



Film, Video and Audio-Visual Production Survey, 2004

Document 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.

Français au verso.



In all correspondence concerning this questionnaire, please quote this six-digit reference number.

Correct mailing address label, if necessary (PLEASE PRINT). Do not report address of accountant.

M001	Legal name of company		
M002	Operating name of company		
M005	Street		
M006	City		
M007	Province	M008	Postal code

Information for Respondents

SURVEY OBJECTIVE

The aim of this survey is to measure film, video and audio-visual production in Canada during 2004. The information from the survey is used by businesses for market analysis, by trade associations to study performance and other characteristics of their industries, by government to develop national and regional economic policies, and by other users involved in research or policy making. Survey results will be published in Statistics Canada publications (Catalogue numbers 87-004 and 87-008) and can be obtained by calling 1-800-263-1136 or e-mailing infostats@statcan.ca.

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 without the previous written consent of that business. **The data reported on this questionnaire will be treated in strict confidence; they will be used for statistical purposes and will be 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 AGREEMENTS

In order to reduce response burden and ensure uniform statistics, Statistics Canada has entered into an agreement under section 11 of the *Statistics Act* to share data with the Institut de la statistique de Québec and the Manitoba Bureau of Statistics. For establishments/businesses operating in Québec and Manitoba, the agreement authorizes Statistics Canada to forward a record of data collected to the respective provincial statistical agencies. In these two provinces, the laws regarding statistics include the same provisions for confidentiality and penalties for disclosure of information as the federal *Statistics Act*.

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*.

COVERAGE

The report should not include the revenues of your autonomous subsidiaries or foreign branches, but should include your portion of the revenues and expenses of unincorporated joint ventures in which you are involved. If your data have been reported by your parent company, please **DO NOT** complete the questionnaire. Please report all amounts in **Canadian dollars**.

RETURN PROCEDURE

Please return the questionnaire within **21 days of receipt**. If you receive more than one questionnaire for the same establishment, please complete the one which is correctly labelled and return it, using the enclosed postage-paid envelope, along with any duplicates, writing "DUPLICATE" on the relevant form(s), or fax it to **1-800-765-5514**.

FOR MORE INFORMATION

If you have any questions or require assistance, please contact us: By phone at 1-877-540-3973, or by mail at Statistics Canada, Operations and Integration Division, JT2-C9, 120 Parkdale Ave, Ottawa, Ontario, K1A 0T6.

A. REPORTING PERIOD

This questionnaire covers **the calendar year ending December 31, 2004**. If you cannot provide calendar year data, report for your business year ending between April 1, 2004 and March 31, 2005.

Please report the number of months for which you are reporting and the year end.

1. (a) This report covers:

010	<input type="text"/>	Months, ending	011	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Number			Year	Month	Day	

(b) If you did not operate this business for a full year, please complete the report for the portion of the year you were in business and check (✓) the reason for your part-year report.

012 1 Change of ownership ▶ Please give the name and address of the other owner.

S012

2 New business in 2004

3 Ceased operations due to bankruptcy, fire, demolition, etc. (Please specify date)

S013	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Year	Month	Day

B. ELIGIBILITY TO REPORT

This survey covers all businesses **engaged in film, video or audio-visual production during the reporting period. It excludes businesses engaged only in freelance work and/or post-production services** (such as editing, lighting, writing) and/or receiving revenue ONLY from investments in other establishments' productions. To assist us in properly classifying your firm, please answer the following questions:

2. During the reporting period, did this establishment:

(a) Receive revenue from current or previous years' film, video or other audio-visual productions produced by this establishment? (Revenue refers to: outright sales and licence fees, sponsors' fees, remittances from a distributor after his/her expenses, grants and subsidies.)

021 1 Yes 3 No

(b) Start or partially complete any film, video or other audio-visual production?

022 1 Yes 3 No

(c) Complete any film, video or other audio-visual production? (A complete production is one for which an answer print or videotape master exists.)

023 1 Yes 3 No

(d) Receive rental revenue from its production facilities? (Production facilities include equipment and personnel.)

024 1 Yes 3 No

If you answered "No" to each of (a), (b), (c) and (d), please describe briefly the nature of your business activity then sign the Certification in Question 16 and return the questionnaire immediately using the postage-paid envelope provided for your convenience.

S024 _____

If you answered "Yes" to any of (a), (b), (c) or (d), please complete the questionnaire and return it within 21 days of receipt using the postage-paid envelope.

C. BUSINESS PROFILE

3. (a) Please indicate the legal status of your firm. (Check (✓) one box only.)

030 1 Unincorporated organization – Sole proprietorship 5 For-profit co-operative
 2 Unincorporated organization – Partnership 6 Non-profit co-operative
 3 Incorporated organization 7 Other (please specify) **S030** _____
 4 Government board, agency, crown corporation or department

(b) Was this establishment involved in any co-productions/joint ventures/co-ventures, either domestic or international, during this reporting period?

031 1 Yes 3 No

If yes, please name the other companies involved **S031** _____

NOTE: When completing Question 5 to Question 16, report only your organization's portion of the employment, revenue and expenses associated with the co-production(s).

(c) Please enter the year this company was founded (specify year) **F003** _____

4. Please indicate the country in which the controlling interest of your establishment is held. (Check (✓) one box only.)

NOTE: **Controlling interest** is the ability of an individual, a group of individuals, or a company to determine the operating and financial policies of the reporting organization including the ability to select the majority of the reporting organization's directors. Please trace ownership links to the final parent company. In a situation where the final parent company is in fact controlled by another company which may reside in a different country, control is assigned to the country of the last or final parent.

035 1 Canada 5 Other (e.g. countries not listed or 50/50 control between two countries) (please specify) **S035** _____
 2 United States

5. Please indicate the average annual number of employees, or if the employment is stable report the usual number of employees. (For average annual employment, add the number of employees for each month and divide by 12.)

	Number
Full-time paid employees	202
Part-time paid employees	203
Freelancers	201
Working proprietors (unincorporated firms only)	200

NOTE: Full and part-time employees are any persons drawing pay for service rendered or for paid absence and for whom you, as an employer, are required to complete a Canada Revenue Agency T-4 form. Include executives of incorporated companies but exclude working proprietors of unincorporated firms.

Freelancers include any person for whom the employer is required to complete a Canada Revenue Agency T-4A form. Freelancers include talent and technical workers (e.g., actors, writers, camera operators). However, employees of companies which perform contract work are not considered freelancers.

D. FINANCIAL INFORMATION (declare all figures in Canadian dollars)

Please complete the following income statement for the reporting period. Report negative amounts in brackets.

6. Revenue:

Definitions:

Revenue is defined as the gross proceeds of the sale of goods and services, gains from the sale or exchange of assets, interest and dividends earned from investments and other realized increases in owner's equity in a business **except** those arising as a result of capital contributions. **Exclude** investment advances and bank loans used to finance productions, monies raised through the sale of stock and shares and guarantees.

Operating revenue results from the proceeds of the sale of goods and services, as well as from gains from the sale or exchange of assets. Services could be production or post-production services.

Contributions of capital (equity) by investors in return for an ownership stake in the film produced are not considered to be revenue for this survey.

OPERATING REVENUE (report grants and subsidies in box 342)

- (a) Total production revenue (include production revenue received for current and previous years' productions, outright sales and licence fees, contracts, sponsors' payments and remittances from distributors after their expenses)
- (b) Rental of production facilities (including equipment and personnel)
- (c) Laboratory, post-production services and services incidental to the production process (include film/video transfers, duplication, printing, processing, editing, special effects, animated sequences, titles, dubbing, etc.)
- (d) Distribution of **other producers'** film, video or audio-visual products
- (e) Other operating revenue (please specify)

S338

Canadian \$ (omit cents)
331
333
335
336
338
340
342
344
345

- (f) **Total operating revenue** (sum of boxes 331, 333, 335, 336 and 338)

NON-OPERATING REVENUE

- (g) Non-repayable financial aid recognized as revenue for this financial year, e.g. federal and provincial film and video tax credits, grants, subsidies; **exclude** equity investments and loans from government agencies and private sources (please specify type of aid)

S342

- (h) Other (e.g. interest, dividends); **exclude** equity investment and loans (please specify)

S344

- (i) **Total revenue** (sum of boxes 340, 342 and 344)

7. OPERATING EXPENSES

Definitions:

Salaries and wages for all staff before deductions. Include commissions, bonuses, vacation pay and salaries of working executives of incorporated companies. Excluded are employee benefits, withdrawals by working proprietors of unincorporated firms and fees to contract workers.

Employee benefits include employers' contributions to pension, medical, dental, unemployment insurance plans and workers' compensation plans.

Freelancers' fees include fees paid to any person for whom the employer is required to complete a **Canada Revenue Agency T-4** form. Freelancers include talent and technical workers (e.g., actors, writers, camera operators, etc.). **However, employees**

of companies which perform contract work are not considered freelancers. Fees paid to companies for sub-contract work should be reported in Box 358, "All other operating expenses".

All other operating expenses include development, pre-production, production, post-production and laboratory service expenses not already declared with salaries, employee benefits and freelancers' fees. Also include operating expenses such as occupancy costs (heat, light, rent, insurance, property taxes, etc.); administrative costs (legal and accounting costs, management or consulting fees, office supplies, association, marketing and sales dues, travel and entertainment); and other miscellaneous operating expenses (e.g. rental or leasing of machinery and equipment).

Operating expenses (including Production and Post-Production Costs)

- (a) Salaries and wages (excluding employee benefits)
- (b) Employee benefits
- (c) Freelancers' fees (see Definitions above)
- (d) Depreciation and amortization
- (e) Interest expenses (bank loans, real estate mortgages, accounts payable)
- (f) All other operating expenses (include fees paid to companies for contract work)

Canadian \$ (omit cents)
351
352
353
354
355
358
360

- (g) **Total operating expenses** (sum of boxes 351, 352, 353, 354, 355 and 358)

(h) Please estimate the percentage of your total expenses (box 360 above) incurred in:

Canada %

United States %

all other Countries %

INTERNATIONAL SERVICE TRANSACTIONS

8. Receipts from non-residents (Canadian \$)

Please report the following film, video and audio-visual production service revenues received from foreign sources. Please report all external service transactions (net of taxes) including those financed by government departments or agencies in Canada (for example, by Telefilm Canada) or by other sources in Canada. Exclude merchandise exports, freight and shipping transactions, travel, interest and capital contribution (equity).

Foreign source	Royalties and licence fees	Outright sale of rights	Cultural services	Advertising	Other	Total
Canadian \$ (omit cents)						
United States	500	510	520	530	540	550
United Kingdom	501	511	521	531	541	551
France	502	512	522	532	542	552
Germany	503	513	523	533	543	553
All other countries (please specify) <input type="text" value="S508"/> <input type="text"/> <input type="text"/>	508	518	528	538	548	558
Total	509	519	529	539	549	559

Royalties and licence fees are receipts or payments in the form of distribution or sub-distribution right fees, royalties and licence fees for the use of creative works and images to which film and video ownership rights apply.

Cultural services are services unique to film and video production activities. These services are integral to and/or directly supportive of film, video and audio-visual production. They may include editing services, post-production and laboratory services such as film processing and printing, video duplication, subtitling, dubbing, and any other services directly associated with the production of film, video and audio-visual works.

Advertising covers the design, creation and marketing of advertisements by advertising agencies; placing advertisements in newspapers, journals, radio, TV and other media, including the purchase and sale of advertising space; and participation in trade fairs and other promotional outlays, including posters, promotional artworks for video packages, telemarketing or delivery of advertising materials.

Other includes equipment rentals, computer, management, accounting and insurance services, and other film production services not elsewhere specified.

9. Clients

Please provide a breakdown of **total production revenue** (Box 331, Question 6) that is earned **directly** from the following domestic and foreign clients:

	Production revenue	
	Total (domestic and foreign clients)	Foreign clients
	Canadian \$ (omit cents)	
(a) Distributors: (i) For placing theatrical feature films	400	430
(ii) Conventional, pay and speciality television	410	440
(iii) Home video	411	441
(iv) Other (please describe)	413	443
<input type="text" value="S413"/>		
(b) Specialty pay television and specialty services (discretionary)	402	432
(c) Conventional television (including CBC)	403	433
(d) Advertising agencies	404	434
(e) Educational institutions	405	435
(f) Government boards, agencies, crown corporations or departments	406	436
(g) Industry (e.g. corporate videos for private sector, etc.)	407	437
(h) Other production companies and/or executive producers (specify type of production)	415	445
- Regular/pay television	416	446
- Theatrical feature films	417	447
- Other types (please describe)		
<input type="text" value="S417"/>		
(i) Other (please specify) <input type="text" value="S418"/>	418	448
(j) Total (box 420 should equal Box 331)	420	450

E. PRODUCTION ACTIVITIES

Please report the original productions completed during the reporting period. (A **complete production** is one for which an answer print or video-tape master exists.) In the case of co-productions/joint ventures/co-ventures, domestic or international, involving 2 or more Canadian production companies, only the major Canadian producer should report the production.

N.B. Please note that the primary intended market should be used to classify each production.

INSTRUCTIONS

- Report each production only once. Do not include copies.
- Count sets of slides and transparencies or multi-media kits as one production.
- Do not include versions of originals (e.g., adaptations, updating, language or size versions of original productions such as a feature film re-edited as a mini-series or vice-versa).
- Do not include productions completed by other producers using your facilities or production/post-production services.
- Do not include a production completed and reported in a previous year.

Theatrical Feature Films

10. Have you completed any theatrical feature films during the reporting period? (A complete production is one for which an answer print or video-tape master exists.)

- 1 Yes ► Go to the Theatrical Features section of Question 13a and to Question 14a.
- 3 No ► Go to Question 11.

Television Productions

11. Have you completed any television productions (excluding commercials and inserts) during the reporting period?

- 1 Yes ► Go to the Television Productions section of Question 13a and to Question 14b.
- 3 No ► Go to Question 12.

Other Types of Productions (television commercials, music videos, corporate videos, educational videos, other)

12. Have you completed any other types of productions (other than theatrical features or television productions) during the reporting period?

- 1 Yes ► Go to Question 13b.
- 3 No ► Go to Question 15.

Type of Production and Title		Number of Episodes	Running Time (see categories 1-6 on next page)	Production and Development Budget		Language 1 = French 3 = English 5 = Other	Category of programming (see categories 1-13 on next page)	Was this production CAVCO certified? Yes/No	CAVCO Number (if applicable)	Have you received Provincial Tax Credits for this production? Yes/No	Provincial File Number* (if applicable)	Province providing tax credits (if applicable)
				Canadian Financing (Canadian \$)	Foreign Financing (Canadian \$)							
Theatrical Features												
Title 1	800a			803a	804a	805a		807a ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808a	809a ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810a	811a
Title 2	800b			803b	804b	805b		807b ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808b	809b ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810b	811b
Title 3	800c			803c	804c	805c		807c ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808c	809c ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810c	811c
Title 4	800d			803d	804d	805d		807d ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808d	809d ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810d	811d
Television Productions												
Title 1	800e		802e	803e	804e	805e	806e	807e ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808e	809e ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810e	811e
Title 2	800f		802f	803f	804f	805f	806f	807f ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808f	809f ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810f	811f
Title 3	800g		802g	803g	804g	805g	806g	807g ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808g	809g ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810g	811g
Title 4	800h		802h	803h	804h	805h	806h	807h ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808h	809h ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810h	811h
Title 5	800i		802i	803i	804i	805i	806i	807i ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808i	809i ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810i	811i
Title 6	800j		802j	803j	804j	805j	806j	807j ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808j	809j ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810j	811j
Title 7	800k		802k	803k	804k	805k	806k	807k ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808k	809k ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810k	811k
Title 8	800l		802l	803l	804l	805l	806l	807l ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	808l	809l ¹ Yes <input type="checkbox"/> No <input type="checkbox"/>	810l	811l

* if tax credits were received from more than 1 province, report the province from which the largest credit was received.

13b. Other Productions

	Number of Productions – English	Number of Productions – French	Number of Productions – Other language	Production and Development Budget		
				Canadian Financing (Canadian \$)	Foreign Financing (Canadian \$)	
TV Commercials	900a	901a	902a	903a	904a	905a
Music Videos	900b	901b	902b	903b	904b	905b
Corporate Videos	900c	901c	902c	903c	904c	905c
Educational Videos	900d	901d	902d	903d	904d	905d
Other	900e	901e	902e	903e	904e	905e

Category of programming

If a program qualifies under more than one category, please choose the category that appears first in this list.

- Made for television movie:** feature-film length program made for viewing on television.
- Animated Children's:** any program using predominantly drawings, claymation or computer graphics and aimed at children.
- Live Action Children's:** any program featuring predominantly live actors and aimed at children.
- Dramatic Series:** television programs that relate a fictional story or one inspired by real incidents or persons by means of dialogue and action.
- Animated (not children's):** any program using predominantly drawings, claymation or computer graphics but not aimed at children.
- Comedy:** programs that deal with the light or amusing, or with the serious and profound in a light or satirical manner.
- Entertainment:** programming primarily designed to entertain.
- Religion:** programs dealing with religion and religious teachings and discussions of the human spiritual condition.
- Sports:** programs including live or live-on-tape sports event coverage, scripted sports and program reviewing and analysing sport.
- Instruction:** programs designed to inform about specific activities or areas of study.
- Informational/Documentary:** programs primarily designed to inform or educate.
- New Media:** productions combining video, audio, graphics and alphanumeric text.
- Reality:** entertainment programs that include non-rehearsed and non-scripted footage. They usually show real events as they actually happened or combine real-life events with documentary material.

Running Time

- Under ½ hour
- ½ hour
- 1 hour
- Other 31-74 minutes
- Movie
- Other

14a. Theatrical Features

Please provide the following summary budget information for all theatrical feature films completed during the reporting period.

Note: At the end of question 14a, please return to question 11.

PRODUCTION AND DEVELOPMENT BUDGET

Financing

Telefilm Canada
 Canadian Film and Video Tax Credit
 Other federal organizations
 Provincial governments: Ontario
 Québec
 Other provinces (please specify) **S749a**
 Other public agency (please specify) **S751a**
 Distributors
 Broadcasters
 Production companies (include deferred payments)
 Other private investors (include sponsors)
 Other (please specify) **S738a**

Canadian Financing	
Canadian \$ (omit cents)	
475a	
476a	
730a	
731a	
732a	
733a	
751a	752a
734a	744a
735a	745a
736a	746a
737a	747a
738a	748a
750a	

TOTAL (sum of all **Financing** boxes)

14b. Television Productions

Please provide the following summary budget information for all television productions completed during the reporting period.

Note: At the end of question 14b, please return to question 12.

PRODUCTION AND DEVELOPMENT BUDGET

Financing

Telefilm Canada/Canadian Television Fund Equity Program
 Canadian Film and Video Tax Credit
 Other federal organizations
 Provincial governments: Ontario
 Québec
 Other provinces (please specify) **S749b**
 Other public agency (please specify) **S751b**
 Canadian Television Fund Licence Fee Program
 Distributors
 Broadcasters
 Production companies (include deferred payments)
 Other private investors (include sponsors)
 Other (please specify) **S738b**

Canadian Financing	
Canadian \$ (omit cents)	
475b	
476b	
730b	
731b	
732b	
733b	
751b	752b
741b	
734b	744b
735b	745b
736b	746b
737b	747b
738b	748b
750b	

TOTAL (sum of all **Financing** boxes)

F. LOCATION OF ESTABLISHMENT

15. Please provide the postal code of the physical location of this production facility.

Postal Code
M018 -

G. CERTIFICATION

16. (a) I certify that the information in this report is correct and complete to the best of my knowledge.

Signature	Title	Date
	M004	M025

Name of person to contact (<i>please print</i>)		
M003		
Telephone no.	Ext.	Fax No.
Area code		
M010	M011	M012
E-mail address	Internet site address (URL)	
M013	M014	

Business Number (BN)

(b) Please report your Business Number (GST/HST account number). You may obtain this number from your latest Assessment Notice or from your Canada Revenue Agency Taxation Remittance Form. The Business Number allows Statistics Canada to access your tax records as permitted under the *Statistics Act*. The tax records will be used to improve the quality of our survey results and to make minor adjustments to the survey data. Just like your survey responses, the tax data are safeguarded by the confidentiality provisions of the *Statistics Act*.

Business Number (BN)	
F008	R

(c) How long did you take to collect the data and complete this questionnaire?

Hours
801

(d) **Comments.** If more space is required, please use a separate sheet.

S900	
S910	
S920	
S930	
S940	
S950	

THANK YOU FOR YOUR COOPERATION

For information only