



Service bulletin

Film, Television and Video Post-production : Data Tables

2006



Film, television and video post-production: data tables

Data for 2005 and 2006 should not be compared with previously published data for Film, television and video post-production since significant changes have been made to the survey.

The new Survey of Film, television and video post-production collects data using a sample, which represents 95% of total revenue earned by these companies. It also includes a limited set of financial data from administrative sources for firms whose combined revenues represent the remaining 5% of total industry revenues.

Data are collected using the Business Register, a central Statistics Canada database of businesses that have been classified using the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification used previously by the Culture Statistics Program. Some post-production activity which was previously included in the survey is now excluded if this represents secondary activity within another organization.

For further information on all survey changes and collection and processing methodologies, see "The new culture of the Culture Statistics Program" at [87-004-XIE2003003.pdf](#).

Statistical tables

Table 1
Summary statistics for the film, television and video post-production industry, by province, 2006 and 2005

	Total operating revenue ¹		Salaries, wages and benefits ²		Total operating expenses ³		Operating profit margin ⁴	
	2006	2005	2006	2005	2006	2005	2006	2005
	thousands of dollars						percent	
Newfoundland and Labrador	x	x	x	x	x	x	x	x
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	2,456	3,030	988	1,212	1,788	2,225	27.2	26.6
New Brunswick	x	135	x	25	x	90	x	32.8
Quebec	317,592	324,723	70,252	64,257	295,987	306,186	6.8	5.7
Ontario	400,878	429,550	90,017	87,212	376,745	404,577	6	5.8
Manitoba	97	79	54	28	106	94	-9.1	-19.5
Saskatchewan	2,353	2,681	1,291	987	2,320	2,447	1.4	8.7
Alberta	8,989	4,894	3,171	1,397	8,035	4,386	10.6	10.4
British Columbia	89,530	73,154	35,283	30,389	83,863	69,590	6.3	4.9
Yukon	x	...	x	...	x	...	x	...
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	822,230	838,393	201,154	185,562	769,171	789,751	6.5	5.8

1. Operating revenue excludes investment income (dividends and interest).

2. Salaries, wages and benefits include employer contributions to pension, medical/life insurance plans, employment insurance, etc. for all employees who have been issued a T4 statement.

3. Operating expenses exclude interest on borrowing, write-offs, capital losses, extraordinary losses, and other non-recurring items.

4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified to 512190 (film, television and video post-production).

Sources: Statistics Canada: 2006 and 2005 Survey of Service Industries: Film, Television and Video Post-production Industry.

Table 2
Profile of the Film, Television and Video Post-production Industry (survey portion), provinces and regions, 2006 and 2005

	Atlantic ¹ provinces	Quebec	Ontario	Prairie ² provinces	British Columbia ³ and territories	Canada
thousands of dollars						
Sales by type of revenue						
Film Printing						
2006	..	x	x	..	x	x
2005	..	x	x	..	x	x
Film processing						
2006	..	x	x	x	x	x
2005	..	x	x	..	x	x
Editing						
2006	x	26,397	36,764	x	8,248	75,284
2005	1,116	27,813	38,337	1,295	9,195	77,756
Format transfers						
2006	..	15,323	x	x	6,433	28,781
2005	x	13,574	18,932	x	6,132	38,658
Duplication						
2006	..	x	12,718	x	x	28,309
2005	45	12,200	12,128	843	4,502	29,718
Dubbing, subtitling, closed captioning						
2006	x	16,782	x	x	1,614	19,396
2005	x	10,172	650	1,951	x	12,842
Visual effects (including animation)						
2006	x	36,939	x	x	41,865	106,001
2005	x	35,020	24,261	x	33,384	92,774
Audio post-production						
2006	x	16,936	29,983	x	x	61,177
2005	45	11,169	13,978	657	7,486	33,335
Other post-production services						
2006	x	x	16,968	x	6,833	41,174
2005	x	9,094	4,425	x	3,364	17,527
Production services						
2006	x	x	11,757	x	x	13,791
2005	444	578	10,559	553	250	12,383
Other sales						
2006	x	9,463	x	x	x	12,807
2005	x	2,896	9,200	1,068	x	13,241
Total Sales						
2006	x	303,693	383,083	x	x	785,597
2005	2,250	299,560	407,333	6,677	68,229	784,049
All other operating revenue ⁴						
2006	x	5,375	1,886	x	x	7,963
2005	..	6,528	1,230	176	14	7,948
Total operating revenue ⁵						
2006	2,285	309,068	384,969	10,651	86,586	793,559
2005	2,250	306,088	408,564	6,853	68,243	791,997
Domestic and Foreign Sales						
Total domestic sales						
2006	2,285	x	x	x	x	321,271
2005	2,250	60,358	x	x	x	255,253
Total foreign sales						
2006	..	x	x	x	x	422,551
2005	..	209,193	x	x	x	484,444
Total sales						
2006	2,285	303,693	383,083	x	x	785,597
2005	2,250	299,560	407,333	6,677	68,229	784,049
Expenses						
Cost of goods sold						
2006	x	x	x	1,948	3,548	330,143
2005	x	x	x	x	2,932	369,149
Salaries, wages and benefits						
2006	975	69,258	85,782	4,356	34,579	194,950
2005	x	59,972	81,938	x	28,542	173,503

See footnotes at the end of the table.

Table 2 – continued

Profile of the Film, Television and Video Post-production Industry (survey portion), provinces and regions, 2006 and 2005

	Atlantic ¹ provinces	Quebec	Ontario	Prairie ² provinces	British Columbia ³ and territories	Canada
thousands of dollars						
Outsourcing						
2006	194	x	x	x	8,340	28,758
2005	168	9,167	5,332	1,577	5,342	21,587
Amortization of tangible and intangible assets						
2006	x	14,494	17,537	x	9,303	42,250
2005	x	13,493	18,740	x	6,690	39,292
All other operating expenses ⁶						
2006	433	56,503	65,417	2,476	25,646	150,475
2005	x	x	x	x	21,555	145,289
Total operating expenses ⁷						
2006	1,702	289,842	363,828	9,789	81,416	746,577
2005	1,511	289,791	386,210	6,247	65,061	748,819
number						
Total employment						
Full-time						
2006	20	1,544	1,287	74	744	3,669
2005	13	1,121	1,188	54	599	2,976
Part-time						
2006	3	197	129	22	50	401
2005	3	139	238	68	35	484
Contract workers						
2006	x	1,006	507	x	345	2,049
2005	25	505	293	33	122	978
percent						
Operating profit margin ⁸						
2006	25.5	6.2	5.5	8.1	6.0	5.9
2005	32.8	5.3	5.5	8.8	4.7	5.5

1. Atlantic provinces include: Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick.

2. Prairies provinces include: Manitoba, Saskatchewan and Alberta.

3. British Columbia and Territories include: British Columbia, Yukon, Northwest Territories and Nunavut.

4. All other operating revenue includes grants and subsidies, royalties, rights, licensing and franchise fees and other revenue.

5. Total Operating revenue is the sum of total sales and all other operating revenue. It excludes investment income (dividends and interest).

6. All other operating expenses include commissions paid to non-employees, professional and business services fees, payments for services provided by head office, office supplies, rental and leasing, repair and maintenance, insurance, advertising, marketing and promotions, travel, meals and entertainment, utilities, telephone and telecommunication, property and business taxes, licences and permits, royalties, rights, licensing and franchise fees, delivery, warehousing, postage and courier, financial service fees, charitable donations, bad debts and all other expenses.

7. Total Operating expenses is the sum of cost of goods sold, salaries, wages, benefits, freelancers fees, amortization of tangible and intangible assets and all other operating expenses. It excludes write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

8. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Sources: Statistics Canada: 2006 and 2005 Survey of Service Industries: Film, Television and Video Post-production Industry.

Methodology

Survey Overview

This annual sample survey collects the financial and operating data needed to produce statistics on the Film, Television and Video Post-production industry in Canada. Commencing with reference year 2005, the survey also collects detailed information on the characteristics of the businesses, such as type of revenue and type of client.

These data are aggregated with information from other sources to produce official estimates of the national and provincial economic production of the Film, Television and Video Post-production industry in Canada. The results from this survey provide data to businesses, governments, investors and associations. These data allow these groups to monitor the growth of the industry, measure performance, allow comparison across similar businesses and to better understand this industry to react to trends and patterns.

Commencing with reference year 2005, this new survey is administered by the Service Industries Program, in collaboration with the Culture Statistics Program. Historical time series data from the previous Culture Statistics Program are available in *The Guide to Culture Statistics* (online, free of charge, at catalogue number 87-008-GIE). It should be noted that data from this historical time series should not be compared with data from this new survey due to significant differences in coverage and methodology.

The new survey covers a somewhat different set of businesses than in previous years so that data generally cannot be expected to be comparable. The list of names and addresses of businesses is now drawn from a central Statistics Canada data base. Also, a much more rigorous delineation of those companies that are considered part of the culture sector has been applied through the implementation of the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification that was used previously. In addition to these changes in coverage, commencing with 2005, the data are based on a sample of businesses.

Statistical Data Reference Period

January 2006 to December 2006

Collection Date(s)

February 14, 2007 to October 5, 2007

Data Release Date

February 27, 2008

Survey population

The target population consists of all establishments classified to the film, television and video post-production industry (NAICS 512190) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in providing post-production services to the motion picture and video industries, such as editing, film/tape transferring, dubbing, subtitling, creating credits, closed captioning, and producing computer graphics, animation and special effects, as well as developing and processing motion picture films.

Instrument Design

The annual survey questionnaire covers detailed financial and operating characteristics. In addition, questions on such topics as employment and sources of revenue are asked. The questionnaire was developed in consultation with potential respondents, data users and questionnaire design specialists.

Sample Design

This is a sample survey with a cross-sectional design.

The survey design was based on probability sampling and only covered the portion of the frame subject to direct data collection.

The basic objective of the survey is to produce estimates for the whole industry for incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold and administrative data for businesses with revenue below the threshold, which are excluded from sampling. The excluded portion represents a substantial proportion of the industry in terms of number of establishments, but its contribution to the overall industry revenue is only about 5%. It should be noted that for

this excluded portion, only certain financial information is obtained from administrative sources; e.g., total revenue, expenses such as depreciation and salaries, wages and benefits. Characteristics such as detailed revenue by type of service and employment are collected only for surveyed establishments.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including: address, industry classification and other administrative information. The frame is referred to as the Business Register and is updated regularly using administrative data.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same industry, same geography (province/territory)). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected on the basis of complex structure characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises), as well as selected establishments whose particular industry characteristics make it essential that they be included. All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

Finally, the sample size is inflated to compensate for firms that are found to no longer belong in the industry, such as those that have gone out of business, changed their primary business activity, are inactive, or are duplicates on the frame. After removing such firms, the sample size for the 2006 Film, Television and Video Post-production survey was 106 establishments.

Collection

Responding to this survey is mandatory. Data are collected directly from survey respondents and extracted from administrative files.

Data are collected through a mail-out/mail-back process, while providing respondents with the option of other filing methods such as telephone or fax. Follow-up procedures are applied when a questionnaire has not been received after a pre-specified period of time or incomplete responses have been provided.

Error Detection / Editing

Data are examined for inconsistencies and errors using automated edits coupled with analytical review. Every effort is made to minimize the non-sampling errors of omission, duplication, reporting and processing. Several checks are performed on the collected data. These checks look for internal consistency such as: section totals must be equal to the components; if employees are reported, personnel costs must be greater than zero; the main source of income must be consistent with the assigned NAICS code; identification of extreme values; etc.

Imputation

Where information is missing, imputation is performed using a "nearest neighbour" procedure (donor imputation), using historical data where available, using averages based on responses from a set of similar establishments, or using administrative data as a proxy for reported data.

Estimation

As part of the estimation process, survey data are weighted because some units in the sample represent a certain number of other establishments that were not selected in sample. These data are then combined with administrative data to produce final industry estimates.

Quality Evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, historic trends, and comparisons with other data sources.

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.

Data Accuracy Measures

While considerable effort is made to ensure high standards throughout all stages of collection and processing, the resulting estimates are inevitably subject to a certain degree of error. These errors can be broken down into two major types: non-sampling and sampling.

Non-sampling error is not related to sampling and may occur for many reasons. For example, non-response is an important source of non-sampling error. Population coverage, differences in the interpretation of questions, incorrect information from respondents, and mistakes in recording, coding and processing data are other examples of non-sampling errors.

The weighted response rate represents the proportion of the total revenue accounted for by units that responded to the survey. Of the sampled units contributing to the estimate, the weighted response rate was 53.4% after accounting for firms that have gone out of business, have been reclassified to a different industry, are inactive, or are duplicates on the frame.

Sampling error occurs because population estimates are derived from a sample of the population rather than the entire population. Sampling error depends on factors such as sample size, sampling design, and the method of estimation. An important property of probability sampling is that sampling error can be computed from the sample itself by using a statistical measure called the coefficient of variation (CV). The assumption is that over repeated surveys, the relative difference between a sample estimate and the estimate that would have been obtained from an enumeration of all units in the universe would be less than twice the CV, 95 times out of 100. The range of acceptable data values yielded by a sample is called a confidence interval. Confidence intervals can be constructed around the estimate using the CV. First, we calculate the standard error by multiplying the sample estimate by the CV. The sample estimate plus or minus twice the standard error is then referred to as a 95% confidence interval.

For the 2006 Survey of Film, Television and Video Post-production, CVs were calculated for each estimate. Generally, the more commonly reported variables obtained very good CVs (10% or less), while the less commonly reported variables were associated with higher but still acceptable CVs (under 25%). Some data might not be released because of poor data quality. The CVs are available upon request.

The qualities of CVs are rated as follows:

- Excellent 0.01% to 4.99%
- Very good 5.00% to 9.99%
- Good 10.00% to 14.99%
- Acceptable 15.00% to 24.99%
- Use with caution 25.00% to 34.99%
- Unreliable 35.00% or higher

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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

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