

## 17.10 National Film Board productions, distribution summary, 1977-79

	Canada		Abroad	
	1977-78	1978-79	1977-78	1978-79
Number of prints sold:				
16mm prints	10,304	10,174	8,724	9,906
Filmstrips	28,856	8,953	7,085	6,371
Slide sets	5,711	3,682	650	1,388
8mm prints	1,102	193	5,762	2,946
Multimedia kits	998	274	150	152
Overhead projectors	305	79	—	—
Videocassettes	—	964	—	99
16mm prints (through External Affairs/NFB joint program)	19,805	11,163	14,720	9,686
Number of prints loaned:				
Bookings of 16mm prints through NFB offices	491,787	503,805	...	...
through libraries under contract	74,239	93,906	...	...
through External Affairs and other agencies	...	...	227,329	207,742
Theatre bookings:				
35mm and 16mm	13,958	6,662	...	...
Titles sold	...	...	271	147
Titles on contract	...	...	3,508	3,614
Television:				
Telecasts (including travel)	10,842	9,981	22,734	...
Titles sold	...	...	399	335
Titles on contract	...	...	9,398	9,733
Non-commercial bookings	...	...	206	...

## 17.11 Receipts, taxes and paid admissions of motion picture and drive-in theatres, 1973-78

Year	Motion picture theatres		Drive-in theatres	
	Admission receipts and taxes \$'000	Paid admissions '000	Admission receipts and taxes \$'000	Paid admissions '000
1973	139,541	77,438	22,171	11,581
1974	160,904	79,020	24,563	11,372
1975	195,545	84,161	31,256	12,843
1976	206,556	82,328	33,678	13,048
1977	210,342	76,455	33,424	11,779
1978	228,135	81,597	34,739	11,634

## 17.12 Average admission prices in motion picture theatres, total number of admissions and total revenues from ticket sales, 1950-78

Year	Admission receipts		Amusement taxes		Number of paid admissions		Average admission price (Regular theatres only) <sup>1</sup>
	Regular theatres \$'000	Drive-ins \$'000	Regular theatres \$'000	Drive-ins \$'000	Regular theatres \$'000	Drive-ins \$'000	
1950	82,708	2,291	11,445	300	231,747	4,943	.36
1951	90,986	3,348	11,374	407	239,132	6,555	.38
1952	98,851	4,409	12,308	540	247,733	8,380	.40
1953	100,889	5,863	12,760	685	241,183	11,135	.42
1954	97,012	6,317	12,099	722	218,509	12,380	.44
1955	86,374	7,755	10,264	602	184,968	10,688	.47
1956	80,666	8,394	8,675	520	162,859	9,706	.50
1957	76,488	9,725	7,815	520	146,756	9,946	.52
1958	75,139	6,254	6,951	504	136,335	10,149	.55
1959	68,370	7,144	5,960	504	118,633	10,226	.58
1960	65,505	6,790	5,365	524	107,705	10,029	.61
1961	62,229	6,653	5,044	491	97,945	9,474	.64
1962	60,941	6,807	4,371	399	91,258	9,586	.67
1963	63,816	7,825	4,371	396	87,967	9,922	.72
1964	69,325	9,023	4,595	408	90,913	10,814	.76
1965	75,372	9,790	5,082	505	89,135	10,780	.85
1966	83,005	11,362	5,852	666	87,694	11,265	.95
1967	90,805	12,759	6,429	787	85,531	12,042	1.06
1968	99,042	14,656	7,268	932	84,937	12,252	1.17
1969	102,363	15,658	7,485	1,033	78,918	11,308	1.30
1970	111,692	17,047	8,111	1,118	80,826	11,489	1.38
1971	...	...	...	...	...	...	...
1972	122,492	17,881	8,907	1,172	81,241	10,559	1.51
1973	129,876	20,726	9,665	1,445	77,438	11,581	1.68
1974	149,720	22,963	11,184	1,600	79,020	11,372	1.89
1975	182,139	29,283	13,406	1,973	84,161	12,843	2.16
1976	192,462	31,573	14,094	2,105	82,328	13,048	2.34
1977	197,813	31,880	12,529	1,544	76,455	11,779	2.59
1978	218,358	33,557	9,777	1,182	81,597	11,634	2.68

<sup>1</sup>Admission receipts excluding taxes divided by number of paid admissions.