

Motion picture production in 1973 was undertaken by 143 private firms reporting a gross revenue of \$24.6 million. A total of 3,778 original motion picture films were reported by private firms (3,498) and government agencies (280); of these, 2,279 were motion picture and television commercials. In total, 963 television and theatrical motion pictures other than commercials were produced — 156 for theatre showing and 807 for television. The remaining 536 films were for instruction, training, tourism and information.

Advertising agencies. In 1973, 189 advertising agencies reported gross billings of \$586.2 million (Table 18.18). This does not represent the total expenditure on advertising in the country since much advertising is not produced or placed by and through advertising agencies. Among the expenditures not generally channelled through advertising agencies are classified advertisements in newspapers, and a certain amount of catalogue and direct mail advertising. Of the total gross billings, \$193.4 million was in print media (newspapers, weekend roto magazines, consumer magazines, trade papers, yellow pages, farm publications, etc.), \$192.2 million in television, \$63.0 million in radio, \$13.9 million for outdoor and transportation, \$16.9 million for direct mail and \$3.7 million for other media.

Total media billings amounted to \$462.5 million, production charges accounted for another \$114.6 million and \$9.0 million was for market research surveys and other services. From 1970 to 1973 gross billings increased by 24.7%. Total advertising billings, which comprise the expenditure on time and space as well as production costs, increased by 24.9%; total media billings, i.e. expenditure on space and time alone, increased by 24.9%; production costs by 24.0%; and expenditures on market research surveys and other expenditures increased by 18.7%. During this time, the share of total media billings of print media dropped from 43.1% to 41.8%, while that of television increased from 38.4% to 41.5%; radio declined from 15.2% to 13.6% and outdoor media almost maintained their share showing a decline from 3.3% to 3.0%.

Computer service industry. In 1973 a survey of the computer service industry revealed that 331 companies in Canada provided computer services involving 303 computers of various capacities, 828 terminals and 2,174 access ports. Total operating revenue amounted to almost \$590 million of which "hardware" sales and rentals accounted for \$377 million, processing for \$139 million, "software" for \$36 million and equipment maintenance, education and other services for \$38 million.

Of the total operating revenue, \$98 million or 16.6% was generated from computer services provided to financial institutions, \$81 million or 13.7% from manufacturing firms, and \$65 million or 11.0% for primary industries (mining, logging, fishing, etc.). A variety of other businesses and institutions account for the remainder.

Funeral directors. A survey of funeral directors was undertaken for the year 1972 as a follow-up to a similar program taken in 1968. A total of 1,256 firms were included in the program reporting total receipts of \$119.5 million. Provincial distributions of number of firms, total receipts and average funeral costs are presented in Table 18.19.

Non-commercial services. Statistics Canada has recently embarked on a program of coverage for the non-commercial services sector of the economy. This area is defined as encompassing various religious organizations; non-profit amusement and recreation services; non-profit lodging houses and residential clubs; industrial, trade and professional associations; fraternal organizations and service clubs; political, community and civic organizations; as well as other membership organizations engaged in non-commercial activity.

Preliminary data for religious organizations for 1971 show that there were 25,547 religious organizations with charitable status having revenue in excess of \$587 million and expenditure in excess of \$542 million (Table 18.20). Data for other segments of the non-commercial sector are not yet available.

18.1.4 Wholesale trade

In the field of wholesale statistics a program of upgrading has been implemented which includes biennial coverage of the wholesale merchants type of operation beginning in 1973 and agents and brokers in the intervening years. As well as producing more up-to-date statistics on these two types of operation, the results, in the case of wholesale merchants, will be used as the base for a new sample of monthly sales and inventory estimates.