Radio and Television Broadcasting Survey – Survey Population

The radio and television broadcasting survey collects two different sets of data, and to do so, uses two types of statistical units.

The first is the *licensee*, the organisation that holds the license(s) necessary to operate radio or television station(s) or network(s). Each licensee is asked to submit standard financial statements, including a Balance Sheet, a Statement of Retained Earnings and a Statement of Changes in Financial Position. The licensee is not a standard statistical unit recognised in Statistics Canada's business model, but it typically is equivalent to the enterprise, the broad organisational unit within which business strategies are formulated and balance sheets are managed. Some licensees operate in more than one province and cannot provide the type of statements described above on a provincial basis. In order to tabulate financial data at the provincial or regional level, licensees operating in more than one province are assigned to the province where most of their assets are located.

The second is the license, which corresponds to the individual radio or television station or network. Data on revenue, expense and employment (by category) are collected for each station and network, the level of detail varying according to the size and type of station. The license is not a standard statistical unit recognised in Statistics Canada's business model, but it typically is equivalent to the establishment, the operating unit within which the production of goods or services takes place. These data support tabulations at the provincial and sub-provincial levels.