

16.8 Operating and financial summary of the cable television industry, 1976-78

Item	1976	1977	1978
OPERATING REVENUE			
Direct subscribers	\$ 167,712,541	196,245,349	232,308,398
Indirect subscribers (apartments)	\$ 13,688,966	18,722,982	22,119,400
Installation (including reconnect)	\$ 11,261,226	13,106,832	16,132,456
Education services	\$ 41,379	3,315	6,197
Other	\$ 6,510,866	4,879,081	2,656,985
Total, operating revenue	\$ 199,214,978	232,957,559	273,223,436
OPERATING EXPENSES			
Program	\$ 10,169,015	13,539,480	16,380,639
Technical	\$ 45,229,334	53,819,358	67,715,475
Sales and promotion	\$ 9,342,781	9,737,905	11,419,904
Administrative and general	\$ 43,406,516	49,841,938	57,232,180
Depreciation	\$ 39,610,101	43,264,619	49,251,207
Interest expense	\$ 17,706,585	19,585,787	23,163,206
Other adjustments — addition to (or deduction from) income	\$ 2,296,605	1,914,620	4,727,539
Total, operating expenses	\$ 163,167,727	187,874,467	220,435,072
Net profit (loss) before income taxes	\$ 36,047,251	45,083,092	52,788,364
Salaries and other staff benefits	\$ 56,421,499	65,392,504	74,719,189
Number of employees, weekly average	5,157	4,946	5,293
SUBSCRIBERS			
Individual	2,496,948	2,776,231	3,122,507
Indirect (contract with apartment building owner)	646,367	640,992	653,126
Total, subscribers	3,143,315	3,417,223	3,775,633
HOUSEHOLDS SERVED			
Households in licensed area (including apartments)	4,985,304	5,303,781	5,866,336
Households offered service (cable passes by building)	4,706,402	5,051,360	5,535,559
Households in multiple dwellings, offered service (apartments)	1,020,818	1,261,819	1,386,093

16.9 Estimated numbers and circulations of reporting English-language and French-language newspapers, by province, 1977 and 1978

Province	1977			1978		
	Daily	Circulation ¹	Weekend	Daily	Circulation ¹	Weekend
English-language newspapers						
Newfoundland	3	50,302	1	3	71,310	—
Prince Edward Island	3	31,922	—	2	32,002	—
Nova Scotia	6	173,780	—	5	178,564	—
New Brunswick	5	124,623	—	4	128,715	—
Quebec	3	305,745	1	3	290,246	1
Ontario	48	2,201,364	1	47	2,101,238	1
Manitoba	9	268,397	—	9	278,084	—
Saskatchewan	4	134,564	—	4	138,929	—
Alberta	8	405,952	—	9	440,019	—
British Columbia	19	568,353	—	18	570,536	—
Total	108	4,265,002	3	104	4,229,643	2
French-language newspapers						
New Brunswick	1	14,984	—	1	16,975	—
Quebec	10	867,409	15	10	1,016,152	14
Ontario	1	46,457	—	1	46,845	—
Total	12	928,850	15	12	1,079,972	14

¹Circulation not reported for all newspapers.