## ANALYSIS OF CAPABILITIES AND NEEDS OF CANADA'S CULTURAL INDUSTRIES IN FOREIGN MARKETING

## - Table of Contents -

		Page
1.	BACKGROUND AND PURPOSE	1
2.	STUDY METHODS AND REPORT FORMAT	2
	2.1 Study Methods	2
	2.2 Report Format	- 2
3.	COMMENTARY ON DATA SOURCES	4
	3.1 Introduction	4
	3.2 Data on Financial Characteristics of the Four Sectors	6
	3.3 Data on Foreign Markets	7
	3.4 Data on Foreign Revenues of the Four Sectors	7
4.	FINDINGS AND ANALYSIS: FILM AND VIDEO	8
	4.1 Analysis of Data Available on Capabilities and Achievements-to-date in Foreign Marketing	8
	4.1.1 Industry Size and Structure	9
	4.1.2 Revenues	11
	4.1.3 Assets and Profitability Dept. of External Affairs Min. des Affaires extérieures	13
	4.1.4 Productions	14
	4.1.5 Export Achievements  RETURN TO DEPARTMENTAL LIBRARY RETOURNER A LA BIBLIOTHEQUE DU MINISTERE	16
	4.2 Importance of Foreign Markets, Problems, Prospects and Needs Identified	18

43.243.200