Profitability - can indicate the ability of firms to support additional marketing, including export, activities. In some cases, marginal profitability may indicate a need to export to attain greater profitability. But marginal profitability may also indicate an inability to undertake such marketing without assistance.

Return on Investment - a particular measure of profitability. Capital investment in some cultural sectors can be relatively low, and so ROI comparisons with other sectors must be made with caution.

- **Net Worth** is an indication of the difference in value between a company's assets and its liabilities. Interpretation of this financial measure is, however, dependent upon the individual circumstances of the company and, in particular, the nature of its assets and liabilities and how they are valued.

- **Foreign earnings.** These data show the extent of foreign market penetration for each sector. Data broken down by product type and market can show where the sectors particular strengths and weaknesses lie and indicate possible opportunities.

The following data sources were reviewed as part of this study:

- Statistics Canada
  - Cultural Statistics Program
  - Commodity export data of the Business Statistics Group;

- Data base of the Book Publishing Development Program (BPDP) of DOC;

- The recipient inventory of the Program for Export Market Development (PEMD).