

16.2.5 Statistics of the broadcasting industry

Statistics on radio and television broadcasting are obtained by Statistics Canada in cooperation with the Canadian Radio-television and Telecommunications Commission. In 1975 returns were received from 282 private radio reporting units and 65 television reporting units covering the operation of 391 private radio stations, 59 private originating television stations and the CTV network. Operating revenue of the broadcasting industry, including CBC, for the year amounted to \$505.8 million, an increase of 18.6% over 1974. Of the total, radio accounted for \$210.3 million or 41.6% and television for \$295.5 million or 58.4%. Revenue from national and network time sales represented 54.0% of the total air time sales and local time sales were 46.0%. Operating expenses in 1975 at \$665.8 million were 13.7% higher than in 1974. However, total operating revenue, plus the net cost of operating the CBC, which is financed from its parliamentary grant, exceeded these expenses, resulting in a net profit after depreciation and interest charges and other adjustment of \$70.6 million for 1975 compared to \$52.7 million in 1974.

In 1975 there were 23,496 employees engaged in the radio and television broadcasting industry, an increase of 1,235 or 5.5% over 1974. Salaries and wages paid by the industry totalled \$346.7 million. After provision for income taxes, the final net profit of the private sector of the broadcasting industry in 1975 was \$34.4 million compared with \$21.4 million in 1974. The impression of an immediate upswing in television broadcasting profits in 1975 should be tempered by the substantial losses of Global Communications Limited in 1974 which depressed television broadcasting profits in that year.

Statistics of the cable television industry. Table 16.7 presents financial statistics of the Canadian cable television industry. This industry, comprising 338 operating systems, reported an increase of 21.6% in total operating revenue for the year ended August 31, 1975, rising to \$162.3 million from \$133.4 million for the previous year. Subscription revenue from individual subscribers and multi-outlet contracts accounted for \$149.6 million. Operating expenses before deducting interest and depreciation charges rose from \$66.5 million to \$85.8 million in 1975, resulting in net operating revenue of \$76.5 million compared with \$66.9 million in the previous year. After deducting interest, depreciation and making other adjustments, the industry achieved a net profit to August 31, 1975 of \$30.4 million compared with \$28.4 million earned in the previous year.

16.3 Postal service

The basic function of the Canadian Postal Service is to receive, convey and deliver postal matter with speed and security. To do this it maintains thousands of post offices and uses air, rail, road and water transportation facilities. Associated functions include sales of stamps and other articles of postage, registration of letters and other mail for dispatch, parcel insurance, accounting for COD articles and transaction of money-order business. Because of its transcontinental facilities, the Post Office assists other government departments with such tasks as selling hunting permits, collecting annuity payments, distributing income tax forms and public service employment application forms, and displaying official posters.

Post offices are established wherever the population warrants. In rural areas and small urban centres they transact all the functions of a city office. In larger urban areas, postal stations have functions similar to the main post office, including general delivery service, lock-box delivery and letter-carrier delivery. Canada's larger postal installations are complex, semi- or fully-automated plants with Optical Character Reading Machines (OCRs) capable of reading printed or typed addresses; machines which automatically and at high high speed cull, face and cancel stamps; Letter Sorting Machines (LSMS) capable of handling 26,000 pieces of mail an hour; conveyors and chutes, parcel and bag sorting machines,