Table 3
Detailed financial statistics for the book publishers industry, Canada, 2008 and 2010

	2008 [r]	2010 [p]
	thousands of dollars	
Total operating revenue	**2,022,771.7**	**1,996,372.0**
Sales in Canada	**1,485,510.6**	**1,442,958.9**
Of publishers' own titles	**917,864.0**	**911,238.6**
Educational	455,216.5	473,409.6
Children's books	82,253.6	74,551.2
Other trade, all formats	291,797.1	285,656.6
Other [1]	88,596.8	77,621.2
As exclusive agents	**567,646.6**	**531,720.3**
Educational	219,415.1	176,721.8
Children's books	143,775.6	142,779.6
Other trade, all formats	178,656.0	187,734.9
Other [1]	25,800.1	24,484.0
Exports and other foreign sales	**231,568.4**	**237,142.8**
Other revenue [2]	**305,692.7**	**316,270.3**
Total operating expenses	**1,791,877.6**	**1,772,218.1**
	percent	
Operating profit margin	**11.4**	**11.2**
	thousands of dollars	
Salaries, wages and benefits	**376,010.6**	**373,967.0**

1. Other includes scholarly, reference, professional and technical books.
2. Other revenue includes revenue from grants, sales of rights, sales of other goods and services produced and tax credit programs.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.