

2. STUDY METHODS AND REPORT FORMAT

2.1 Study Methods

The following methods were used in the study.

- i) A review was made of data available on financial capabilities and foreign sales' achievements of the four sectors, at Statistics Canada (STC), the Book Publishing Development Program (BPDP) of the Department of Communications, the recipient inventory of the Program for Export Market Development (PEMD). Other sources of data were searched for and reviewed as the study progressed.
- ii) A set of structured interviews was held with representatives of the four sectors and with government officials. An attempt was made to select companies on the basis of language, size, region and country of controlling interest. Suggestions for companies and individuals within them to be interviewed were solicited from both government officials and trade associations and these suggestions were pursued. A list of individuals interviewed is contained in Annex I. The interview guides used are contained in Annex II.
- iii) Relevant studies conducted by other government departments, in particular, the Department of Communications, were reviewed (see Annex V).

2.2 Report Format

The remainder of this report consists of eight more sections as follows:

- Section 3 provides a commentary on the data and data sources reviewed;