

3.3 Data on Foreign Markets

Data on the size of specific foreign markets for cultural products and objects are not available through the sources reviewed. Representatives of the individual sectors suggested that these data are available through trade journals. A further source would be individual studies on each sector (e.g., government-sponsored studies or studies available through the private sector on individual markets).

3.4 Data on Foreign Revenues of the Four Sectors

A search was made for data on the foreign sales achieved by companies operating in Canada. These data are available from:

- the Cultural Statistics Program on the film and video, sound recording and book publishing industries; and,
- the Commodities Data on imports and exports for film and video, books, sound recordings and art objects.

The data provided by the CSP do not indicate to which countries sales were made whereas the commodities data do report the destination of the products being reported.

The commodities data are likely the weakest of these data sources in that the information is collected from customs forms as they leave the country. As a result, the data are restricted to finished goods and do not, therefore, take into account the sales of rights, which account for important foreign earnings, nor are the products valued at the market value of, for instance, a film.