

Table 10
Detailed financial statistics for book publishers, foreign-controlled establishments, Canada, 2010 and 2012

	2010 ^r	2012 ^p
	thousands of dollars	
Total operating revenue	602,885.7	551,084.5
Sales in Canada	468,560.5	443,890.2
Of publishers' own titles	214,625.5	197,716.6
Educational	99,895.7	82,965.3
Children's books	x	x
Other trade, all formats	79,245.2	85,616.2
Other ¹	x	x
As exclusive agents	253,935.0	246,173.6
Educational	43,658.0	27,465.5
Children's books	x	x
Other trade, all formats	109,952.0	121,915.8
Other ¹	x	x
Exports and other foreign sales	6,086.6	3,809.6

1. Other includes the categories: scholarly, reference, professional and technical books.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total. Scaling may also affect the calculation of ratios.