

# **Examination of the Levels of Broadcast for Canadian Theatrical Films**

**Prepared for:  
CMPA and CAFDE**

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## **1. Context for the Study**

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Both CMPA and CAFDE would like to have a better understanding of the amount and range of Canadian theatrical films that are broadcast on Canadian television in any given year. In particular, they would like to understand how the volume of Canadian theatrical films has changed over time and how this varies between types of broadcasters. To facilitate this understanding, they commissioned Strategic Inc. to review available data sources and to assemble a summary of the trends. Syndicated audience data were used to access historical schedules for Canadian broadcasters. Telefilm's Theatrical Release Database (started in 2001) was used to identify the universe of Canadian theatrical films and secondary sources such as IMDB and Google were used to confirm non-Canadian status of films.

Various analyses were conducted including a count of theatrical films for the years captured by both databases noted above. An era analysis was conducted on the titles being aired and the numbers of unique theatrical films as well as the gross plays were examined.

## 2. Methodology

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Since 2004, broadcasters have supplied to Mediastats<sup>1</sup> a schedule of programming that is coded not only by title of programs and duration but also by program genre and country of origin. The definitions for genres are those set out by the Canadian Television Fund (now Canada Media Fund). In these definitions, theatrical films have a separate and distinct code. *Made for TV* movies for example are not part of this group but rather are included as part of the programming coded as Drama. For the purposes of this exercise, only programs identified as a theatrical film within the context of the dataset were considered. Because the most comprehensive historical schedule summary is derived from the audience data from either BBM or Nielsen, these syndicated data were used to determine what theatrical films ran during the years examined. This limited the range of dates that could be examined because coding only began in 2004. For each year examined in this study, the full schedules of all reported television services in Canada were run in Infosys and transferred into multiple Excel spreadsheets. The CTF genre code for a theatrical release was used to parse the relevant data (i.e. theatrical releases) and once completed this resulted in approximately 66,000 lines of data. Since broadcasters use different naming conventions for program titles, the data had to be cleaned to ensure that theatrical films airing on multiple broadcasters were identically titled. Using Excel, duplicates were noted so both a net and gross summary of exposures could be created for Canadian theatrical films.

Telefilm has been assembling a comprehensive database of theatrical films since 2001. This is believed to be the most complete list of both Canadian and non-Canadian theatrical films released in theatres in Canada. Using this list, pivot tables were constructed to identify what, when and how many films ran on Canadian television. This exercise was repeated for each year, for all years in combination, for each broadcaster and by broadcaster type. A secondary analysis on the age of the theatrical films being aired (using the year of release as the benchmark) was conducted. Finally, some stations were identified as being of interest and these analyses were repeated for these individual stations. The following tables are the result of this exercise. Definitions for each category can be found in the appendix.

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<sup>1</sup> Mediastats, Markham based company that collects and coordinates broadcast schedules for television stations across Canada on behalf of BBM.

### 3. The Findings

#### 3.1 Total Unique Theatrical Films aired during broadcast years 2004-2010

Typically, theatrical films are defined as films that are released first in cinemas. There were over 13,000 theatrical films reported to Mediastats as being aired during this six year period- 2004 to 2010. Of these, just over 1,500 were Canadian Content theatrical films. Therefore, Canadian films represented slightly above 11% of all reported theatrical films.

Summary of Theatrical Films Aired during Broadcast Years 2004-2010 Overall					
	# of Canadian Theatrical Films	# of All Non-Canadian Theatrical Films	Total # of all Theatrical Films (BBM database)	Canadian Theatrical Films	Non-Canadian Theatrical Films
Grand Total (net)	1,542	12,054	13,596	11.3%	88.7%

If only those Canadian theatrical films that appear in Telefilm’s theatrical release database are considered, the number is 283, or just over 18% of all Canadian theatrical films being broadcast. These 283 Canadian theatrical films represent 2.1% of all theatrical releases (both foreign and domestic).

It is interesting to note that the Canadian theatrical films aired in this period represent slightly under one-third (32.5%) of the total number of titles (870) contained in the Telefilm Theatrical Database.

Canadian Theatrical Film as (2001 onwards) broadcast in 2004-2010		
Titles	Canadian Theatrical Films as a % of Total Theatrical Films Broadcast on Television	Canadian Theatrical Films Broadcast on Television as a % of Telefilm Theatrical Release Database 2001+
Overall (net)	283	2.1%
		32.5%

### 3.2 Theatrical Films Broadcast by Year

By year, there is a consistency in the number of both foreign and Canadian theatrical releases in terms of their share of the total number of theatrical films broadcast. The range of difference between the years with highest and lowest amounts of theatrical films broadcast is only 1.1 percentage points. The schedules from the most recent year available ('09/'10) have the highest number of Canadian theatrical films reported but the overall share this represents of the total titles broadcast is not the highest.

<b>Summary of Theatrical Films Aired during Broadcast Years 2004-2010 – By Year</b>					
	<b># of Canadian Theatrical Films</b>	<b># of All Non-Canadian Theatrical Films</b>	<b>Total # of all Theatrical Films (BBM database)</b>	<b>Canadian Theatrical Films</b>	<b>Non-Canadian Theatrical Films</b>
Grand Total (net)	1,542	12,054	13,596	11.3%	88.7%
<b>By Broadcast Year</b>					
2004-05	569	4,519	5,088	<b>11.2%</b>	<b>88.8%</b>
2005-06	561	4,207	4,768	<b>11.8%</b>	<b>88.2%</b>
2006-07	537	4,152	4,689	<b>11.5%</b>	<b>88.5%</b>
2007-08	520	4,219	4,739	<b>11.0%</b>	<b>89.0%</b>
2008-09	572	4,766	5,338	<b>10.7%</b>	<b>89.3%</b>
2009-10	664	5,247	5,911	<b>11.2%</b>	<b>88.8%</b>

It is important to note that the count of films is netted out, which means if Title A ran on a conventional station as well as a specialty, it counts only once. Each year, as titles are added, the cumulative total of theatrical releases in the database grows, making the total net for each year larger than the summary for all years.

<b>Canadian Theatrical Films</b>			
	<b># of Titles</b>	<b>As a % of Total Theatrical Films Broadcast on Television</b>	<b>Broadcast on Television as a % of Telefilm Theatrical Release Database 2001+</b>
<b>Overall (net)</b>	<b>283</b>	<b>2.1%</b>	<b>32.5%</b>
<b>By Broadcast Year</b>			<b>Total # of all Theatrical Films (BBM database)</b>
2004-05	53	1.0%	6.1%
2005-06	76	1.6%	8.7%
2006-07	110	2.3%	12.6%
2007-08	129	2.7%	14.8%
2008-09	150	2.8%	17.2%
2009-10	192	3.2%	22.1%

### 3.3 Theatrical Films as a percent of Available Programming

The following analysis of the data shows that approximately two and half times more airtime was allocated to the broadcast of Non-Canadian theatrical films in 2009/10 compared to 2004/05 (144% increase). The number of hours of Canadian theatrical films broadcast also increased in this timeframe, although at a slightly lesser pace. The hours broadcast of Canadian theatrical films more than doubled (134% increase). The number of Canadian theatrical films (net titles) being broadcast however, increased by more than seven times the base year amount between '04 and '09 (665% increase).

<b>Total Hours Broadcast and % of All Available Programming</b>						
<b>Non-Canadian Theatrical Films on TV</b>	<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>
Duration in hours of all Non-Canadian Theatrical Films on TV	21,432	19,441	20,617	20,756	31,087	52,294
Total available time on television (hours)*	602,784	611,520	672,672	690,144	751,296	934,752
% represent of all programming	3.56%	3.18%	3.06%	3.01%	4.14%	5.59%
<b>Canadian Theatrical Films on TV</b>						
Duration in hours of all Canadian Theatrical Films on TV	2,775	2,632	2,571	2,380	3,779	6,482
Total available time on television (hours)*	602,784	611,520	672,672	690,144	751,296	934,752
% Canadian Theatrical Films represent of all programming	0.46%	0.43%	0.38%	0.34%	0.50%	0.69%
<b>Canadian Theatrical Films since 2001 on TV</b>						
Duration in hours of all Canadian Theatrical Films released since 2001 on TV	188	303	453	675	942	1,441
Total available time on television (hours)*	602,784	611,520	672,672	690,144	751,296	934,752
% represent of all programming	0.03%	0.05%	0.07%	0.10%	0.13%	0.15%

*\*( 542,160 minutes/60 ) X measurable television channels - 2004-05=69 channels; 2005-06=70; 2006-07=77; 2007-08=79; 2008-09=86; 2009-10=107*

In order to understand these data, an index of Canadian versus Foreign theatrical films for each year has been created. These data show that while they originally represented less than 1% of the total number of foreign titles in 2001, they now represent 2.75.

<b>Index of Canadian to Foreign Theatrical Films</b>					
<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>
0.88	1.56	2.20	3.25	3.03	2.75

### 3.4 Theatrical Films by Year

The following charts present the number of theatrical films that were broadcast in each year, by year of the film’s original release in theatres. The data show that films being broadcast for the most part are older theatrical releases. In 2004/05, half of the Canadian theatrical films broadcast were at least three years old. The average age has been increasing, and in 2009/10 almost three quarters were three or more years old.

<b># of Canadian Theatrical Films</b>							
	<b>Available Titles</b>	<b>Broadcast Year</b>					
		<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>
		Release Year 2001	74	26	26	30	30
Release Year 2002	66	19	18	18	20	22	15
Release Year 2003	83	4	15	22	20	23	32
Release Year 2004	96	2	10	31	26	29	37
Release Year 2005	84	1	3	4	23	20	32
Release Year 2006	84	0	1	3	5	17	19
Release Year 2007	85	0	0	0	2	6	19
Release Year 2008	100	0	0	0	2	3	12
Release Year 2009	93	0	0	0	0	2	2
Release Year 2010	93	0	0	0	0	0	1

<b>% of Canadian Theatrical Films in each Broadcast Year by year of release</b>							
	<b>Available Titles</b>	<b>Broadcast Year</b>					
		<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>
		Release Year 2001	74	50%	36%	28%	23%
Release Year 2002	66	37%	25%	17%	16%	15%	8%
Release Year 2003	83	8%	21%	20%	16%	15%	17%
Release Year 2004	96	4%	14%	29%	20%	19%	19%
Release Year 2005	84	2%	4%	4%	18%	13%	17%
Release Year 2006	84	0%	1%	3%	4%	11%	10%
Release Year 2007	85	0%	0%	0%	2%	4%	10%
Release Year 2008	100	0%	0%	0%	2%	2%	6%
Release Year 2009	93	0%	0%	0%	0%	1%	1%
Release Year 2010	93	0%	0%	0%	0%	0%	1%
Total	858	100%	100%	100%	100%	100%	100%



### 3.5 Gross Plays by Category

A gross count of the number of plays that is allocated to Canadian theatrical films can also be examined. There is an almost equally high repeat factor of non-Canadian and Canadian theatrical films (i.e., 5.1 vs. 5.5). This is up notably from 2004-05 where non-Canadian theatrical films were repeated on average 2.5 times and Canadian 2.6. Canadian theatrical films have generally received fewer plays per title starting in 2004-05 at 2.1 and growing to only 4.3 in 2009-10.

<b>Airings of Canadian and Non-Canadian Theatrical Films</b>						
<b>Non-Canadian Theatrical Films on TV</b>	<b>2004-05</b>	<b>2005-06</b>	<b>2006-07</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>
Total airings of all films	11,320	10,333	10,715	10,803	17,361	26,498
Unique titles	4,519	4,207	4,152	4,219	4,766	5,247
Average repeat of titles	2.5	2.5	2.6	2.6	3.6	5.1
% of all airings of all theatrical films on television	88.4%	87.6%	88.1%	88.9%	88.1%	87.9%
<b>Canadian Theatrical Films on TV</b>						
Total airings of all films	1,489	1,469	1,453	1,354	2,345	3,639
Unique titles	569	561	537	520	572	664
Average repeat of titles	2.6	2.6	2.7	2.6	4.1	5.5
% of all airings of all theatrical films on television	11.6%	12.4%	11.9%	11.1%	11.9%	12.1%
<b>Canadian Theatrical Films since 2001 on TV</b>						
Total airings of all films	112	186	250	380	535	819
Unique titles	53	76	110	129	150	192
Average repeat of titles	2.1	2.4	2.3	2.9	3.6	4.3
% of all airings of all theatrical films on television	0.9%	1.6%	2.1%	3.1%	2.7%	2.7%
<i>*Plays' or 'Airings' refers to the aggregate of all film airings, including repeats of the same titles throughout the time period</i>						

The data can also be examined on a station and station category level. Comparing conventional to specialty services, it is clear that specialty services have become the primary provider of movie content.

<b>Conventional Vs. Specialty - Total Hours Broadcast of Theatrical Films and % of Total Available Programming</b>													
		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10	
		Ttl. Hrs. on TV	% of Total Programming	Ttl. Hrs. on TV	% of Total Programming	Ttl. Hrs. on TV	% of Total Programming	Ttl. Hrs. on TV	% of Total Programming	Ttl. Hrs. on TV	% of Total Programming	Ttl. Hrs. on TV	% of Total Programming
Non-Canadian Theatrical Films on TV	Conventional	8,162	5.8%	7,306	5.2%	6,751	4.5%	6,578	4.7%	8,384	5.6%	6,570	4.4%
	Specialty	13,258	2.9%	12,119	2.3%	13,862	2.3%	14,176	2.6%	22,689	3.8%	45,724	5.8%
Canadian Theatrical Films on TV	Conventional	745	0.5%	757	0.5%	660	0.5%	727	0.5%	924	0.6%	699	0.5%
	Specialty	2,030	0.4%	1,875	0.4%	1,911	0.4%	1,653	0.3%	2,855	0.5%	5,783	0.7%

*\*542,160 minutes X measurable television channels - Conventional 2004-05 to 2007-08=16, 2008-09 to 2009-10=17  
Specialty 2004-05=53; 2005-06=53; 2006-07=61; 2007-08=63; 2008-2009=69; 2009-10=90*

<b>Conventional Vs. Specialty - # of Unique Theatrical Films Broadcast and % of Total Available Programming</b>													
		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10	
Canadian Theatrical Films since 2001 on TV	Conventional	104	0.1%	142	0.1%	184	0.1%	204	0.1%	267	0.2%	350	0.2%
	Specialty	85	0.0%	161	0.0%	269	0.1%	470	0.1%	675	0.1%	1,091	0.1%

*\*542,160 minutes X measurable television channels - Conventional 2004-05 to 2007-08=16, 2008-09 to 2009-10=17  
Specialty 2004-05=53; 2005-06=53; 2006-07=61; 2007-08=63; 2008-2009=69; 2009-10=90*

When the data is considered on a “plays” or total hours basis, the comparison between conventional and specialty becomes quite stark. For example, in 2009-10, there were almost 46,000 hours of Non-Canadian theatrical films aired on Specialty as compared to 6,600 on Conventional (a ratio of 1:7, conventional to specialty). The differential between Specialty and Conventional in terms of plays for Canadian theatrical films is approximately the same as that of Non-Canadian theatrical films.

### 3.6 Performance by Broadcaster

The data can also be looked at on the broadcaster level and the following chart summarizes the numbers of theatrical films aired by category and by station.

Summary of Theatrical Films Aired during Broadcast Years 2004-2010 Overall							
	# of Canadian Theatrical Films	# of Non-Canadian Theatrical Films	Total # of all Theatrical Films (BBM database)	% of Titles		Canadian Theatrical Films*	
				All Canadian Theatrical Films	All Non-Canadian Theatrical Films	Films	% of all titles broadcast on television that are Canadian theatrical films since 2001
'A' Total	59	327	386	15%	85%	24	6.2%
ACCESS (Alberta)+	114	617	731	16%	84%	22	3.0%
Accessible+	12	276	288	4%	96%	3	1.0%
Action+	15	321	336	4%	96%	3	0.9%
addik+	23	77	100	23%	77%	1	1.0%
APTN+	21	189	210	10%	90%	3	1.4%
ARTV+	108	537	645	17%	83%	23	3.6%
Bravo!+	256	932	1188	22%	78%	60	5.1%
Canal D+	69	308	377	18%	82%		0.0%
Canal Vie+	8	135	143	6%	94%	1	0.7%
CBC Com	186	683	869	21%	79%	68	7.8%
CBC News Network+	2	1	3	67%	33%	1	33.3%
Cinepop+	145	934	1079	13%	87%	11	1.0%
Citytv Total	53	12	65	82%	18%	30	46.2%
CMT+	1	118	119	1%	99%	1	0.8%
Comedy+		1	1	0%	100%		0.0%
Cosmo TV+	1	50	51	2%	98%		0.0%
CP24 Ontario+		1	1	0%	100%		0.0%
CTV Com	20	352	372	5%	95%	3	0.8%
Dusk+	63	263	326	19%	81%	7	2.1%
EI+	4	59	63	6%	94%	2	3.2%
Evasion+		1	1	0%	100%		0.0%
Family+	17	259	276	6%	94%	1	0.4%
Food Network+		1	1	0%	100%		0.0%
Global Canada Com	1	22	23	4%	96%		0.0%
Global Com		2	2	0%	100%		0.0%
Historia+	25	553	578	4%	96%	1	0.2%
History+	6	625	631	1%	99%		0.0%
IFC+	86	284	370	23%	77%	18	4.9%
Joy TV 10 BC (CHNU)+	5	123	128	4%	96%		0.0%
Knowledge BC (CKNO)+	5	44	49	10%	90%		0.0%
FilmTime+	10	450	460	2%	98%	2	0.4%
MTV+		2	2	0%	100%		0.0%
MTV2+		54	54	0%	100%		0.0%
MuchMore+	2	115	117	2%	98%	1	0.9%
MuchMusic+		81	81	0%	100%		0.0%
MusiMax+		47	47	0%	100%		0.0%
MusiquePlus+		2	2	0%	100%		0.0%
Mystery+	12	7	19	63%	37%		0.0%
OMNI 1 Ontario (CFMT)+	1	7	8	13%	88%	1	12.5%
OMNI 2 Ontario (CIMT)+	2	607	609	0%	100%		0.0%
OMNI BC (CHNM)+	6	529	535	1%	99%	1	0.2%
Prise 2+	2	193	195	1%	99%	1	0.5%
RDI+		1	1	0%	100%		0.0%
Score+		1	1	0%	100%		0.0%
Series++	3		3	100%	0%	3	100.0%
Showcase Diva+	15	220	235	6%	94%	1	0.4%
Showcase+	157	475	632	25%	75%	23	3.6%
Slice+		1	1	0%	100%		0.0%
Space+	90	491	581	15%	85%	7	1.2%
Sportsnet East+		6	6	0%	100%		0.0%
Sportsnet National+		6	6	0%	100%		0.0%
Sportsnet Ont+		6	6	0%	100%		0.0%
Sportsnet Pac+		6	6	0%	100%		0.0%
Sportsnet West+		6	6	0%	100%		0.0%
SportsnetOne+		2	2	0%	100%		0.0%
SRC	177	780	957	18%	82%	83	8.7%
SUN TV Ontario (CKXT)+	63	626	689	9%	91%	3	0.4%
TeleLatino+	10	469	479	2%	98%		0.0%
Teletoon Eng+	2	79	81	2%	98%		0.0%
Teletoon Fr.+	1	22	23	4%	96%		0.0%
Teletoon Retro Eng+		1	1	0%	100%		0.0%
TQ+	160	765	925	17%	83%	46	5.0%
TSN+		7	7	0%	100%		0.0%
TSN2+		7	7	0%	100%		0.0%
TV5+	1	172	173	1%	99%	1	0.6%
TVA	60	1207	1267	5%	95%	18	1.4%
TVO+	2	456	458	0%	100%		0.0%
Tvtropolis+	4	31	35	11%	89%		0.0%
V	88	1248	1336	7%	93%	7	0.5%
Vision+	15	324	339	4%	96%	2	0.6%
Viva+	39	240	279	14%	86%	1	0.4%
VRAK+	2		2	100%	0%	2	100.0%
W Network+	21	480	501	4%	96%	4	0.8%
YTV+	4	238	242	2%	98%	2	0.8%
Z-tele+	1	84	85	1%	99%		0.0%

Four of the stations were selected for a more in-depth examination of their broadcast of both Canadian and Non-Canadian programs coded as theatrical releases. These data are summarized in the following charts.

Total Hours Broadcast and % of Total Available Programming													
	2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		
<b>Non-Canadian Theatrical Films on TV</b>	Ttl Hrs of Non Cdn Theatrical Films on Stn.	% of all programming hrs on stn	Ttl Hrs of Non Cdn Theatrical Films on Stn.	% of all programming hrs on stn	Ttl Hrs of Non Cdn Theatrical Films on Stn.	% of all programming hrs on stn	Ttl Hrs of Non Cdn Theatrical Films on Stn.	% of all programming hrs on stn	Ttl Hrs of Non Cdn Theatrical Films on Stn.	% of all programming hrs on stn	Ttl Hrs of Non Cdn Theatrical Films on Stn.	% of all programming hrs on stn	
Bravo	2,409	27.6%	2,244	25.7%	2,230	25.5%	2,048	23.4%	1,768	20.2%	1,651	18.9%	
Show case	978	11.2%	318	3.6%	323	3.7%	347	4.0%	1,160	13.3%	788	9.0%	
History	1,634	18.7%	1,086	12.4%	1,708	19.6%	1,495	17.1%	1,233	14.1%	1,417	16.2%	
CBC Conv.	804	9.2%	655	7.5%	671	7.7%	654	7.5%	682	7.8%	585	6.7%	
<b>Canadian Theatrical Films on TV</b>	Ttl Hrs. of Cdn Theatrical Films on Stn	% of all programming hrs on stn	Ttl Hrs. of Cdn Theatrical Films on Stn	% of all programming hrs on stn	Ttl Hrs. of Cdn Theatrical Films on Stn	% of all programming hrs on stn	Ttl Hrs. of Cdn Theatrical Films on Stn	% of all programming hrs on stn	Ttl Hrs. of Cdn Theatrical Films on Stn	% of all programming hrs on stn	Ttl Hrs. of Cdn Theatrical Films on Stn	% of all programming hrs on stn	
Bravo	598	6.8%	624	7.1%	656	7.5%	684	7.8%	590	6.8%	645	7.4%	
Show case	396	4.5%	309	3.5%	344	3.9%	263	3.0%	84	1.0%	140	1.6%	
History	2	0.0%	6	0.1%	15	0.2%	7	0.1%	0	0.0%	5	0.1%	
CBC Conv.	165	1.9%	156	1.8%	146	1.7%	149	1.7%	128	1.5%	171	2.0%	
<b>Canadian Theatrical Films since 2001** on TV</b>	Ttl Hrs of Cdn Theatrical Films (Telefilm) on Stn	% of all programming hrs on stn	Ttl Hrs of Cdn Theatrical Films (Telefilm) on Stn	% of all programming hrs on stn	Ttl Hrs of Cdn Theatrical Films (Telefilm) on Stn	% of all programming hrs on stn	Ttl Hrs of Cdn Theatrical Films (Telefilm) on Stn	% of all programming hrs on stn	Ttl Hrs of Cdn Theatrical Films (Telefilm) on Stn	% of all programming hrs on stn	Ttl Hrs of Cdn Theatrical Films (Telefilm) on Stn	% of all programming hrs on stn	
Bravo	34	0.4%	55	0.6%	114	1.3%	301	3.4%	340	3.9%	293	3.4%	
Show case	11	0.1%	22	0.3%	50	0.6%	47	0.5%	38	0.4%	21	0.2%	
History	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
CBC Conv.	47	0.5%	42	0.5%	47	0.5%	53	0.6%	45	0.5%	104	1.2%	

\* Total television hour universe: 542,160 minutes or 9,036 hours  
 \*\*Theatrical Films since 2001 as provided by Telefilm (see tab for details)

Total and % of all Unique Theatrical Films													
	2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		
<b>Non-Canadian Theatrical Films on TV</b>	Ttl # of Unique Non Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Non Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Non Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Non Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Non Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Non Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	
Bravo	477	78.5%	453	77.2%	414	78.1%	365	78.8%	298	83.0%	249	84.1%	
Showcase	221	73.2%	70	54.3%	81	57.4%	79	53.7%	122	90.4%	88	87.1%	
History	292	99.7%	227	99.1%	290	99.0%	247	98.8%	115	100.0%	150	99.3%	
CBC Conv.	305	81.8%	264	80.7%	253	80.8%	253	82.4%	217	82.5%	167	77.3%	
<b>Canadian Theatrical Films on TV</b>	Ttl # of Unique Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films	% of all Unique Theatrical Films (Cdn, Non Cdn)	
Bravo	131	21.5%	134	22.8%	116	21.9%	98	21.2%	61	17.0%	47	15.9%	
Showcase	81	26.8%	59	45.7%	60	42.6%	68	46.3%	13	9.6%	13	12.9%	
History	1	0.3%	2	0.9%	3	1.0%	3	1.2%	0	0.0%	1	0.7%	
CBC Conv.	68	18.2%	63	19.3%	60	19.2%	54	17.6%	46	17.5%	49	22.7%	
<b>Canadian Theatrical Films since 2001** on TV</b>	Ttl # of Unique Cdn Theatrical Films (Telefilm)	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films (Telefilm)	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films (Telefilm)	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films (Telefilm)	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films (Telefilm)	% of all Unique Theatrical Films (Cdn, Non Cdn)	Ttl # of Unique Cdn Theatrical Films (Telefilm)	% of all Unique Theatrical Films (Cdn, Non Cdn)	
Bravo	8	1.3%	19	3.2%	26	4.9%	37	8.0%	34	9.5%	25	8.4%	
Showcase	4	1.3%	5	3.9%	8	5.7%	16	10.9%	6	4.4%	4	4.0%	
History	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
CBC Conv.	19	5.1%	17	5.2%	19	6.1%	20	6.5%	16	6.1%	30	13.9%	

Total and % of all 'Plays' or Airings												
	2004-05		2005-06		2006-07		2007-08		2008-09		2009-10	
<b>Non-Canadian Theatrical Films on TV</b>	Ttl # of plays of Non Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Non Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Non Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Non Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Non Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Non Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)
Bravo	1,386	81.1%	1,218	78.1%	1,191	77.7%	1,123	75.0%	966	75.1%	836	70.2%
Show case	653	75.8%	178	52.0%	194	52.6%	166	55.9%	638	93.7%	388	84.9%
History	694	99.9%	482	99.4%	767	99.1%	680	99.6%	520	100.0%	634	99.5%
CBC Conv.	459	82.9%	420	80.9%	460	78.4%	448	76.6%	489	81.4%	395	75.1%
<b>Canadian Theatrical Films on TV</b>	Ttl# of plays of Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl# of plays of Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl# of plays of Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl# of plays of Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl# of plays of Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)	Ttl# of plays of Cdn Theatrical Films	% of all plays of Films (Cdn, Non Cdn)
Bravo	322	18.9%	342	21.9%	342	22.3%	374	25.0%	320	24.9%	355	29.8%
Show case	209	24.2%	164	48.0%	175	47.4%	131	44.1%	43	6.3%	69	15.1%
History	1	0.1%	3	0.6%	7	0.9%	3	0.4%	0	0.0%	3	0.5%
CBC Conv.	95	17.1%	99	19.1%	127	21.6%	137	23.4%	112	18.6%	131	24.9%
<b>Canadian Theatrical Films since 2001** on TV</b>	Ttl # of plays of Cdn Theatrical Films (Telefilm)	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Cdn Theatrical Films (Telefilm)	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Cdn Theatrical Films (Telefilm)	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Cdn Theatrical Films (Telefilm)	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Cdn Theatrical Films (Telefilm)	% of all plays of Films (Cdn, Non Cdn)	Ttl # of plays of Cdn Theatrical Films (Telefilm)	% of all plays of Films (Cdn, Non Cdn)
Bravo	19	1.1%	29	1.9%	61	4.0%	163	10.9%	181	14.1%	167	14.0%
Show case	8	0.9%	14	4.1%	25	6.8%	23	7.7%	18	2.6%	10	2.2%
History	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CBC Conv.	28	5.1%	30	5.8%	38	6.5%	48	8.2%	34	5.7%	77	14.6%

## 4. Appendix

### 4.1 Glossary of Terms

Broadcast year:	September 1 <sup>st</sup> through to August 31 <sup>st</sup>
Theatrical Films:	Theatrical films are defined as films that are released first in cinemas.
Canadian Theatrical Films:	Films meeting the CRTC/CAVCO criteria for Canadian content and that were first released in cinemas.
Non-Canadian Theatrical Releases:	Films that do not meet CRTC/CAVCO criteria for Canadian content and that were first released in cinemas.
Telefilm Theatrical Release Database:	Comprehensive database compiled by Telefilm Canada of all theatrical films released in Canadian cinemas since 2001.