	4,823	5,768	7,919	8,828	8,311	11,054	11,708	10,727
Switzerland	10,784	9,048	7,980	8,952	5,912	6,932	16,686	9,194
Austria	182	559	3,903	1,443	770	1,100	1,668	8,183
China	3,884	4,048	6,647	7,027	5,290	6,220	10,610	7,927
Hong Kong	7,049	11,402	6,611	6,637	6,345	4,583	3,218	5,602
India	1,199	1,762	2,986	3,228	2,904	5,782	3,092	4,641
Singapore	2,072	3,227	3,863	1,924	1,853	4,791	5,184	4,484
Mexico	1,547	1,674	2,593	3,696	2,783	5,397	9,783	4,074
Taiwan	2,131	1,616	3,906	1,666	1,160	1,067	731	3,972
Australia	6,129	6,816	7,210	5,709	5,327	4,725	3,024	3,916
Russia	1,348	257	778	782	482	2,238	1,260	3,531
South Africa	848	476	947	1,388	733	1,382	1,011	3,447
Italy	1,306	2,196	3,747	4,553	3,051	3,441	3,632	2,287
Belgium	3,675	2,782	3,590	7,870	2,993	3,596	2,070	1,850
Korea, South	2,601	3,237	2,280	3,658	3,397	5,398	3,117	1,824
Rest of the World	27,365	31,503	46,193	47,763	47,931	35,773	25,297	24,491
Total	2,465,969	2,398,425	2,374,104	2,072,456	1,955,686	1,710,087	1,513,474	1,295,936

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Table 8
Culture goods trade by province and territory, Canada, 2003 to 2010 - current dollars

	2003	2004	2005	2006	2007	2008	2009	2010
	thousands of dollars							
Imports								
Newfoundland and Labrador	169	178	284	197	139	132	43	83
Prince Edward Island	64	40	37	19	9	17	79	6
Nova Scotia	2,929	2,824	2,793	4,339	3,833	3,698	4,830	3,528
New Brunswick	15,637	17,501	18,693	17,577	18,687	15,092	15,027	18,800
Quebec	403,713	413,780	505,586	400,918	440,137	459,095	441,619	382,609
Ontario	2,983,124	2,870,619	2,873,951	2,844,325	2,836,969	2,903,426	2,707,965	2,626,659
Manitoba	284,405	268,994	290,279	300,562	285,315	296,212	293,087	302,512
Saskatchewan	35,656	30,428	13,539	12,614	14,911	27,970	10,611	13,287
Alberta	56,479	46,626	46,143	57,819	59,976	76,067	54,620	57,957
British Columbia	318,519	322,836	333,687	345,323	358,266	360,085	318,521	324,619
Yukon	35	48	23	24	16	68	26	37
Northwest Territories	6	0	0s	0s	0s	0	0	0
Nunavut	0	0	0	0	0	0s	0s	0
Total	4,100,735	3,973,875	4,085,015	3,983,718	4,018,258	4,141,861	3,846,429	3,730,096
Exports								
Newfoundland and Labrador	369	220	368	233	293	511	197	470
Prince Edward Island	65	127	139	217	94	144	162	201
Nova Scotia	10,965	8,700	6,548	5,308	3,175	2,190	2,586	2,106
New Brunswick	8,024	5,417	2,556	3,022	2,033	1,073	710	987
Quebec	737,703	724,140	778,467	672,482	578,913	527,962	450,090	373,439
Ontario	1,291,588	1,248,693	1,230,270	1,064,816	1,076,468	923,373	869,041	762,775
Manitoba	97,737	93,424	94,425	88,952	73,097	66,940	51,012	49,425
Saskatchewan	7,704	9,630	2,837	2,515	3,612	1,549	2,929	987
Alberta	47,259	41,564	43,586	40,291	39,769	37,933	22,814	19,626
British Columbia	263,765	265,658	214,244	193,687	177,405	147,779	113,261	85,211
Yukon	263	172	219	174	85	92	103	130
Northwest Territories	462	515	234	393	275	225	126	109
Nunavut	65	162	209	364	467	313	442	471
Total	2,465,968	2,398,422	2,374,104	2,072,455	1,955,688	1,710,087	1,513,474	1,295,936

Note(s): Data used for culture goods trade tabulations are revised by the International Trade Division of Statistics Canada, on a monthly, quarterly, and annual basis. Due to these ongoing quality improvements, data in this table may differ from data found in previous published versions. Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

Methodology

Survey description

This statistical activity is conducted to provide information and analysis of the value of imports and exports of Canada's merchandise trade data in the culture sector. The unit of analysis is the commodity as described in the "Canadian Framework for Culture Statistics". Culture goods include original and mass produced goods which contain culture content, as defined by this framework. Culture goods include creative goods that warrant intellectual property rights and goods, which support creation, production or transmission of other creative goods. This derived survey is funded by the Department of Canadian Heritage (PCH). The survey produces estimates on the overall trade of culture goods in Canada by commodity groupings and trade partners. These survey estimates are used by various departments and agencies such as the Department of Canadian Heritage, the Cultural Industries Development Fund of the Business Development Bank of Canada, International Markets Program of Telefilm Canada and Foreign Affairs and International Trade Canada. In addition, the data are useful to international agencies such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Organization for Economic Co-operation and Development (OECD).

Frequency

Annual

Target population

Importers and exporters of culture goods

Data sources

International trade data on culture goods are obtained from the International Trade Division (ITD) at Statistics Canada.

Canadian trade statistics are compiled according to the "General" system of trade as defined by the United Nations Statistical Office. The general trade system, in principle, presents all goods entering the country (imports) and all goods leaving the country (exports). It differs from the "Special" system of trade in the treatment of imported goods into Customs bonded warehouses. Under the special trade system, these goods are counted only if and when they are withdrawn from Customs warehouses for domestic consumption. They are not counted in export statistics unless they have first cleared Customs.

Import data are captured by Canada Border Services Agency (CBSA) from B3 forms and from electronic import transaction entries. Data for Canadian exports to countries other than the United States are compiled by the International Trade Division from B-13A forms received via the CBSA and from Summary Reports and Canadian Automated Export Declarations (CAED) submitted directly to Statistics Canada.

Canadian exports to the United States are compiled using United States import statistics (from the U.S. Customs Service via the U.S. Census Bureau) and account for approximately 87% of the value of Canada's export trade.

Error detection / editing

Error detection activities are conducted by International Trade Division during capture.

Import transactions are captured by Canada Customs and Revenue Agency. Exports to countries other than the United States are captured and edited by Statistics Canada.

Validation, combination, unit value and "reasonableness" edits are performed on both imports and exports data during the edit and imputation process. Validation edits use a number of metadata tables which allow the comparison of a reported variable to a list of valid codes. Other validity checks ensure that a reported variable respects the characteristics it is supposed to, e.g., numeric variables are reported as numeric. Records that are found to be invalid are replaced with valid ones, mainly through an automatic imputation process. Combination edits include commodity/country, commodity/trader and commodity/province. Unit value lows and highs are calculated for each Harmonized System (HS) code. Data that fall within this range are accepted while those that fail are rejected. The imports processing system of the International Trade Division (ITD) also performs a number of edits and imputations on imports from the United States on behalf of the United States Census Bureau (USBC).

Imputation

Imputation activities are conducted by International Trade Division during processing.

Both manual and automated imputations are performed on imports and exports data. Data that fail an edit and are beyond an established threshold are manually reviewed and corrected. The method of correction usually takes the form of telephone follow-up to the importer, exporter or their representative, the broker. Sometimes a link to the electronic invoice will suffice to obtain the necessary information to take corrective action.

Data that fail the edits and are below a value threshold are automatically imputed. In the case of a unit value failure the quantity is the variable automatically imputed. Quantity is imputed by randomly selecting a unit value between a high and a low unit value range.

Export documents received too late for incorporation in the current month are assigned to the month the transaction took place. If a monthly summary report from a high volume exporter is not received on time, the data are imputed for the current month and revised with the trade value in the following statistical month.

Estimation

Culture goods are grouped and allocated to categories in accordance with the Canadian Framework for Culture Statistics. Specifically, goods trade microdata, which classify goods using the Harmonized System (HS), are grouped in accordance with the Standard Classification of Goods (SCG) and category headings used in the Framework.

Quality evaluation

Quality evaluations are performed by the Culture Statistics Program in the form of historical trend analysis using subject-matter expert judgement. This method is used to identify anomalies in the data for a given period. This error detection process is conducted at the final stage of aggregation of the culture goods trade categories.

In terms of the source data, International Trade Division's (ITD) customs-based trade statistics are more accurate for measuring imports than they are for measuring exports. This is because Customs are typically more vigilant with respect to goods entering the country than they are with goods leaving the country.

Customs-based export statistics may understate and/or incorrectly portray the destination of exports. They are understated when the proper documentation is not filed with Customs and are incorrectly portrayed when the country of final destination is inaccurately reported on the customs documentation. The latter occurs most frequently when goods are routed through an intermediary country before continuing on to their final destination.

ITD calculates a monthly estimate for export under-coverage that is applied to the aggregated Balance of Payments-based data. ITD also periodically conducts reconciliation exercises with its major trading partners other than the United States.

Disclosure control

Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data."

Culture goods trade data from the International Trade Division of Statistics Canada are subjected to a "passive suppression" approach for confidentiality. Passive suppression is based on the principle that confidential data will not knowingly be released. It requires that appropriate measures be taken only at the request of importers or exporters who feel that their interests would be harmed by the dissemination of data. The onus of notifying ITD of suspected instances of the release of confidential data rests with the affected companies.

On the other hand, "active suppression" requires the review of data to determine the confidentiality status of data prior to dissemination. In ITD, the Exporter Register takes this approach. In ITD's general program importers and exporters do not have a company identification that is as complete or reliable as in a formal sample frame and therefore cannot provide an adequate basis for the application of active suppression mechanisms. However, in the case of the Exporter Register, a company's identification is obvious and is linked to the Statistics Canada Business Register, making the use of "active suppression" appropriate.

Revisions and seasonal adjustment

The source data that are used to create tabular data for the culture goods sector are revised by International Trade Division, on a monthly, quarterly, and annual basis.

Data accuracy measures

Data quality of culture goods estimates are dependent on the data quality of the underlying sources, and in the way that these sources are combined. Statistics Canada makes every effort to ensure that administrative data are conceptually correct for the use to which they are put. Any anomalies or inconsistencies detected are verified with the source, by ITD, and where necessary, adjustments are made to reconcile data with the conceptual framework of the international trade series. The administrative agencies used by ITD are considered to be the best source available, and data received from them is judged to be of very good quality, even in those circumstances where adjustments have been made.

Note to users

International trade data on culture goods are obtained from the International Trade Division of Statistics Canada. Trade data are regrouped into culture categories according to the Canadian Framework for Culture Statistics. Therefore, the categories of culture goods presented here are not compatible with the International Trade Division's publication.

The revised versions of the ITD data used for the Culture goods trade are: September 09, 2011 for the annual revision for 2009 and prior, and July 28, 2011 revision for 2010 data.

When one thinks of goods moving into or out of Canada, it is natural to picture trucks arriving at border stations along our physical frontier with the United States. Yet Canada's border is really a collection of locations within Canada and around the world at airports and seaports. Technology, however, has defeated the border to some extent for specialized goods such as news clips, television broadcasts (reducing shipments of film stock), and music samples (possibly reducing shipments of compact discs and other recorded media). Electronic shipments such as these are not reflected in goods trade estimates, nor are internet downloads. To be counted in terms of culture goods trade, a good must have physically crossed the border. Exports from Canada do not necessarily represent "Canadian content" and imports to Canada do not necessarily represent "Foreign content". This characteristic cannot be measured. The country of origin represents where the good was produced.

Exports and imports are valued in current Canadian dollars.

Changes in the value of Canadian exports and imports may be driven by the price and/or volume of the goods.

Imports coming from Canada (mainly returns) are now included in the total value.

Tabulations are based on Domestic Exports and exclude Re-imports. Re-imports are goods that leave the country in the same condition they entered or have been minimally processed (not substantially enhanced in value).

Statistics published by province and territory in Canada for imports are based on the province of clearance which is the province where the goods were cleared at Customs. Data for exports are based on the province of origin which is where the goods are grown, extracted or manufactured.

Due to changes in the Harmonized System of Classification in 2007, there is a break in series for video and sound recording. Some sound recording activity may be found in the video data.

For consistency with International Trade Data released by Statistics Canada the following countries or regions are included as major trading partners. Some of these inclusions or exclusions are listed below

- United States of America - includes the trading boundaries of Puerto Rico and the U.S. Virgin Islands.

- China (mainland China only)
- France – Includes Monaco, France-Mainland (includes Corsica), the former separate trade boundaries of Reunion, French Guiana, Guadeloupe and Martinique.
- United Kingdom - includes Isle of Man, the Channel Islands, Scotland, Wales, England, Northern Ireland, Guernsey and Jersey.
- Italy - includes San Marino and Vatican City State.
- Germany - includes the Austrian enclaves of Jungholz and Mittelberg.
- Spain - includes the Canary Islands, Ceuta, Méllilla, Penon de Velez de la Gomera, the Chafarinas Islands, the Alhucemas Islands and Alboran and Perejil Islands.

For additional information, "The Culture Goods Trade User Guide" (81-595-MIE2006040, free) is available through the publications link above.

Release date: November 2011

Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 ^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
P	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published
*	significantly different from reference category ($p < 0.05$)

To access this product

This product, Catalogue no. 87-007-X, is available free in electronic format. To obtain a single issue, visit our website at www.statcan.gc.ca and browse by "Key resource" > "Publications."

Frequency: Annual / ISSN 1715-2569

For information on the wide range of data available from Statistics Canada, please call our national inquiries line at 1-800-263-1136.

Cette publication est également disponible en français.

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 2011. All rights reserved. The content of this electronic publication may be reproduced, in whole or in part, and by any means, without further permission from Statistics Canada, subject to the following conditions: that it be done solely for the purposes of private study, research, criticism, review or newspaper summary, and/or for non-commercial purposes; and that Statistics Canada be fully acknowledged as follows: Source (or "Adapted from", if appropriate): Statistics Canada, year of publication, name of product, catalogue number, volume and issue numbers, reference period and page(s). Otherwise, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, by any means—electronic, mechanical or photocopy—or for any purposes without prior written permission of Licensing Services, Information Management Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

Standards of service to the public

Statistics Canada is committed to serving its clients in a prompt, reliable and courteous manner. To this end, Statistics Canada has developed *standards of service* that its employees observe.

To obtain a copy of these service standards, please contact Statistics Canada toll-free at 1-800-263-1136. The service standards are also published on www.statcan.gc.ca under "About us" > "The agency" > "Providing services to Canadians."

Note of appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.