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1982-83

**TELEVISION BUREAU OF CANADA
39 PLEASANT BOULEVARD, TORONTO, ONTARIO M4T 1K2
TELEX 065-24354 TEL. (416) 923-8813**

TOP 100 NATIONAL TELEVISION ADVERTISERS

1981 estimated expenditures by the Top 100 Television National Advertisers. Time charges only. No production talent or program costs included. (See Footnote).

Rank	Advertisers	TV Expenditure \$	Total Media Expenditure \$	Per Cent TV
1	Procter & Gamble Co. of Canada Ltd.	24,634,127	27,336,275	90.1
2	Government of Canada	21,145,030	53,723,698	39.9
3	John Labatt Ltd.	18,040,682	24,557,465	73.5
4	General Foods Inc.	17,696,278	24,444,038	72.4
5	Dart & Kraft Ltd.	12,358,975	18,580,402	66.5
6	American Home Products Ltd.	11,952,460	13,466,497	88.8
7	Unilever Inc.	11,767,339	12,492,065	94.2
8	The Molson Companies	10,884,225	14,974,750	72.7
9	Kellogg Salada Canada Inc.	10,798,646	12,613,915	85.6
10	Warner Lambert Canada Ltd.	10,080,384	10,837,205	93.0
11	Rothmans of Canada Inc.	9,240,408	20,953,868	44.1
12	Bristol-Myers Canada Inc.	7,885,173	10,418,489	75.7
13	Standard Brands Ltd.	7,707,522	15,181,097	50.8
14	Colgate-Palmolive Canada	7,696,442	7,824,507	98.4
15	General Motors of Canada Ltd.	7,655,828	15,478,937	49.5
16	Union Carbide Canada Inc.	7,552,905	7,965,157	94.8
17	Dairy Bureau of Canada	6,943,758	8,805,604	78.9
18	S.C. Johnson & Son Ltd.	6,899,279	7,488,608	92.1
19	Canada Packers Ltd.	6,883,082	8,876,667	77.5
20	Nestle Canada Inc.	6,773,233	7,835,714	86.4
21	Ralston Purina Canada Inc.	6,615,070	6,732,857	98.3
22	Coca-Cola Ltd.	6,101,237	8,179,982	74.6
23	Hudsons Bay Company	6,091,760	8,592,950	70.9
24	Gillette Canada Inc.	5,924,151	7,161,002	82.7
25	Ford Motor Co. of Canada Ltd.	5,922,281	10,973,001	54.0
26	McDonalds Restaurants Canada	5,726,675	7,611,281	75.2
27	General Mills Canada Inc.	5,710,939	6,712,339	85.1
28	Ontario Government	5,578,455	18,614,603	30.0
29	Nabisco Ltd.	5,359,490	7,485,698	71.6
30	Quebec Government	5,101,306	12,047,581	42.3
31	Cadbury Schweppes Powell Inc.	5,078,656	6,304,446	80.5
32	George Weston Ltd.	4,839,652	6,123,452	79.0
33	Johnson & Johnson Ltd.	4,797,544	6,035,215	79.5
34	Imperial Oil Ltd.	4,648,210	7,608,927	61.1
35	Richardson-Merrell Canada Inc.	4,015,554	4,186,964	95.9
36	CP Enterprises Inc.	4,014,040	11,888,614	33.8
37	The Irwin Group	3,855,165	4,049,421	95.2
38	Rowntree Mackintosh Canada Inc.	3,802,344	3,802,344	100.0
39	Beecham Canada Ltd.	3,774,065	4,412,352	85.5
40	Chrysler Canada Ltd.	3,644,887	7,499,489	48.6
41	Canadian Tire Corporation Ltd.	3,479,374	3,578,086	97.2
42	Toyota Canada Inc.	3,306,842	5,371,333	61.6
43	Royal Bank of Canada	3,110,946	6,445,751	48.3
44	Pepsico Inc.	3,104,155	3,611,727	86.0
45	Esmark Corporation	3,044,965	4,174,389	72.9
46	Bank of Montreal	2,996,702	6,459,249	46.4
47	Quaker Oats Co. of Canada Ltd.	2,963,074	4,295,779	69.1
48	Philips Electronics Ltd.	2,945,855	4,298,515	68.5
49	Bell Canada	2,939,546	4,024,263	73.0
50	American Express Canada Inc.	2,812,920	3,204,737	87.8
51	Seiko Time Canada Ltd.	2,757,682	2,915,641	94.6
52	Seven-Up Canada Inc.	2,753,095	3,131,522	87.9
53	Pillsbury Canada Inc.	2,719,140	3,205,733	84.8
54	Robin Hood Multifoods Ltd.	2,714,895	3,730,189	72.8
55	Imasco Ltd.	2,714,447	12,189,096	22.5

Rank	Advertisers	TV Expenditure \$	Total Media Expenditure \$	Per Cent TV
56	Norton Simon Canada Inc.	2,676,917	3,783,245	70.7
57	H.J. Heinz Co. of Canada Ltd.	2,644,661	3,504,761	75.5
58	McCain Foods Ltd.	2,625,551	2,730,129	96.2
59	Kodak Canada Inc.	2,619,513	4,027,800	65.0
60	Simpsons-Sears Ltd.	2,604,748	4,864,314	53.5
61	Trans-Canada Telephone System	2,592,812	3,218,767	80.5
62	Renault Canada Inc.	2,584,314	3,178,417	81.3
63	Canada Starch Co. Ltd.	2,573,320	2,945,548	87.4
64	Sterling Drug Ltd.	2,498,033	3,590,782	69.6
65	Polaroid Canada Inc.	2,478,386	2,951,202	84.0
66	Dominion Stores Ltd.	2,419,456	7,535,459	32.1
67	Mattel Canada Inc.	2,399,915	2,877,877	83.4
68	Duracell Inc.	2,380,039	2,380,039	100.0
69	K-Tel International Ltd.	2,339,079	2,339,079	100.0
70	Canon Optic & Business Machines Ltd.	2,329,217	2,661,829	87.5
71	Wrigley Canada Inc.	2,328,059	2,361,448	98.6
72	Noxzema Inc.	2,242,111	4,399,116	51.0
73	Campbell Soup Co. Ltd.	2,200,301	3,275,146	67.1
74	Super Lotto Lottery	2,197,861	3,428,436	64.1
75	Scott Paper Inc.	2,155,959	2,644,006	81.5
76	Interprovincial Lottery Group	2,120,364	3,832,047	55.3
77	The Heritage Group	2,103,196	2,800,381	75.1
78	Michelin Canada Inc.	2,079,011	2,089,418	99.5
79	Kimberly-Clark of Canada Ltd.	2,064,218	3,534,533	58.4
80	Chesebrough-Ponds Canada Inc.	2,048,689	3,626,438	56.5
81	Revlon International Corp.	1,994,511	2,572,821	77.5
82	F.W. Woolworth Co. Ltd.	1,953,210	2,635,447	74.1
83	Ontario Milk Marketing Board	1,930,489	2,816,769	68.5
84	Canadian Honda Motor Ltd.	1,919,653	4,848,132	39.6
85	Visa Money Card Plan	1,826,489	1,850,914	98.7
86	Clorox Co. of Canada Ltd.	1,755,909	1,797,765	97.7
87	Midas Mufflers Ltd.	1,696,671	2,004,849	84.6
88	Warner Communications Canada	1,683,658	3,527,759	47.7
89	Mouvement Cooperatif Desjardin	1,627,117	2,996,287	54.3
90	Col. Sanders Kentucky Fried Chicken	1,602,510	2,456,647	65.2
91	Steinbergs Ltd.	1,599,725	2,296,132	69.7
92	Matsushita Canada Inc.	1,569,501	2,324,895	67.5
93	Speedy Muffler King	1,557,061	1,838,611	84.7
94	Timex of Canada Ltd.	1,555,459	1,875,111	83.0
95	British Columbia Government	1,536,720	3,201,689	48.0
96	Brooke Bond Foods Ltd.	1,509,613	2,218,724	68.0
97	Proviso Inc.	1,503,672	2,069,244	72.7
98	Faberge of Canada Ltd.	1,503,294	1,808,894	83.1
99	Cdn. Imperial Bank of Commerce	1,479,336	5,316,824	27.8
100	Consolidated Foods Inc.	1,467,370	2,162,192	67.9
TOTAL		462,138,593	687,713,409	67.2

Source: Media Measurement Services Inc. 1981

Footnote: Data for these expenditures are estimated by Media Measurement Services Inc. who measure space and time costs only in Television, Radio, Daily Newspapers, Consumer Magazines, Weekend Papers and Farm Papers. Expenditures in other media are not estimated and no allowance is made for production and related costs. More detailed estimates for individual brand and regional expenditures are available only from Media Measurement Services Inc.

NET ADVERTISING REVENUES

	All Media Total Net Revenue (\$000)	Increase/Decrease vs. Previous Year %	TV Share Total Revenue %
1976	2,243,756	—	14.4
1977	2,458,006	+ 9.5	15.3
1978	2,790,815	+13.5	15.8
1979	3,220,169	+15.4	16.4
1980	3,614,398	+12.2	16.9
1981*	4,061,500	+12.4	17.1

TELEVISION NET ADVERTISING REVENUES

	Total (\$000)	Increase/Decrease vs. Previous Year %	National (\$000)	Increase/Decrease vs. Previous Year %	Retail/ Local (\$000)	Increase/Decrease vs. Previous Year %
1976	322,598	—	237,848	—	84,750	—
1977	375,564	+16.4	278,651	+17.2	96,913	+14.4
1978	441,755	+17.6	328,704	+18.0	113,051	+16.7
1979	526,828	+19.3	395,329	+20.3	131,499	+16.3
1980	610,334	+15.9	458,925	+16.1	151,409	+15.1
1981*	695,000	+13.9	520,000	+13.3	175,000	+15.6

*Estimated
Source: Maclean Hunter/Statistics Canada

1981 NATIONAL ADVERTISER EXPENDITURE IN MEASURED MEDIA

	1981 Investment \$	1981 Share %	Change 1981/1980 %	Change 1980/1979 %
MEDIUM				
Television*	632,764,152	53	+13	+20
Daily Newspapers	251,745,567	21	+21	-13
Radio*	92,466,646	8	- 2	+ 3
Consumer Magazines+	202,107,747	17	+25	+ 9
Farm+	16,110,635	1	+55	-20
TOTAL	1,195,194,747	100	+16	+ 8

*Does not include Automotive Retail
+Two Regional Consumer magazines and seven Farm Publications were added in 1981.

1981 NATIONAL ADVERTISER INVESTMENT IN TELEVISION

CATEGORY	Investment 1981 \$	Distribution	
		1981 %	1980 %
Program and Network	205,458,494	32	32
Selective	427,305,658	68	68
TOTAL	632,764,152	100	100

Source: Media Measurement Services Inc. (Time and space estimates only)

CANADIAN TELEVISION STATIONS AND MARKETS

Province/Market	Station	Channel	(1) Network Affiliation	Circu- lation (000)	(2) All Persons 2+ Weekly Viewing
					Average Tuning Hours
BRITISH COLUMBIA					
Dawson Creek	CJDC-TV	5	CBC	39	8:42
Kamloops	CFJC-TV	4	CBC	135	5:06
Kelowna	CHBC-TV	2	CBC	221	6:54
Prince George	CKPG-TV	2	CBC	115	6:54
Terrace/Kitimat	CFTK-TV	3	CBC	73	7:42
Vancouver	BCTV	8	CTV	1,989	6:36
Vancouver	CBUT	2	CBC (M)	1,524	4:00
Vancouver	CBUFT	26	CBC (Fr.)	33	1:54
Vancouver	CKVU-TV	21	Independent	1,128	3:42
Victoria	CHEK-TV	6	CTV	939	3:18
ALBERTA					
Calgary	CBRT	9	CBC (M)	670	3:48
Calgary/Lethbridge	CFCN-TV		CTV	877	7:42
Calgary	CFCN-TV	4	CTV		Separate Reports Not Published
Lethbridge	CFCN-TV	13	CTV		Separate Reports Not Published
Calgary/Lethbridge	CFAC-TV		Independent	770	6:30
Calgary	CFAC-TV	2	Independent		Separate Reports Not Published
Lethbridge	CFAC-TV	7	Independent		Separate Reports Not Published
Edmonton	CFRN-TV	3	CTV	1,053	8:00
Edmonton	CITV	13	Independent	860	6:18
Edmonton	CBXT	5	CBC (M)	869	5:12
Edmonton	CBXFT	11	CBC (Fr.)	40	3:24
Lloydminster	CKSA-TV	2	CBC	124	8:42
Lloydminster	CITL-TV	4	CTV	81	6:00
Medicine Hat	CHAT-TV	6	CBC	65	6:18
Red Deer	CKRD-TV	6	CBC	224	5:42
SASKATCHEWAN					
Prince Albert	CKBI-TV	5	CBC	163	9:24
Regina	CKTV	2	CTV	339	14:00
Regina	CBKT	9	CBC (M)	251	5:00
Regina	CBKFT	13	CBC (Fr.)	20	2:06
Saskatoon	CFQC-TV	8	CTV	376	12:30
Saskatoon	CBKST	11	CBC (M)	272	5:48
Swift Current	CJFB-TV	5	CBC	45	8:12
Yorkton	CKOS-TV	3	CBC	244	8:48
Yorkton	CICC-TV	10	CTV	150	9:24
MANITOBA					
Brandon	CKX-TV	5	CBC	138	8:18
Winnipeg/Brandon	CKY-TV	7	CTV	910	8:24
Winnipeg	CBWT	6	CBC (M)	868	6:06
Winnipeg	CBWFT	3	CBC (Fr.)	46	2:18
Winnipeg	CKND-TV	9	Independent	747	7:24
ONTARIO					
Barrie	CKVR-TV	3	CBC	1,482	3:18
Kenora	CJBN-TV	13	CTV	3	2:48
Kingston	CKWS-TV	11	CBC	341	4:06
Kitchener	CKCO-TV	13	CTV	2,043	4:36
London	CFPL-TV	10	CBC	1,048	5:30
North Bay	CKNY-TV	10	CTV	87	9:06
North Bay	CHNB-TV	4	CBC	106	8:00
Ottawa	CJOH-TV	13	CTV	1,446	6:30
Ottawa	CBOT	4	CBC (M)	840	4:12
Ottawa	CBOFT	9	CBC (Fr.)	311	6:48
Pembroke	CHRO-TV	5	CBC	293	3:24
Peterborough	CHEX-TV	12	CBC	806	3:12
Sault Ste. Marie	CJIC-TV	5	CBC	88	4:30
Sault Ste. Marie	CKCY-TV	2	CTV	89	6:06
Sudbury	CICI-TV	5	CTV	206	8:36
Sudbury	CKNC-TV	9	CBC	208	6:00
Timmins	CITO-TV	3	CTV	131	6:30
Timmins	CFOL-TV	6	CBC	120	5:24
Thunder Bay	CHFD-TV	4	CTV	123	5:36
Thunder Bay	CKPR-TV	2	CBC	132	7:18
Toronto	CFTO-TV	9	CTV	3,825	4:30
Toronto/Hamilton	CHCH-TV	11	Independent	3,541	3:54
Toronto	CBLT	5	CBC (M)	3,574	3:18
Toronto	CBLFT	25	CBC (Fr.)	148	4:36
Toronto/Southern Ont.	CKGN-TV		(See Networks)	4,970	3:36
Toronto	CITY-TV	79	Independent	2,528	3:30
Toronto	CICO-TV	19	Educational	2,021	2:18
Toronto	CFMT-TV	47	Independent	663	2:06

(English/Multilingual)

Province/Market	Station	Channel	(1) Network Affiliation	(2) All Persons 2+ Weekly Viewing	
				Circulation (000)	Average Tuning Hours
ONTARIO (Cont'd.)					
Windsor	CBET	9	CBC	293	4:42
Windsor	CBEFT	78	CBC (Fr.)	9	4:00
Wingham	CKNX-TV	8	CBC	302	6:24
QUEBEC					
(All stations broadcast in French unless otherwise noted)					
Carleton	CHAU-TV	5	CBC	152	17:30
Chicoutimi	CJPM-TV	6	TVA	293	13:06
Hull/Ottawa	CHOT-TV	40	TVA	328	7:24
Jonquiere	CKRS-TV	12	CBC	263	14:48
Matane	CBGAT	9	CBC (Fr.)	153	11:36
Montreal	CFMT-TV	10	TVA	2,882	11:00
Montreal	CBFT	2	CBC (Fr.)	2,768	7:24
Montreal (Eng.)	CFCF-TV	12	CTV	2,672	6:06
Montreal (Eng.)	CBMT	6	CBC (M)	1,591	3:24
Montreal	CIVM-TV	17	Educational	951	2:06
Quebec City	CFCM-TV	4	TVA	954	12:12
Quebec City	CBVT	11	CBC (Fr.)	810	7:36
Quebec City (Eng.)	CKMI-TV	5	CBC	220	2:36
Rimouski	CJBR-TV	3	CBC (Fr.)	132	9:18
Rimouski/Sept Iles	CFER-TV	11	TVA	240	14:24
Riviere-du-Loup	CKRT-TV	7	CBC	131	10:12
Riviere-du-Loup	CIMT-TV	9	TVA	137	13:42
Rouyn-Noranda	CKRN-TV	4	CBC	146	9:48
Rouyn-Noranda	CFEM-TV	13	TVA	144	15:00
Sherbrooke	CHLT-TV	7	TVA	993	6:30
Sherbrooke	CKSH-TV	9	CBC	808	5:30
Trois Rivieres	CKTM-TV	13	CBC	857	6:00
Trois Rivieres	CHEM-TV	8	TVA	254	10:48
NEW BRUNSWICK					
Moncton	CKCW-TV (ATV)	2	CTV	782	13:12
Moncton	CBAFT	11	CBC (Fr.)	148	5:36
Saint John	CHSJ-TV	4	CBC	752	6:24
NOVA SCOTIA					
Halifax	CJCH-TV (ATV)	5	CTV	554	13:24
Halifax	CBHT	3	CBC (M)	533	6:54
Sydney	CJCB-TV (ATV)	4	CTV	230	16:12
Sydney	CBIT	5	CBC (M)	178	7:12
PRINCE EDWARD ISLAND					
Charlottetown	CBCT	13	CBC (M)	173	7:36
NEWFOUNDLAND					
Corner Brook	CBYT	5	CBC (M)	88	13:18
Corner Brook	CJWN-TV (NTV)	10	CTV	68	11:30
Grand Falls	CJCN-TV (NTV)	4	CTV	40	10:18
St. John's	CJON-TV (NTV)	6	CTV	316	13:18
St. John's	CBNT	8	CBC (M)	439	12:06

(1) Network Affiliation — CTV — Stations of CTV Network
 CBC (M) — Stations (Metronet) of CBC
 CBC (Fr.) — Stations (French) of CBC
 CBC — Stations affiliated with CBC
 TVA — Stations of Television Assoc. Network (French)
 ATV — Stations of Atlantic Television Network
 NTV — Stations of Newfoundland Television Network
 Independent — Stations with no network affiliation
 Educational — Non-commercial, educational

(2) Source BBM, Spring 1982 (all minute figures shown are converted from raw data taken to one decimal place and are therefore approximate).

CANADIAN TELEVISION NETWORKS

Network	Stations	Potential Household Number	Television Coverage
			%
CBC English (Full)	40	8,092,500	99
CBC English (Basic)	24	7,530,000	92
CBC English (Metronet)	14	6,647,400	81
CBC French (Quebec only)	12	2,134,600	26
CBC French (Full)	18	2,620,100	32
CTV Television Network	16	7,762,500	29
TVA Television Network	9	2,364,800	29
Global Television Network	5	2,805,100	34

Source A.C. Nielsen, Nov. 1981

CABLE AND CONVERTER PENETRATION

By Designated Market Area				By Metro Area			
PROVINCE/ DESIGNATED MARKET AREA	TV Households D.M.A. (000)	Penetration		PROVINCE/ DESIGNATED MARKET AREA	TV Households METRO (000)	Penetration	
		Cable D.M.A. %	Con- verter* D.M.A. %			Cable METRO %	Con- verter* METRO %
British Columbia				British Columbia			
Dawson Creek	13	—	—	Vancouver	450	90	41
Kelowna/Kamloops	145	67	—	Alberta			
Prince George	29	72	—	Calgary	237	71	—
Terrace-Kitimat	29	62	—	Lethbridge	39	52	—
Vancouver	696	85	32	Manitoba			
Alberta				Brandon	19	51	—
Calgary/Lethbridge	328	60	—	Winnipeg	225	79	—
Edmonton/Red Deer	409	49	—	Ontario			
Lloydminster	27	25	—	Hamilton	189	73	64
Medicine Hat	21	74	—	Kitchener/Waterloo	134	79	66
Saskatchewan				London	140	78	62
Prince Albert	40	29	—	Ottawa	267	78	57
Regina/Moose Jaw	117	43	—	Toronto	1,027	75	73
Saskatoon	102	38	—	Quebec			
Swift Current	18	—	—	Montreal	1,027	44	60
Yorkton	52	—	—	Nova Scotia			
Manitoba				Halifax	97	70	—
Winnipeg/Brandon	340	55	—				
Ontario							
Barrie	113	46	—				
Kingston	77	45	—				
Kitchener/Waterloo	213	70	65				
London	195	65	58				
Ottawa	362	60	52				
Pembroke	27	45	—				
Peterborough	116	50	—				
Sault Ste. Marie	29	78	—				
Sudbury/Timmins/ North Bay	149	54	—				
Thunder Bay	49	77	—				
Toronto/Hamilton	1,450	65	68				
Windsor	183	15	—				
Wingham	64	41	—				
Quebec							
Carleton	43	17	—				
Chicoutimi/Jonquiere	79	46	—				
Montreal	1,298	36	56				
Quebec City	288	42	45				
Rimouski/Matane	74	45	—				
Riviere-du-Loup	42	45	—				
Rouyn/Noranda	49	40	—				
Sherbrooke	123	60	—				
Trois Rivieres	81	65	—				
New Brunswick							
Saint John/Moncton	215	40	—				
Nova Scotia/Prince Edward Island							
Halifax	188	52	—				
Sydney/Charlottetown	97	40	—				
Newfoundland							
St. John's/ Cornerbrook	137	30	—				

*Those markets where converter service is established.

NOTE: Estimates for Cable equipped homes — per cent of TV Households.

Estimates for converter equipped homes — per cent of cable TV Households.

SOURCE: A.C. Nielsen, November 1981.

PROVINCIAL DATA

Province	Population (000)	Households (000)	Per Capita Retail Sales \$	Per Capita Disposable Income \$	Television Households (000)	Multi-Set TV Households %	Colour TV Households %	Cable TV Households %	Average Daily Television Viewing Per Household 8 a.m.—Midnight Hrs. Mins.	A.C. Nielsen January 1982	A.C. Nielsen March 1982
British Columbia	2,767.8	990.3	5,491	12,020	957.7	97	97	84	4:54		
Alberta	2,228.9	783.8	6,218	11,875	758.1	97	97	60	5:34		
Saskatchewan	986.8	353.6	4,749	10,506	343.7	97	97	35			
Manitoba	1,026.9	368.5	4,070	10,477	356.7	97	97	60	5:23		
Ontario	8,656.9	3,030.6	4,589	11,730	2,963.7	98	98	65			
Quebec	6,362.6	2,169.3	4,348	9,874	2,134.6	98	98	44	5:58		
New Brunswick	713.5	227.6	3,969	8,145	223.7	98	98	42			
Nova Scotia	862.1	278.6	4,001	8,887	272.6	98	98	46	6:43		
Prince Edward Island	124.7	37.6	3,756	7,724	36.5	97	97	32			
Newfoundland	589.5	155.1	3,313	7,432	152.1	98	98	29	5:37		
Total Canada	24,319.7	8,395.0	4,691	10,865	8,199.4	98	98	58			
Source:	A.C. Nielsen January 1982	A.C. Nielsen January 1982	Projected Financial Post Canadian Markets Data Est. 1983	A.C. Nielsen January 1982	Statistics Canada May 1981						

Note: All figures exclude Yukon and N.W.T.

