

television and theatrical motion pictures other than commercials were produced — 117 for theatre showing and 839 for television. The remaining 4,931 films were for non-theatrical (also non-television) motion picture productions (818), silent motion pictures (19), filmstrips (2,267) and other types of productions (1,827).

Advertising agencies. In 1975, 242 advertising agencies reported gross billings of \$721.1 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, \$228.6 million was in print media (including newspapers, weekend roto magazines, consumer magazines, trade papers, yellow pages and farm publications), \$248.2 million in television, \$77.4 million in radio, \$16.2 million for outdoor and transportation, \$20.1 million for direct mail and \$6.4 million for other media.

Total media billings amounted to \$570.3 million, production charges accounted for another \$126.3 million and \$24.1 million was for market research surveys and other services. From 1972 to 1975 gross billings increased by 34.8%. Total advertising billings, which comprise the expenditure on time and space as well as production costs, increased by 33.2%; total media billings, i.e. expenditure on space and time alone, increased by 37.4%; production costs by 17.4%; and expenditures on market research surveys and other expenditures increased by 103%. During this time, the share of total media billings accounted for by print media dropped from 41.4% to 40.1%, while that of television increased from 41.3% to 43.5%; radio's share dropped from 14.1% to 13.6% and outdoor media showed a decline from 3.2% to 2.8%.

Computer service industry. In 1974 a survey of the computer service industry revealed that 345 companies in Canada provided computer services involving 206 computers of various capacities, 1,150 terminals and 1,847 access ports. Total operating revenue amounted to almost \$211 million of which "hardware" sales and rentals accounted for \$6.7 million, processing for \$141 million, "software" for \$51 million and equipment maintenance, education and other services for \$13 million.

Of the total operating revenue, \$33 million or 15.5% was generated from computer services provided to financial institutions, \$43 million or 20.3% from manufacturing firms, and \$20 million or 9.3% for primary industries such as mining, logging and fishing. A variety of other businesses and institutions accounted for the remainder.

Non-commercial services. Statistics Canada has 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; and other membership organizations engaged in non-commercial activity.

In 1973 there were 21,695 religious organizations with charitable status having revenue in excess of \$688 million and expenditures of nearly \$590 million, compared to 21,635 religious organizations having revenue in excess of \$621 million and expenditures of more than \$530 million for 1972 (see Table 18.19).

Another recently-completed study indicated that, in 1973, professional and trade associations had total revenues of \$231.6 million and expenditures of \$224.5 million. In 1974 this survey also covered Chambers of Commerce, Boards of Trade, Jaycees and Better Business Bureaus. In the latter year, there were 2,796 establishments reporting total revenues of \$277.0 million and expenditures of \$267.8 million. (Table 18.20).