16.7 Operating and financial summary of the radio and television broadcasting industry, 1976-78 (dollars)

Item	1976			1977			1978		
	Private stations		CBC	Private stations		CBC	Private stations		CBC
	Radio	Television		Radio	Television		Radio	Television	
Operating revenue									
Revenue from sale of air time	*241,459,315*	*264,219,054*	*58,720,000*	*268,740,442*	*310,299,943*	*65,603,000*	*304,868,253*	*368,415,281*	*73,947,000*
Local time sales	173,186,116	76,124,940	8,837,000	195,873,764	88,859,260	8,226,000	222,053,271	103,386,993	10,114,000
National time sales	67,816,411	142,680,634	21,234,000	72,236,637	172,847,643	24,557,000	81,876,588	207,850,889	27,065,000
Network time sales	456,788	45,413,480	28,649,000	630,041	48,593,040	32,820,000	938,394	57,177,399	36,768,000
Production and other revenue	2,859,815	18,005,254	19,243,000	3,018,185	20,677,826	2,907,000	4,078,264	35,049,352	1,628,000
Syndication revenue	25,595	506,062	—	24,479	1,104,960	—	54,553	5,464,849	—
Production revenue	1,121,250	15,170,716	300,000	1,402,559	17,032,028	—	1,533,554	26,207,221	—
Other revenue	1,712,970	2,328,476	18,943,000	1,591,147	2,540,838	2,907,000	2,490,157	3,377,282	1,628,000
Total, operating revenue	244,319,130	282,224,308	77,963,000	271,758,627	330,977,769	68,510,000	308,946,517	403,464,633	75,575,000
Departmental expenses									
Program	68,882,998	110,513,075	230,364,000	80,033,147	138,047,981	262,824,000	91,283,956	176,459,439	306,426,000
Technical	10,229,662	23,430,912	67,831,000	12,187,966	27,432,359	56,410,000	13,847,070	28,623,180	60,025,000
Sales and promotion	50,074,709	26,100,347	15,199,000	56,361,152	31,389,684	17,171,000	63,062,916	38,116,523	19,813,000
Administration and general	69,055,926	48,934,720	80,166,000	77,403,695	57,601,551	106,862,000	89,743,299	66,090,927	131,368,000
Total, departmental expenses	198,243,295	208,979,054	393,560,000	225,985,960	254,471,575	443,267,000	257,937,241	309,290,069	517,632,000
Depreciation	7,000,121	12,003,228	20,114,000	8,098,213	14,102,574	23,913,000	9,769,794	15,490,025	28,228,000
Interest expense	5,602,435	6,576,411	14,053,000	5,674,328	8,292,404	14,053,000	6,773,118	8,179,621	14,053,000
Other adjustments — income (expense)	2,736,108	5,313,386	1,759,000	3,820,625	7,130,696	1,891,000	3,422,176	10,202,156	1,708,000
Net profit (loss) before income taxes	36,209,387	59,979,001	...	35,820,751	61,241,912	...	37,888,540	80,707,074	...
Net cost of CBC operations	...	...	348,005,000	...	...	410,832,000	...	...	482,630,000
Salaries and other staff benefits	109,357,489	81,515,863	222,814,000	124,850,038	96,774,940	259,424,000	140,718,921	109,754,227	299,145,000
Average number of employees	7,920	5,338	11,422	8,286	5,682	11,683	8,674	5,944	12,233