Table 8
Detailed financial statistics for book publishers, primarily releasing French language titles, Canada, 2010 and 2012

	2010 [r]	2012 [p]
	thousands of dollars	
Total operating revenue	**426,060.8**	**378,149.7**
Sales in Canada	**323,049.9**	**284,105.7**
Of publishers' own titles	248,815.0	219,480.6
As exclusive agents	74,234.9	64,625.1
Exports and other foreign sales	**21,030.7**	**15,789.6**

Note(s): Language is determined by the language of the largest portion of book sales. The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 51113. 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. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to the total.