

16.7 Operating and financial summary of the cable television industry, 1974-76

Item	1974	1975	1976
OPERATING REVENUE			
Direct subscribers	\$ 113,496,341	137,283,823	167,712,541
Indirect subscribers (apartments, etc.)	\$ 9,640,628	12,289,588	13,688,966
Installation (including reconnect)	\$ 8,271,154	9,160,805	11,261,226
Education services	\$ 56,575	60,116	41,379
Other	\$ 1,967,942	3,478,525	6,510,866
Total, operating revenue	\$ 133,432,640	162,272,857	199,214,978
OPERATING EXPENSES			
Program	\$ 4,593,991	6,247,383	10,169,015
Technical	\$ 26,988,704	34,865,947	45,229,334
Sales and promotion	\$ 6,679,056	7,695,424	9,342,781
Administrative and general	\$ 28,226,368	36,957,565	43,406,516
Depreciation	\$ 27,120,858	32,782,776	39,610,101
Interest expense	\$ 11,019,993	13,831,609	17,706,585
Other adjustments — addition to (or deduction from) income	\$ (366,718)	1,413,654	2,296,605
Total, operating expenses	\$ 104,995,688	130,967,050	163,167,727
Net profit (loss) before income taxes	\$ 28,436,952	31,305,807	36,047,251
Salaries and other staff benefits	\$ 32,628,507	42,714,948	56,421,499
Number of employees, weekly average	3,691	4,084	5,157
SUBSCRIBERS			
Individual	1,986,307	2,235,621	2,496,948
Indirect (contract with apartment building owner)	574,480	625,316	646,367
Total, subscribers	2,560,787	2,860,937	3,143,315
HOUSEHOLDS SERVED			
Households in licensed area (including apartments, etc.)	4,365,580	4,600,328	4,985,304
Households offered service (cable passes by building)	4,044,559	4,318,060	4,706,402
Households in multiple dwellings, offered service (apartments)	1,090,627	1,158,179	1,020,818

16.8 Estimated numbers and circulations of reporting English-language and French-language newspapers, by province, 1976 and 1977

Province	1976			1977		
	Daily	Circulation ¹	Weekend	Daily	Circulation ¹	Weekend
English-language newspapers						
Newfoundland	3	48,357	1	3	50,302	1
Prince Edward Island	3	31,216	—	3	31,922	—
Nova Scotia	6	168,949	—	6	173,780	—
New Brunswick	5	123,259	—	5	124,623	—
Quebec	3	295,453	1	3	305,745	1
Ontario	46	2,140,889	1	48	2,201,364	1
Manitoba	8	254,929	—	9	268,397	—
Saskatchewan	4	130,973	—	4	134,564	—
Alberta	8	383,836	—	8	405,952	—
British Columbia	18	557,672	—	19	568,353	—
Total	104	4,135,533	3	108	4,265,002	3
French-language newspapers						
New Brunswick	1	14,296	—	1	14,984	—
Quebec	11	842,105	14	10	867,409	15
Ontario	1	45,146	—	1	46,457	—
Total	13	901,547	14	12	928,850	15

¹Circulation not reported for all newspapers.