

of price and wage increases. The balance was allocated to programming improvements and the operation of new facilities.

### Statistics of the broadcasting industry

16.2.3

Statistics on radio and television broadcasting are obtained by Statistics Canada in co-operation with the Canadian Radio-television and Telecommunications Commission. In 1976 returns were received from 288 private radio reporting units and 65 television reporting units covering the operation of 402 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 \$604.5 million, an increase of 19.5% over 1975. Of the total, radio accounted for \$244.7 million or 40.5% and television for \$359.8 million or 59.5%. Revenue from national and network time sales represented 54.3% of the total air time sales and local time sales were 45.7%. Operating expenses in 1976 at \$800.8 million were 20.3% higher than in 1975. 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 \$96.2 million for 1976 compared to \$70.6 million in 1975.

In 1976 there were 24,680 employees engaged in the radio and television broadcasting industry, an increase of 1,184 or 5.0% over 1975. Salaries and wages paid by the industry totalled \$413.7 million. After provision for income taxes, the final net profit of the private sector of the broadcasting industry in 1976 was \$52.5 million compared with \$34.2 million in 1975. The upswing in television broadcasting profits in 1976 was due in part to Global Communications Ltd. which in 1976 substantially reduced its losses of the previous two years while increasing its revenue 80.6% to \$15.0 million; its expenses increased only 11.1%.

**Statistics of the cable television industry.** Table 16.7 presents financial statistics of the Canadian cable television industry. This industry, comprising 356 operating systems, reported an increase of 22.8% in total operating revenue for the year ended August 31, 1976, rising to \$199.2 million from \$162.3 million for the previous year. Subscription revenue from individual subscribers and multi-outlet contracts accounted for \$181.4 million. Operating expenses before deducting interest and depreciation charges rose from \$85.8 million to \$108.1 million in 1976, resulting in net operating revenue of \$91.1 million compared with \$76.5 million in the previous year. After deducting interest, depreciation and making other adjustments, the industry achieved a net profit to August 31, 1976 of \$36.0 million compared with \$31.3 million earned in the previous year.

### Postal service

16.3

The basic function of the Canadian Postal Service is to receive, convey and deliver postal matter. 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 semi- or fully-automated plants with optical character reading machines capable of reading printed or typed addresses; machines which automatically and at high speed cull, face and cancel stamps; letter sorting machines capable of handling 26,000 pieces of mail an hour; conveyors and chutes, parcel and bag sorting machines, wrapomatic parcel sealing machines, photo-electric counters and intercom systems. Outside some regular post office buildings there are stamp-vending machines and curbside mail boxes.