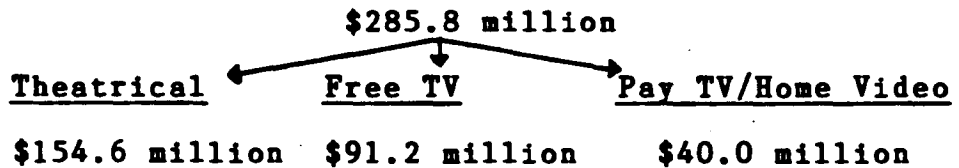


market and country of controlling interest:



- Canadian firms reported \$24.0 million (15.5%) of the \$154.6 million theatrical sales and foreign firms reported \$130.6 million (84.5%) of these sales.
- For sales to the Free TV market, Canadian companies reported \$32.1 million (35%) and foreign companies reported \$59.1 million (65%).
- For the Pay TV and Home Video markets
• Canadian firms reported sales of \$20.7 million (52%) and foreign firms \$19.3 million (48%).

4.1.3 Assets and Profitability

- Recent reliable figures on assets were not available. 1979 Statistics Canada data indicate that the industry as a whole operated at a loss or a very marginal profit.
- The total operating profit reported to Statistics Canada for 1982 for the film production industry as a whole was \$11.9 million, or 7% of operating revenues.
- This figure, however, conceals marked differences between the various size groups.