

**2010 Survey of Service Industries:  
Film and Video Distribution**

**This document is confidential when completed.**  
Si vous préférez recevoir ce questionnaire en français,  
veuillez nous appeler au numéro sans frais suivant :  
**1-800-972-9692.**



■ **If necessary, please make address label corrections in the boxes below.**

0001	Legal name		0004	Address (number and street)	
0002	Business name		0005	City	
0021	Title of contact		0006	Province/territory or state	
0008	First name of contact		0053	Country	0007 Postal code/zip code
0028	Last name of contact		0010	Language preference	<sup>1</sup> <input type="checkbox"/> English <sup>2</sup> <input type="checkbox"/> French

**This information is collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19.**

**COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.**

**A - Introduction**

**Survey purpose**

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

**Fax or other electronic transmission disclosure**

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

**Confidentiality**

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

**Data-sharing agreements**

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

**Please return the questionnaire within 30 days.**  
**Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.**

Lost the return envelope or need help? Call us at **1-800-972-9692** or mail to:  
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.gc.ca](http://www.statcan.gc.ca)

## B - Main business activity

1. Please describe the nature of your business.

0055


2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

0642

Film and video distribution

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None of the above — Please call **1-800-972-9692** for further instructions.

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2010 and March 31, 2011. Please indicate below the period covered by this questionnaire.

from <sup>0011</sup>  <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>  to <sup>0012</sup>  <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

0031

1  seasonal operations    2  new business    3  change of fiscal year    4  change of ownership    5  ceased operations    6  temporarily inactive

## Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	<input type="text"/>
2. Grants, subsidies, donations and fundraising	2068	<input type="text"/>
3. Royalties, rights, licensing and franchise fees	2022	<input type="text"/>
4. Investment income (dividends and interest)	2097	<input type="text"/>
5. Other revenue (please specify): <sup>2001</sup> <input type="text"/>	2077	<input type="text"/>
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	<input type="text"/>

## E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
3.	Commissions paid to non-employees	4466
4.	Professional and business services fees (e.g., legal, accounting)	4315
5.	Subcontract expenses ( <b>include</b> contract labour, contract work and custom work)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance ( <b>include</b> professional liability, motor vehicles, etc.)	4350
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
13.	Travel, meals and entertainment	4370
14.	Utilities and telecommunications expenses ( <b>include</b> gas, heating, hydro, water, telephone and Internet expenses)	4084
15.	Property and business taxes, licences and permits	4410
16.	Royalties, rights, licensing and franchise fees	4440
17.	Delivery, warehousing, postage and courier	4179
18.	Financial services fees	4325
19.	Interest expenses	4630
20.	Amortization and depreciation of tangible and intangible assets	4520
21.	Bad debts	4542
22.	All other expenses <span style="float: right;">4531</span> (please specify):	4569
23.	<b>Total expenses</b> (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	<b>Net profit/loss after tax and other items</b> (see reporting guide)	2304

## F - Industry characteristics

### Sources of revenue

Please report the following sources of revenue in Canadian dollars.

		CAN\$
1.	Licensing rights to exhibit, televise or rent feature films	3015
2.	Licensing rights to televise or rent television programs	3016
3.	Licensing rights to exhibit, televise or rent other audiovisual works (e.g., short films, corporate/industry videos, music videos, educational videos, videos for government, documentaries not intended for theatrical or television release, etc.)	3017
4.	Licensing of rights to make other uses of an audiovisual work	3018
5.	Wholesaling of pre-recorded videos - DVDs and videocassettes (a detailed breakdown will be requested at questions 17 to 19 of this section)	2663
6.	Production of audiovisual works for outright sale or contract production of audiovisual works for others	3019
7.	Other revenue (please specify): <span style="float: right;">2559</span>	2558
8.	<b>Total</b> (sum of questions 1 to 7)	2305

Please report revenue from the distribution of feature films, television programs and other audiovisual works according to their primary markets within or outside Canada. **Include** fixed rentals and productions released on a percentage or commission basis.

### Primary market

#### Inside Canada

	Column 1	Column 2	Column 3
	Canadian productions (CAN\$)	Non-Canadian productions (CAN\$)	Total (CAN\$)
9. Market distribution of feature films (exclude wholesaling) to:			
a) theatres	3329	3330	3331
b) television networks and stations	3332	3333	3334
c) cable networks and satellite systems	3335	3336	3337
d) the home video market	3338	3339	3340
10. Market distribution of television programs (exclude wholesaling) to:			
a) pay and specialty programs	3123	3130	3137
b) conventional television networks and stations	3350	3351	3352
c) satellite television and digital stations	3353	3354	3355
d) the home video market	3356	3357	3358

## F - Industry characteristics (continued)

### Inside Canada (continued)

		Column 1	Column 2	Column 3
11. Distribution of other audiovisual works to all markets: (e.g., videos for short films, corporate/industry, music, government and documentaries not intended for theatrical or television release; please specify):		<b>Canadian productions</b>	<b>Non-Canadian productions</b>	<b>Total</b>
		<b>(CAN\$)</b>	<b>(CAN\$)</b>	<b>(CAN\$)</b>
3121		3126	3133	3140

### Outside Canada

12. Distribution of feature films, television programs and other audiovisual works to all markets	3127		3134		3141
13. <b>Total</b> (sum of questions 9 to 12)	3128		3135		3142

Please indicate the percentage breakdown of your revenue from export of Canadian productions (reported in **column 1, question 12** above).

14. Distribution of feature films to all markets				3012
15. Distribution of television programs to all markets				3013
16. Distribution of other audiovisual works to all markets (please specify):	3011			3014
				<b>100 %</b>

Please report your revenue from the wholesaling of Canadian and non-Canadian pre-recorded DVDs and videocassettes.

### Inside Canada

		Column 1	Column 2	Column 3
17. DVDs		<b>Canadian productions</b>	<b>Non-Canadian productions</b>	<b>Total</b>
		<b>(CAN\$)</b>	<b>(CAN\$)</b>	<b>(CAN\$)</b>
	3061	3065		3069
18. Videocassettes	3062	3066		3070

## F - Industry characteristics (continued)

Please report your revenue from the wholesaling of Canadian and non-Canadian pre-recorded DVDs and videocassettes.

Outside Canada	Column 1	Column 2	Column 3
	<b>Canadian productions</b>	<b>Non-Canadian productions</b>	<b>Total</b>
	<b>(CAN\$)</b>	<b>(CAN\$)</b>	<b>(CAN\$)</b>
19. Exports of DVDs and videocassettes	3063	3067	3071
20. <b>Total</b> (sum of questions 17 to 19 — total of column 3 should equal question 5 in this section)	3064	3068	3072

## G - Personnel

1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321	number
2. Paid employees		
a) average number of paid employees during the reporting period (see reporting guide)	6339	
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328	%
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	number

## H - Sales by type of client

Please provide a percentage breakdown of your sales by type of client.

1. <b>Clients in Canada</b>		%
a) businesses	8112	
b) individuals and households	8100	
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	
2. <b>Clients outside Canada</b>	8140	
		<b>100%</b>

## I - Sales by client location

Please provide a percentage breakdown of your sales by client location (first point of sale).

		%
1. Newfoundland and Labrador	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	8451	
13. Nunavut	8452	
14. Clients outside Canada (must equal question 2 in section H)	8401	
		<b>100%</b>

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## J - International transactions

### Exports

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees?

0531 1  **yes**, complete **questions 2, 3 and 4**

3  **no**, go to **question 5**

2. Please report revenue received from **exports**.

0666

CAN\$

3. Please provide a percentage breakdown of **exports** by:

%

a) goods

0667

b) services

0668

c) royalties, rights, licensing and franchise fees

0669

100%

4. Please provide a percentage breakdown of **exports** by country:

%

a) United States

0748

b) Mexico

0749

c) other countries (please specify):

0724

0750

0676

0672

0677

0673

0678

0674

0679

0675

100%

### Imports

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees?

0715 1  **yes**, complete **questions 6, 7 and 8**

3  **no**, go to **next section**

6. Please report payments made for **imports**.

0717

CAN\$

7. Please provide a percentage breakdown of **imports** by:

%

a) goods

0736

b) services

0737

c) royalties, rights, licensing and franchise fees

0738

100%

8. Please provide a percentage breakdown of **imports** by country:

%

a) United States

0751

b) Mexico

0752

c) other countries (please specify):

0743

0753

0744

0739

0745

0740

0746

0741

0747

0742

100%



**K - Not applicable**

**L - Contact information**

Name of person to contact about this questionnaire:

0026 1  Mr. 2  Mrs. 3  Miss 4  Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015  yyyy  mm  dd

How long did you spend collecting the data and completing the questionnaire? 9910  hour(s) 9909  minutes

**M - Comments**

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

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## General information

### Confidentiality

#### Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

### Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

**Section 11** of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies

have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

**Section 12** of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

### Record linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

**Thank you for completing this questionnaire.  
Please retain a copy for your records.  
Visit our website at [www.statcan.gc.ca](http://www.statcan.gc.ca)**