



Survey of Book Publishers and Exclusive Agents, 2000

Confidential when completed

Collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S19.

Completion of this questionnaire is a legal requirement under this Act.

Please make a copy for your records

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler sans frais au numéro de téléphone suivant :
1 877 540-3973



For Office Use Only	
Response Code	<input type="text"/>
RAN Edit Report?	Yes <input type="radio"/> No <input type="radio"/>

Please correct name and mailing address, if necessary.

GENERAL INFORMATION

Survey Objective

This survey provides statistics on the activities of book publishers and exclusive agents, regardless of the amount of earned revenue. The information is used by the private sector and by all levels of government to make informed decisions on policies and programs in the book publishing industry.

Coverage

This is a survey of **book publishers** in Canada who have titles in print and **exclusive agents** in Canada who sold titles published by another firm.

Book publishing or exclusive agency must be one of the activities of the organization.

Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business. The data reported on this questionnaire will be treated in strict confidence, used for statistical purposes and published in aggregate form only. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation.

Data Sharing Agreement

To reduce response burden and ensure uniform statistics, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for sharing of data. This is done in accordance with the federal *Statistics Act* and corresponding provincial and territorial legislation. The data are kept confidential and used for statistical purposes only.

1. Report for the financial year (ending at any time between April 1, 2000 and March 31, 2001).

This report covers months from to

DEFINITIONS

Book publishers are firms or organizations which select and edit works, and enter into a contractual agreement with the author or copyright holder for the production of the work in print or other format. The publisher sells the work through any channel of distribution, while bearing the risks associated with this production.

Exclusive Agents distribute and sell works published by another firm, by acting as its sole representative. The exclusive agent is generally responsible for the marketing expenses of titles sold on an exclusive basis.

2. During the financial year reported, did this organization function as: (Check one circle only)

1 Book publisher 2 Exclusive Agent 3 Both activities
 4 Neither activity (please describe briefly the nature of your business)

3. Indicate the legal status of this organization. (Check one circle only)

1 Unincorporated Sole proprietorship 2 Unincorporated Partnership 3 Incorporated for profit 4 Incorporated not for profit
 5 Co-operative 6 Joint venture 7 Government business entity 8 Government
 9 Other (specify)

4. Indicate the country of controlling interest for this organization. (Check one circle only)

1 Canada 2 France 3 United Kingdom 4 United States 5 Other (specify)

The questionnaire should be completed and returned in the postage paid envelope within **30 days of receipt**.

The questionnaire can also be faxed back to Statistics Canada at 1 800 755-1554.

Statistics Canada advises you that there could be a risk of disclosure during the facsimile transmission. However, upon receipt of your facsimile, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

If you need further information or help, please call **Operations and Integration Division of Statistics Canada at 1-877-540-3973**. Please quote the name of the survey, **Book Publishers and Exclusive Agents**.

- When precise figures are not available, please estimate, indicating the fact in the margin.
- Report all dollar amounts in CANADIAN DOLLARS (\$ CDN).

IF YOU ARE AN EXCLUSIVE AGENT, AND DO NOT ENGAGE IN BOOK PUBLISHING, GO TO SECTION 5d.

5a. Number of titles published or reprinted in Canada during the financial year by format category.
(See Instructions at end of questionnaire)

	Format					TOTAL
	Printed titles	Audio	CD-ROM	On-line/ e-books	Other formats – (Specify below)	
1. Titles published (include new editions)	010	011	012	013	014	015
2. Titles reprinted	017	018	019	020	021	022

S014 Specify

S021 Specify

5b. Number of titles published or reprinted in Canada by commercial category and citizenship of author(s).
(See Instructions at end of questionnaire)

Commercial category	Published and reprinted titles during the financial year			
	Canadian authors		Foreign authors	
	Titles published	Titles reprinted	Titles published	Titles reprinted
1. Textbooks	030	040	050	060
ELHI (including teacher's aid manuals)	031	041	051	061
Postsecondary	038	048	058	068
2. Children's books	032	042	052	062
3. Tradebooks	033	043	053	063
Mass-market paperbacks	034	044	054	064
Trade paperbacks	035	045	055	065
Trade hardcovers	036	046	056	066
4. Scholarly	037	047	057	067
5. General reference	039	049	059	069
6. Professional and technical				
7. TOTAL (box 039 + 059 = 015; box 049 + 069 = 022)				

5c. Number of own titles in print in Canada by commercial category and citizenship of author(s).
Include all titles ever published and available for sale during the financial year.
(See Instructions at end of questionnaire)

Commercial category	Total own titles in print	
	Canadian authors	Foreign authors
1. Textbooks	070	080
ELHI (including teacher's aid manuals)	071	081
Postsecondary	078	088
2. Children's books	072	082
3. Tradebooks	073	083
Mass-market paperbacks	074	084
Trade paperbacks	075	085
Trade hardcovers	076	086
4. Scholarly	077	087
5. General reference	079	089
6. Professional and technical		
7. TOTAL		

5d. Number of units sold in Canada during the financial year by commercial category

1. Textbooks

ELHI (including teacher's aid manuals)
 Postsecondary

2. Children's books

3. Tradebooks

Mass-market paperbacks
 Trade paperbacks
 Trade hardcovers

4. Scholarly

5. General reference

6. Professional and technical

7. TOTAL

Publisher's own titles	Exclusive agency
160	170
161	171
168	178
162	172
163	173
164	174
165	175
166	176
167	177
169	179

IF YOU ARE AN EXCLUSIVE AGENT, AND DO NOT ENGAGE IN BOOK PUBLISHING, GO TO SECTION 7.

6a. Were all of your own titles sales through an "exclusive" agent(s) during the financial year reported?

- 095 1 Yes ► Go to 6b.
 2 No ► Go to 7.

6b. List your exclusive agent(s). (Name only.)

096 _____

DEFINITIONS

Sales in Canada ... Sales of merchandise where the delivery address was in Canada. Exclude the sale of rights in Canada. Report this in section 12.

Export sales Sales of products having physically crossed the Canadian border going to a foreign address. Exclude the sale of rights abroad. Report this in section 12.

Other foreign sales Sales of books printed outside Canada and sold outside Canada from a foreign base (i.e., never crossed the Canadian border). Exclude the sale of rights abroad. Report this in section 12.

7. Net sales value (excluding sale of rights) of titles sold in the financial year. For own titles, include only those published in Canada. Exclude the sale of rights.

1. Sales in Canada
 2. Export sales
 3. Other foreign sales (see definitions above)
 4. **Total**

Publisher's own titles	Titles sold as an exclusive agent		Total
	For a foreign publisher	For a Canadian publisher	
101 \$	106 \$	111 \$	116 \$
102	107	112	117
103	108	113	118
105	110	115	120

8. Net sales value (excluding sale of rights) of titles sold by language during the financial year according to their destination. For publisher's own titles, include only those published in Canada.

1. English only
 2. French only
 3. Other (specify) §153

 4. **TOTAL** (box 129=101, 134=116, 139=102, 144=117, 149=103, 154=118)

Sales in Canada		Export sales		Other foreign sales	
Publisher's own titles	Total (Own + Agency)	Publisher's own titles	Total (Own + Agency)	Publisher's own titles	Total (Own + Agency)
125 \$	130 \$	135 \$	140 \$	145 \$	150 \$
126	131	136	141	146	151
128	133	138	143	148	153
129	134	139	144	149	154

9. Net sales value (excluding sale of rights) during the financial year according to the **commercial category** and author **citizenship**.

9a. Publisher's own titles: Sales in Canada (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total sales in Canada \$
1. Textbooks	801	831	841
ELHI (including teacher's aid manuals)	802	832	842
Postsecondary	809	839	849
2. Children's books	803	833	843
3. Tradebooks			
Mass-market paperbacks	804	834	844
Trade paperbacks	805	835	845
Trade hardcovers	806	836	846
4. Scholarly	807	837	847
5. General reference	808	838	848
6. Professional and technical			
7. TOTAL (Box 850 = 101, section 7)	810	840	850

9b. Publisher's own titles: Export sales (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total export sales \$
1. Textbooks	861	891	901
ELHI (including teacher's aid manuals)	862	892	902
Postsecondary	869	899	909
2. Children's books	863	893	903
3. Tradebooks			
Mass-market paperbacks	864	894	904
Trade paperbacks	865	895	905
Trade hardcovers	866	896	906
4. Scholarly	867	897	907
5. General reference	868	898	908
6. Professional and technical			
7. TOTAL (Box 910 = 102, section 7)	870	900	910

9b(i) Publisher's own titles: Export sales by destination (Exclude the sale of rights)

	Export sales \$
1. U.S.	880
2. U.K.	881
3. France	882
4. Asia	883
5. South and Central America	884
6. Other (<i>specify</i>) <input type="text" value="S885"/>	885
7. Total (Box 886 = 910 = 102)	886

9c. Publisher's own titles: Other foreign sales (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total other foreign sales \$
1. Textbooks	921	951	961
ELHI (including teacher's aid manuals)			
Postsecondary	922	952	962
2. Children's books	929	959	969
3. Tradebooks	923	953	963
Mass-market paperbacks			
Trade paperbacks	924	954	964
Trade hardcovers	925	955	965
4. Scholarly	926	956	966
5. General reference	927	957	967
6. Professional and technical	928	958	968
7. TOTAL (Box 970 = 103, section 7)	930	960	970

9d. Exclusive Agency: Sales in Canada (Exclude the sale of rights)

Commercial category	Canadian authors \$	Foreign authors \$	Total sales in Canada \$
1. Textbooks	240	250	260
ELHI (including teacher's aid manuals)			
Postsecondary	241	251	261
2. Children's books	245	255	265
3. Tradebooks	242	252	262
Mass-market paperbacks			
Trade paperbacks	243	253	263
Trade hardcovers	244	254	264
4. Scholarly	246	256	266
5. General reference	247	257	267
6. Professional and technical	248	258	268
7. TOTAL (Box 269 = 106 + 111, section 7)	249	259	269

10. Net sales value of the total (own plus agency) titles **sold in Canada** by customer category. (Exclude the sale of rights)

Sales in Canada	
	345 \$
374 \$	
390	
375	
376	
372	
377	
379	
373	
378	
	346
380	
381	
383	
384	
393	
	348
385	
386	
	349
	389

Wholesale

1. Exclusive agents, distributors, wholesalers, jobbers

Retail

- 2. Accredited bookstores (Quebec only)
- 3. Other independent bookstores
- 4. Campus bookstores
- 5. Chain bookstores
- 6. Internet retailers (report sales from publisher's own websites in line 16)
- 7. Department, grocery, record and drug stores
- 8. Mail order houses and book clubs
- 9. Warehouse clubs and discount stores
- 10. Other retail stores

Sub-total: Retail (sum of boxes 374 to 378)

Institutions

- 11. Government and special libraries
- 12. Public libraries
- 13. ELHI institutions (including libraries)
- 14. Postsecondary institutions (including libraries)
- 15. Other institutions and agencies

Sub-total: Institutions (sum of boxes 380 to 393)

Other

- 16. Direct to general public (report sales to mail order houses or book clubs in line 8 above)
- 17. Other

Sub-total: Other (boxes 385 + 386)

Total (box 389 = 116, section 7)

11. Royalty expenses from the **sale of titles**, during the financial year, by citizenship of author(s)

Paid to Canadian Citizens	Paid to Foreign Citizens	Total
392 \$	394 \$	391 \$

12a. Revenue from the **sale of rights** for the financial year (see Instructions at end of questionnaire)

12b. Expenses for the **purchase of rights** for the financial year. Include payments to authors, agents, other publishers, and other costs of acquisition

In Canada	Outside Canada	Total
409 \$	414 \$	419 \$
424	434	429

13. Grants/non-repayable financial aid from the following sources during the financial year reported (book publishing or exclusive agency activities **only**).

- 1. Federal Government
 - Department of Canadian Heritage (Book Publishing Industry Development Program)
 - The Canada Council for the Arts
 - Association for the Export of Canadian Books (AECB)
 - Other federal sources (specify)
- 2. Humanities and Social Science Federation of Canada
- 3. Provincial governments and arts councils
- 4. Other non-federal sources (specify)
- 5. **Total grants awarded**

\$
481
482
487
483
484
485
486
489

Did you receive revenue from activities other than book publishing and exclusive agency?

- Yes** ► Complete **BOTH WHITE AND GREEN** shaded cells.
 In **WHITE** cells → Report revenue and expenses from **all** activities of this business unit.
 In **GREEN** cells → Report the portion of revenue and expenses attributable **only** to your Book Publishing and Exclusive Agency activities.
- No** ► Complete **WHITE** cells **ONLY**.

14. Revenue from all sources for the financial year.

1. Net sales of own and agency titles (**book sales only**)

- (a) Printed titles
- (b) Audio
- (c) CD-ROM
- (d) On-line / e-books
- (e) Other formats

\$	\$
602	
605	
606	
607	
609	

Portion that is attributable to Book Publishing and Exclusive Agency
\$

(f) **Total sales of own and agency titles** (net of returns) (add amounts reported at lines 1(a) to 1(e)) (= box 120 in section 7)

1650
1603
1651

650
603
651

2. Sale of rights (book portion = box 419 in section 12a)

3. Sales of all other goods and services produced (**including periodicals and other published material**)

Name major items S1651

1652
1604
1608

652
604
608

4. **Total sales of goods and services produced** (add amounts reported at lines 1(f), 2 and 3)

5. Grants recognized as revenue (book portion = box 489 in section 13)

6. All other operating revenue (**Excluding** interest income and dividends – report this amount in this section at line 8, "Non-operating revenue")

Name major items S1608

1653
1654
1610

653
654
610

7. **Total operating revenue** (add amounts reported at lines 4 to 6)

8. Non-operating revenue (e.g., interest income, dividends)

9. **Total revenue** (add amounts reported at lines 7 and 8)

15. Cost of titles sold for own titles, agency titles and other published material (e.g., periodicals, maps, calendars). Do not reduce cost by grants received. Report royalty expenses and purchase of rights in section 16 at lines 3 and 4.

Cost of titles

1. Opening inventory

2. Purchases (include freight-in, customs and brokerage)

	Publisher's Own Book Titles	Agency Book Titles	Other Published Material	Total
500 \$	507 \$	1500 \$	1512 \$	
501	508	1501	1513	

3. **Production Costs** (include all direct costs related to the making of books) and amortized pre-publication costs (editorial and design)

- (a) Employee labour
- (b) Purchased editorial and design services (e.g., contract workers, freelancers)
- (c) Contract printing service fees (e.g., paper, printing and binding)
- (d) Purchased film processing service fees
- (e) Materials for in-house printing (e.g., paper, ink)

5140
5141
5142
5143
5144
5149

(f) All other production costs (*specify*) S5149

(g) Total production costs (box 1514 = sum of lines 3(a) to 3(f))

502	1502	1514
-----	------	------

4. Closing inventory (less obsolescence or decrease in value)

504	509	1504	1516
-----	-----	------	------

5. **Cost of Titles Sold** (add amounts reported at 1, 2 and 3(g) minus line 4)

506	511	1506	1518
-----	-----	------	------

6. Indicate the percentage of production costs of own titles (line 3(g), box 502) incurred OUTSIDE Canada

526 %

Did you receive revenue from activities other than book publishing and exclusive agency?

- Yes** ► Complete **BOTH WHITE AND GREEN** shaded cells.
 In **WHITE** cells → Report revenue and expenses from **all** activities of this business unit.
 In **GREEN** cells → Report the portion of revenue and expenses attributable **only** to your Book Publishing and Exclusive Agency activities.
- No** ► Complete **WHITE** cells **ONLY**.

16. Complete the following income statement information for all activities for the financial year reported. (see Instructions at back of questionnaire)

Portion that is attributable to Book Publishing and Exclusive Agency

Revenue

1. **Total Revenue**
 (box 1656 = 1610 in section 14 / box 656 = 610 in section 14)

\$	\$
1656	656

Cost of Sales

2. Cost of titles sold
 (box 1611 = 1518 in section 15 / box 611 = 506 + 511 in section 15)

3. Royalty expenses from sale of titles
 (book portion = box 391 in section 11)

4. Purchase of rights (book portion = box 429, section 12b)

5. Cost of non-book goods purchased for resale (e.g., toys)

6. All other cost of sales expenses

7. **Total Cost of Sales**
 (add amounts at lines 2 to 6)

1611	611
1612	612
1613	613
1657	657
1658	658
1620	620

Operating Expenses (do not repeat expenses included above in Cost of Sales)

8. Editorial Expenses

(a) Employee labour

(b) Purchased editorial services

(c) All other editorial expenses

(d) **Total editorial expenses**

\$	624
6240	
6241	
6249	
1624	624

9. Design and Production Expenses

(a) Employee labour

(b) Purchased design and production services

(c) All other design and production expenses

(d) **Total design and production expenses**

6250	
6251	
6259	
1625	625

10. Fulfillment, Warehousing and Shipping Expenses

(a) Employee labour

(b) Purchased fulfillment, warehousing and shipping services

(c) Postage and courier expenses

(d) Shipping and packaging material (e.g., pallets, cartons)

(e) All other fulfillment, warehousing and shipping expenses (including loss for damaged copies)

(f) **Total fulfillment, warehousing and shipping expenses**

6260	
6261	
6262	
6263	
6269	
1626	626

11. Marketing, Sales, Promotion and Advertising Expenses

(a) Employee labour

(b) Advertising

(c) Fees (commissions) paid to agents and brokers in wholesale or retail trade

(d) Travel, meals and entertainment expenses

(e) All other marketing, sales and promotion expenses (including cost of promotional and complimentary copies)

(f) **Total marketing, sales, promotion and advertising expenses**

6270	
6271	
6272	
6273	
6279	
1627	627

"Why do we need such a detailed expense section?"

Book publishers purchase materials, goods and services from other sectors of the economy. The profitability of the book publishing industry can be affected by changes in the cost of its major expense items, whether such changes arise from government policy or price fluctuations in other sectors. Data on the cost of your purchases show the impact of other sectors on your industry's performance. To measure this impact, analysts need data on the value of your purchases.

12. Occupancy Costs

- (a) Employee labour
- (b) Rent or leasing of office space
- (c) Utilities
- (d) Property insurance premiums
- (e) Property taxes
- (f) Purchased building maintenance, janitorial and repair services
- (g) All other expenses related to your occupancy cost (including mortgage interest)
- (h) **Total occupancy cost**

\$	\$
6210	
6211	
6212	
6213	
6214	
6215	
6219	
1621	

Portion that is attributable to Book Publishing and Exclusive Agency
\$

621

13. Administrative Expenses

- (a) Employee labour
- (b) Telephone and other telecommunications expenses
- (c) Payment to employment agencies or personnel services
- (d) Legal, accounting and auditing services
- (e) Other professional and business service fees
- (f) Employee training and education
- (g) Office supplies (exclude capital expenditures)
- (h) Rent or leasing of office equipment (e.g., photocopier, computer)
- (i) Automobile expenses (include rental or leasing, fuel expenses)
- (j) Purchased maintenance and repair of equipment and vehicles
- (k) Insurance premiums (excluding property insurance)
- (l) Business taxes, licenses and permits
- (m) All other administrative expenses
- (n) **Total administrative expenses**

6280
6281
6282
6283
6284
6285
6286
6287
6288
6291
6292
6293
6299
1628

1628

628

14. Depreciation and amortization (excluding depreciation for inventory)

1622
1631
1614
1623
1629

622
631
614
623
629

15. Management fees paid to head office or affiliated company

16. Bad debts

17. Interest and bank charges (before subsidies for loan interest)

18. All other operating expenses (*specify*)

Name major items S1629

19. **Total operating expenses** (excluding Cost of Sales) (add amounts at lines 8 to 18)

1630
1632

630
632

20. **Total Expenses**

(sum of lines 7 (Total cost of sales) and 19 (Total operating expenses))

Profit (loss)

21. Profit (loss) before income taxes and extraordinary items (line 1 minus line 20)

22. Provision for income taxes (If refund, give as negative)

23. Net profit (loss) before extraordinary items (line 21 minus line 22)

24. Extraordinary items, net of income taxes

25. **Net profit (loss)** (line 23 + line 24)

1640
1641
1642
1643
1645

640
641
642
643
645

17. What was the net sales value and number of books returned to your company during the financial year?

Net sales value \$	Number
668	669

18. Average number of employees and total salaries, fees and honorariums paid during the reporting period.
(see Instructions at back of questionnaire)

			Portion that is attributable to Book Publishing and Exclusive Agency	
	Number	\$	Number	\$
1. Paid employees				
(a) Salaries for all employees for whom you issued a T4 (include vacation pay, bonuses, commissions)	1527	1543	527	543
(i) Full-time employees	1528	1544	528	544
(ii) Part-time employees		1545		545
(b) Employer portion of employee benefits (include employer's contributions to pension, medical/life, employment insurance and workers' compensation plans)		1546		546
(c) Total (employee) labour remuneration (box 1546 = sum of Employee labour cells in section 15 (line 3a) and section 16 (lines 8a + 9a + 10a + 11a + 12a + 13a))	1541	1557	541	557
2. Contract workers	1542		542	
3. Working owners and/or partners of unincorporated business	1529		529	
4. Volunteers and unpaid staff				

19. Distribution of total sales of all titles (net of returns) by customer location.

Data on your revenue by type of customer will be used to improve information on the origins of demand for services and goods. We recognize that this may be a difficult question to answer, and welcome suggestions on how to improve it in the comments section on page 12.

Indicate the percentage of "Total sales of own and agency titles (net of returns)" reported in section 14 at line 1(f), by the location of the customers to whom the titles were delivered (i.e., based on shipping address).

Customers in Canada	%
1. Newfoundland	8400
2. Prince Edward Island	8415
3. Nova Scotia	8405
4. New Brunswick	8410
5. Quebec	8420
6. Ontario	8425
7. Manitoba	8430
8. Saskatchewan	8435
9. Alberta	8440
10. British Columbia	8445
11. Yukon	8455
12. Northwest Territories (excluding Nunavut)	8451
13. Nunavut	8452

Customers outside Canada (exports)	%
14. United States	8465
15. Mexico	8470
16. Central and South America	8462
17. Western Europe	8468
18. Eastern Europe	8469
19. Africa	8464
20. Middle East	8466
21. Asia	8471
22. Australia, New Zealand	8467
23. All other countries	8476
Total (Sum of 1 to 23)	100%

INTERNATIONAL TRANSACTIONS

Please report payments and receipts for **book publishing and exclusive agency activities only**.

Please include trade with foreign affiliates, including a foreign parent company, branches and subsidiaries but exclude international transactions carried out by your affiliates located abroad.

This section concerns **international monetary transactions** on:

- (a) receipts from outside of Canada for the sale of intellectual property and services.
- (b) payments paid directly to foreign sources for intellectual property and services.

Do not include merchandise imports and exports (the latter is reported in Question 9b).

DEFINITIONS

Sales/Purchases of services includes international payments received/made in exchange for intangible commodities.

merchandising, book club, anthology, quotation, serial, mechanical and reprographic reproduction, electronic publishing, single voice reading, single voice recording, video recording, blind and print disabled rights and reprint licenses, etc.

Intellectual Property (IP) refers to book copyright. Rights can be licensed or sold for specific uses in return for royalties, licensing fees or copyright revenues. IP transactions include payments to and from book publishers and include:

Culture services refers to the creation, production, manufacturing and distribution (wholesale and retail) of culture outputs. In the case of book publishing and exclusive agency activities these culture services include writing, printing, advertising, editorial services, translation, packaging and distribution purchased or sold abroad, etc.

- ◆ **Co-publishing rights** resulting from joint financial investments by two or more publishers to conceive, produce and print, under their respective imprints, individual titles or serials to be sold in their respective markets.
- ◆ **Translation rights** to publish a work in another language and distribute it in a set territory are reported together with co-publishing rights and **Other rights** including same-language territorial, paperback, periodical, digest, adaptation, dramatization and documentary (film, stage, radio, etc.),

Non-Culture services are services contributing to the operations of the respondent establishment, but which do not contribute directly to the creation of culture outputs. For book publishing and exclusive agency activities, these non-culture services include computer services, equipment rentals, management services, travel and accommodation (e.g. for marketing and book fairs abroad), accounting, banking, training and insurance, etc.

20a. Receipts from outside of Canada

- 1. United States
- 2. United Kingdom
- 3. France
- 4. Asia
- 5. South and Central America
- 6. Other (*specify*)
- 7. Total

Intellectual Property Receipts from Royalties and Sale of Rights	Sales of Services		Total
	Culture	Non-Culture	
700 \$	710 \$	720 \$	730 \$
701	711	721	731
702	712	722	732
703	713	723	733
704	714	724	734
708	718	728	738
709	719	729	739

20b. Payments outside of Canada

- 1. United States
- 2. United Kingdom
- 3. France
- 4. Asia
- 5. South and Central America
- 6. Other (*specify*)
- 7. Total

Intellectual Property Rights and Royalties Paid	Purchases of Services		Total
	Culture	Non-Culture	
750 \$	760 \$	770 \$	780 \$
751	761	771	781
752	762	772	782
753	763	773	783
754	764	774	784
758	768	778	788
759	769	779	789

QUESTIONS

If you have any questions or require assistance in the completion of this questionnaire, please contact the
Operations and Integration Division of Statistics Canada at 1 877 540-3973.

Please quote the name of the survey,
Book Publishers and Exclusive Agents.

INSTRUCTIONS

What to report as Books

Include:

- (a) Non-periodical printed publications having at least 49 pages of text or illustrations, excluding covers, however collated;
- (b) Non-periodical printed publications having less than 49 pages but which you consider to be a book. Examples include children's books and poetry books;
- (c) Titles published in print, audio, CD-ROM, on-line, e-books and other formats;
- (d) Titles sold under the form of masters for the purpose of reproduction, e.g., educational materials;
- (e) Atlases.

Exclude:

- (a) Publications issued for advertising purposes: trade catalogues; prospectuses; tourist advertising; etc.;
- (b) Instruction books for assembling or operating machines, household appliances, etc., sold with the product;
- (c) Test sheets and music scores;
- (d) Timetables, price lists, directories, entertainment programmes, calendars, school yearbooks, etc.;
- (e) Publications for internal use only: company regulations, reports, etc.;
- (f) Blank books (ledgers, diaries, etc.) and colouring books;
- (g) Newspapers and magazines;
- (h) Government publications, maps and charts.

General Information

Publishers must answer **all questions**. **Exclusive Agents** will follow the instructions to skip certain questions. If the answer to a particular question is zero, indicate it by a "0" in the appropriate box.

When precise figures are not available, please estimate, indicating the fact in the margin.

Publishers should report own (published and co-published) titles sales. **Exclusive agents** should report their sales in the "exclusive agency" and/or "total" columns. Publishers who also act as exclusive agents should report their agency sales in the "exclusive agency" columns and include them with their own titles sales in the "total" columns.

Section 4 - Page 1

The **controlling interest** is determined by tracing ownership links to the first parent corporation. However, it is possible that the first parent is in fact controlled by another corporation which may reside in a different country. In such instances, control is assigned to the country of the ultimate parent.

Section 5a, 5b, 5c and 5d - Page 2 and Page 3

Title refers to a work produced for sale through any of the print, audio, CD-ROM, on-line, e-books, or other formats.

Own titles refers to books published (or co-published) in Canada by a firm holding the Canadian territorial rights to these titles. Titles which are published or reprinted outside of Canada, but sold in Canada are not to be reported in

Section 5a, b and c, and are to be reported as exclusive agency sales. Those publishers having produced the same title in another format should consider these as separate titles.

A title can be published as a **multi-volume set**. If the volumes are available only as a set, report only one title; if they are sold separately, report each volume as a title.

In the case of a **multi-media package**, when the components are not sold separately, report one title under the most important format. When components are sold separately, report each as an individual title.

Co-publications: Where there is a shared financial commitment on the part of two or more publishers for a print run of a title, both publishers should report the title.

Titles published refers to those which your organization has published or co-published in Canada during the financial year being reported. Do not include titles published by other organizations for which your company acts as an agent. Count a new title only once regardless of the number of print-runs during the reporting year. Reissued titles with changes from the previous edition are reported here.

Titles "reprinted" refers to titles re-issued in Canada in the same format with no change from the original. A reprint is not an addition to titles in print unless that title was previously considered out of print. Multiple reprints of the same title during the year being reported are to be counted only once. Reprints of titles newly printed during the same year are not to be counted.

Titles in print refers to all titles published in Canada by your organization in the current and previous years. The title must be immediately available from your stock or in the process of being reprinted, or orders are still being taken for delivery within the next six months. If a title is out of stock with no plans for reprinting, it is to be considered out of print. Do not include titles published by the organization for which you act as an exclusive agent.

Number of units sold refer to the number of books sold in Canada during the financial year reported. Publisher's own titles are to be reported separately from exclusive agency books sold.

Duplicator masters should be counted as "printed titles".

Commercial Categories: Used to designate the target market of a title. The six categories are:

- **Textbooks** - Titles published to be mainly used as educational material for students and teachers at the:
 - **Elementary-secondary level (ELHI)**
 - **Postsecondary level (college, university)**
- **Children's books:** Titles published for children and young adult (up to age 14) markets. Includes: picture-books, and texts which are not primarily intended as textbooks, but excludes colouring books.
- **Tradebooks:** Titles published for consumption by the adult public at large. This market includes:
 - **Mass-market paperbacks:** usually a pocketbook size publication designed to be sold at a lower price.
 - **Trade paperbacks:** soft cover publication in a variety of sizes.
 - **Trade hardcovers:** publication bound in heavier stock covers or with more luxury (leather, cases, etc.).

General reference: Titles designed primarily for general reference purposes aimed at a diversified public, e.g., dictionaries, encyclopedias, thesauruses, how-to books, Sunday school books, travel guides and atlases.

Professional and technical: Publications containing reference material aimed at a specific group of individuals (e.g., accountants, lawyers, electricians).

Scholarly: Titles aimed at the academic community usually published by university presses, research institutes and learned societies.

Citizenship

A **Canadian-authored** title is one whose author (or editor in the case of anthologies or collected works) is a Canadian citizen or landed immigrant.

In the case of **adapted and/or translated titles**, the citizenship of the author refers to the title's original author and not to the adaptor or translator.

In reporting a title which is part of a multi-volume collection compiled by an editor, indicate the citizenship of the individual title's author, not the citizenship of the collection's editor.

In the case of a title written by more than one author, the citizenship should be given as Canadian if at least one of the authors (or editors) is a Canadian citizen or landed immigrant, and they have made a substantial contribution to the book (one half or more of the content).

Section 10 - Customer Category - Page 6

Only **sales in Canada** are to be included. Indicate the customer to which your organization sold the titles, not subsequent purchasers.

Warehouse clubs and discount stores primarily retail a general line of grocery items in combination with a general line of non-grocery items, and typically sell items in larger formats.

Department stores retail a wide range of products, with each merchandise line constituting a separate department within the store.

Chain bookstores are book retailers with outlets in most major cities in Canada and includes big box retailers.

Internet retailers include all web-sites, except sales from publisher's own web sites which are to be reported in: **Direct to general public.**

Other independent bookstores either have one outlet, or several outlets within a narrow geographic area (city, province). Although most are not big box retailers, this category also includes big box stores which are not national chains.

Direct to general public includes publisher's sales through the mail, at home (door-to-door, home parties), in shopping centres (kiosk), in the workplace, school fairs, publisher's own web sites, etc. These are sales directly to the reader, and the books will not be resold.

Section 12 - Rights - Page 6

Rights refers to the right to translate or co-publish, and then distribute a book, as well as the following rights: same language territorial rights, paperback rights, reprint licenses, one shot periodical rights, digest and adaptation, dramatization and documentary (film, stage, radio, etc.), merchandising, book clubs, anthology and quotation, serial rights, mechanical and reprographic reproduction, electronic publishing, single voice reading, single voice recording and video recording rights, and rights for the blind and print disabled.

Section 13 - Grants - Page 6

Non-repayable financial aid should be indicated by the source of grant. Report the amount awarded in the year for which you are reporting.

Section 14 - Revenue - Page 7

Report revenue from **all** activities of this business unit in the white cells in the left-hand column.

- Firms that engage only in book publishing and exclusive agency should complete only the white cells.
- Firms that have revenue from other activities (e.g., periodical publishing, book retailing, etc.) should also report the portion of total revenue attributable **only** to book publishing and exclusive agency in the green shaded cells.

Sections 15 and 16 - Cost of Titles Sold and Operating Expenses - Pages 7, 8 and 9

The amount of detail requested in these sections will help identify interactions with other sectors of the economy. To better identify these interactions, you are requested to:

- Consolidate and report some particular expense items in lines 12 through 17 (e.g., report total telephone expenses for your firm in 13(b), "Telephone and telecommunications expenses").
- Do not allocate any of the expense items listed in lines 12 through 17 (telephone, rent, etc.) to individual cost centres in lines 8 through 11.
- Please report other items only once in the appropriate cells.

On pages 8 and 9, report figures for **all** activities of this business unit in the white cells in the left-hand columns.

- Firms that engage only in book publishing and exclusive agency should complete only the white cells.
- Firms that engage in other activities (e.g., periodical publishing, book retailing, etc.) should also report the portion of revenue, expenses and profit attributable **only** to book publishing and exclusive agency in the green shaded cells.

Employee labour: Report the portion of employee salaries, wages and benefits that you assign to each cost centre.

Purchased services: For these items, please report only the expense of purchasing services from outside firms or individuals not employed by your company (i.e., exclude services produced by this business unit).

Operating Expenses

Editorial expenses, Design and production expenses: The amortized portion of editorial, design and production costs should appear in "Cost of titles sold" (section 15) and the expensed portion should appear here. Exclude purchases of rights that are **expensed** and report these in line 4, "Purchase of rights."

Marketing, sales, promotion and advertising: Include all relevant costs such as fees to advertising agencies, freelance copywriters, catalogues, direct mail materials, free books, exhibits and book fairs, salesmen's salaries, commissions and expenses, etc.

Occupancy costs: If any occupancy costs are normally allocated by cost centre, please report the company's total only once in lines 12(a) to 12(g) and exclude occupancy costs from other cost centre subtotals. Report mortgage interest in 12(g), "All other expenses related to your occupancy cost."

Telephone and other telecommunications expenses: Include telephone, fax, cellular phone, or pager services for transmission of voice, data or image, and Internet access charges.

Payment to employment agencies or personnel search services: Include pay for temporary workers paid through an agency and charges for personnel search services.

Automobile expenses: Include rental or leasing of vehicles and fuel expenses. Exclude insurance (unless it is part of your rental or leasing agreement) and report on line 13(k), "Insurance premiums." Also exclude rental of vehicles with driver and report these costs with the associated function.

Depreciation and amortization: Include all charges for depreciation and amortization of buildings and equipment as levied against current income. Amortization of leasehold improvement should be included here. Depreciation of inventory should be noted in Section 15.

Interest, bank charges: This is before any subsidy for loan interest. The subsidy should be reported as part of section 13. Include interest on bank loans and notes payable (excluding interest on real estate mortgages which are to be reported in line 12(g), "All other expenses related to your occupancy cost").

Section 17 - Books Returned- Page 10

Include the net sales value and total number of books returned during the financial year. If exact figures are not available, please estimate.

Section 18 - Employment - Page 10

An employee is any person drawing pay for services rendered, or for paid absence, and for whom you, as the employer, are required to complete a T4. A **full-time employee** is one who works at least 30 hours per week while a **part-time employee** works less than 30 hours per week. **Contract workers** are consultants, freelancers or other individuals who are engaged only for the duration of a specific project or term. Temporary staff contracted from an employment agency should not be reported here.

Section 19 - International Transactions - Page 11

Report only book publishing and exclusive agency activities for international payments and receipts. **Merchandise imports and exports should not be included here**, exports should be included in Section 9b, **Export sales**.

Section 21 - Business start date - Page 12

Report the year when the organization commenced operations as a book publisher or exclusive agent in Canada. This may predate the year of incorporation. If the organization was amalgamated, give the year of the oldest organization.