

International Comparison of Public Funding for Public Service Broadcasting 2022

Prepared for:

CBC/Radio-Canada

September 12, 2024

Table of contents

1. Introduction
2. Key findings
3. Country comparison and analysis
4. Canadian federal government's economic support of culture
5. Appendix: data tables

1. Introduction

Introduction

- The following study provides an analysis of the public funding for public service broadcasters (PSBs) in 20 Western countries. In particular, this study:
 - Updates the per capita public funding data for all countries.
 - Compares countries on the basis of public funding of PSBs as a **percentage of total government expenditures** (for all government services and programs).
 - Compares countries on the basis of government expenditures on **all culture**, including any expenditures on PSBs.
 - Examines what, if any, relationships exist between per capita PSB funding, PSB funding as a share of total government spending, and government spending on all culture.
 - Provides a **time-series** of the relative trends in the **Canadian federal government's economic support of culture** through direct funding.
- The international comparison of PSBs is based on data for either the 2022 calendar year or the fiscal year ending in 2022. The statistics for government spending on culture in Canada are also based on the 2022 fiscal year. Some federal government spending on culture statistics go to fiscal 2023.

2. Key findings

Key findings

- Among 20 Western countries, Canada had one of the lowest levels of per capita public funding for its PSB (\$32.43) in 2022.
- In relation to other Western countries, it would appear that Canadian governments put a relatively low priority on public broadcasting. PSB funding represented 0.12% of total federal/provincial government expenditures in 2022 – placing Canada 18th out of 20 countries.
- In fact, among the 20 comparison countries, there is a very strong correlation between per capita PSB funding and PSB funding as a share of total government expenditures.
- Canadian governments (federal and provincial) spent an estimated \$284 per capita on all forms of culture in 2022. With this rate of spending, Canada ranked 13th out of 20 countries.
- Canadian governments (federal and provincial) spent 1.05% of their total expenditures on all forms of culture in 2022. Canada ranked 14th out of 20 countries.
- There was a relatively strong correlation between overall spending on culture and PSB funding in Western countries in 2022. This would suggest that some governments do prioritise public broadcasting over other forms of culture or vice-versa.
- In 2023, the Canadian federal government's funding for CBC/Radio-Canada was 37% lower in real-dollar terms when compared to 1991, while its fiscal support for culture (through direct expenditures) was 72% higher in real-dollar terms.

3. Country comparison and analysis

Per capita public funding of PSBs

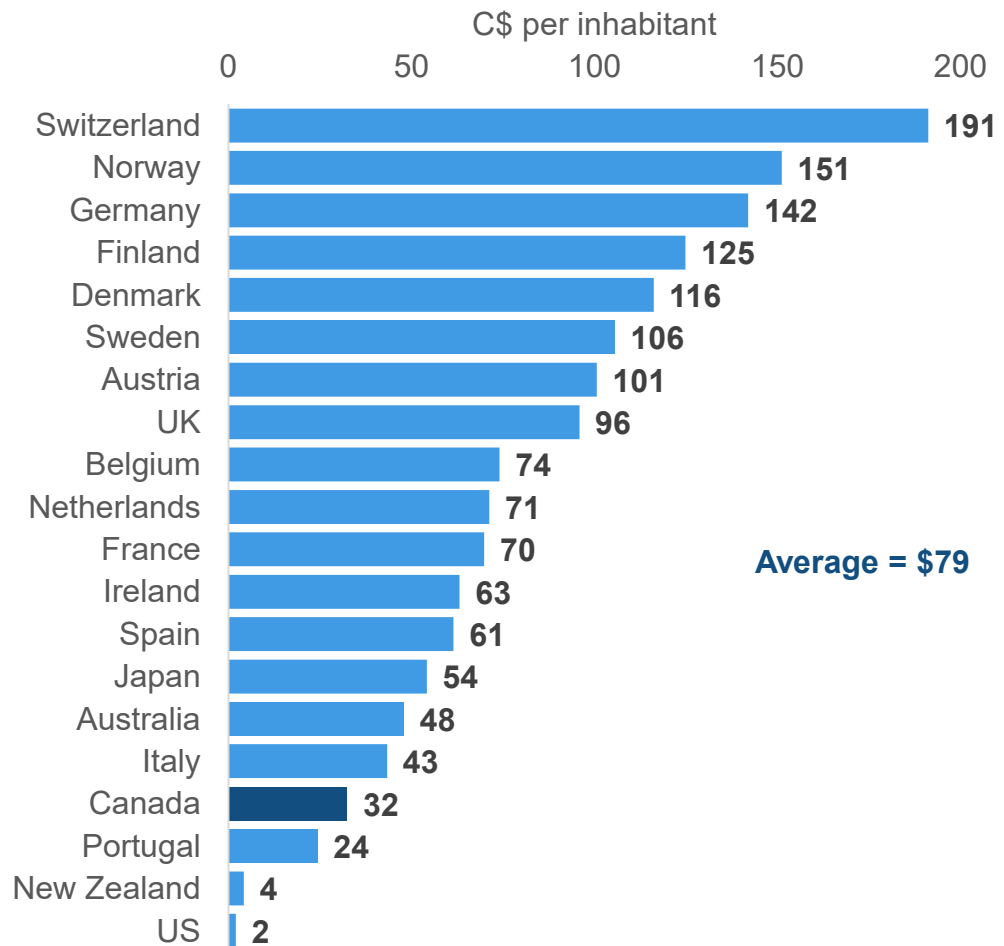
Per capita public funding for public service broadcasters, 2022 (C\$)¹

- Public funding for CBC/Radio-Canada was equivalent to \$32 per capita in 2022.
- At \$32 per capita,² Canada ranked 17th out of 20 Western countries in terms of per capita public funding for PSBs.

Source: Nordicity analysis of annual reports of public broadcasters.

Notes:

- Excludes any commercial revenue earned by PSBs
- Excludes provincial educational broadcasters



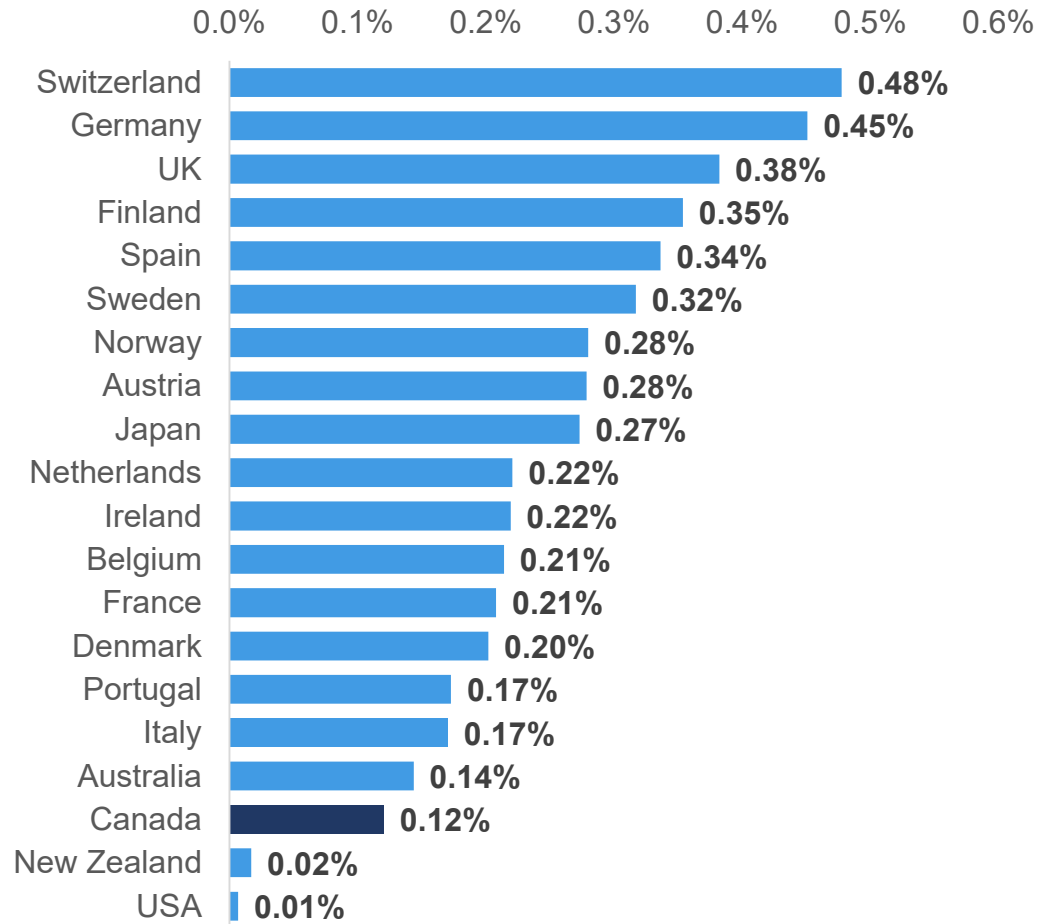
Public funding of PSBs in relation to total government spending

Public funding of PSBs as a percentage of total government expenditures, 2022†

- PSB funding in Canada was equivalent to 0.12% of total government spending (including all levels of government – federal, provincial and local).
- Canada ranked 18th out of 20 countries.

Source: Nordicity analysis of annual reports of public broadcasters, Eurostat, OECD and national statistical agencies.

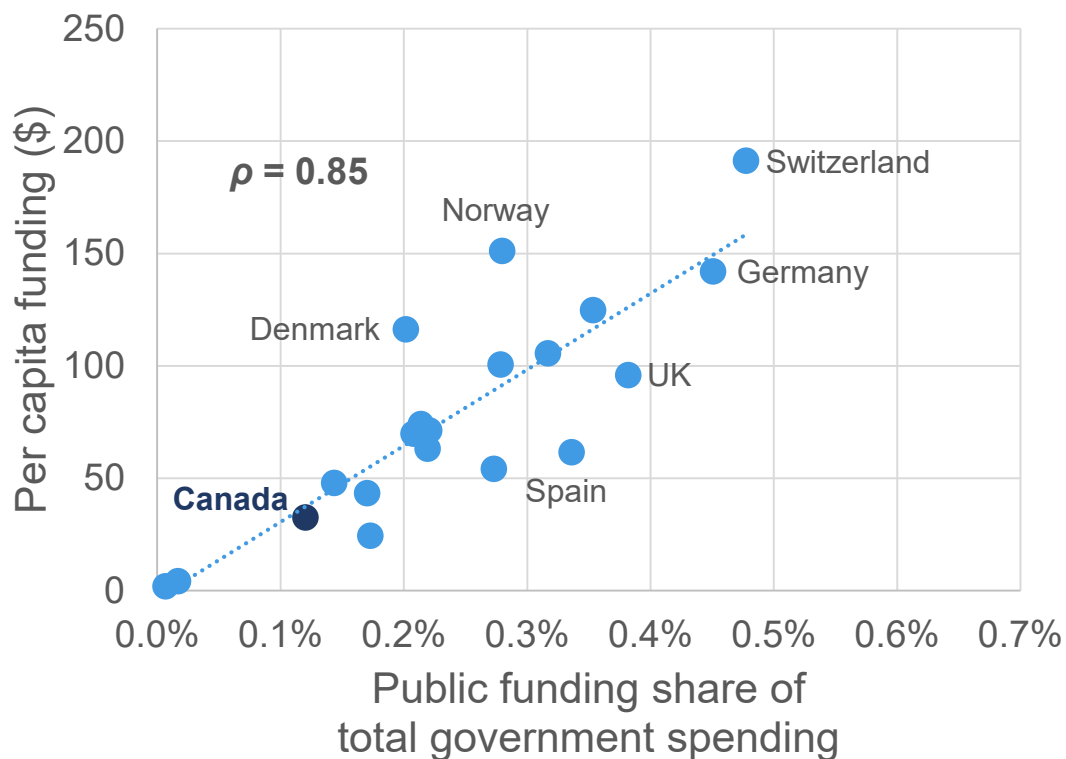
† Includes all levels of government



Per capita vs. share of total government spending

Per capita vs. share of total government spending, 2022

- There is a strong correlation ($\rho = 0.85$) between PSB public funding on per-capita basis and on a share-of-total-government-spending basis.



Source: Nordicity analysis of annual reports of public broadcasters, Eurostat, OECD and national statistical agencies.
 ρ - Pearson correlation coefficient

Per capita government spending on culture

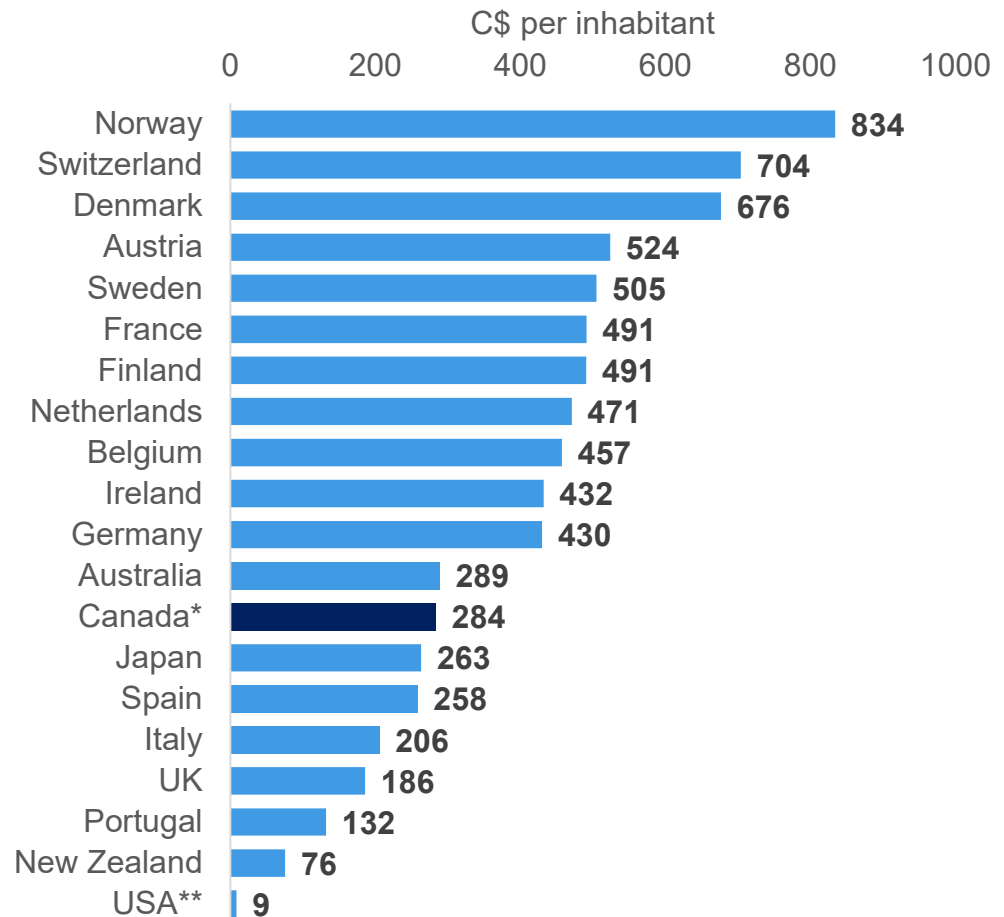
Per capita government expenditure on culture (all programs), 2022 (C\$)

- Per capita government spending on all culture ranges from \$834 in Norway to \$9** in the US.
- At \$284* per capita, Canada ranks 13th out of 20 countries.

Source: Nordicity analysis based on data from Eurostat OECD, national statistical agencies, public accounts (federal and provincial governments).

* Includes expenditures of federal and provincial/territorial governments; excludes local governments

** Federal government only



Government spending on culture

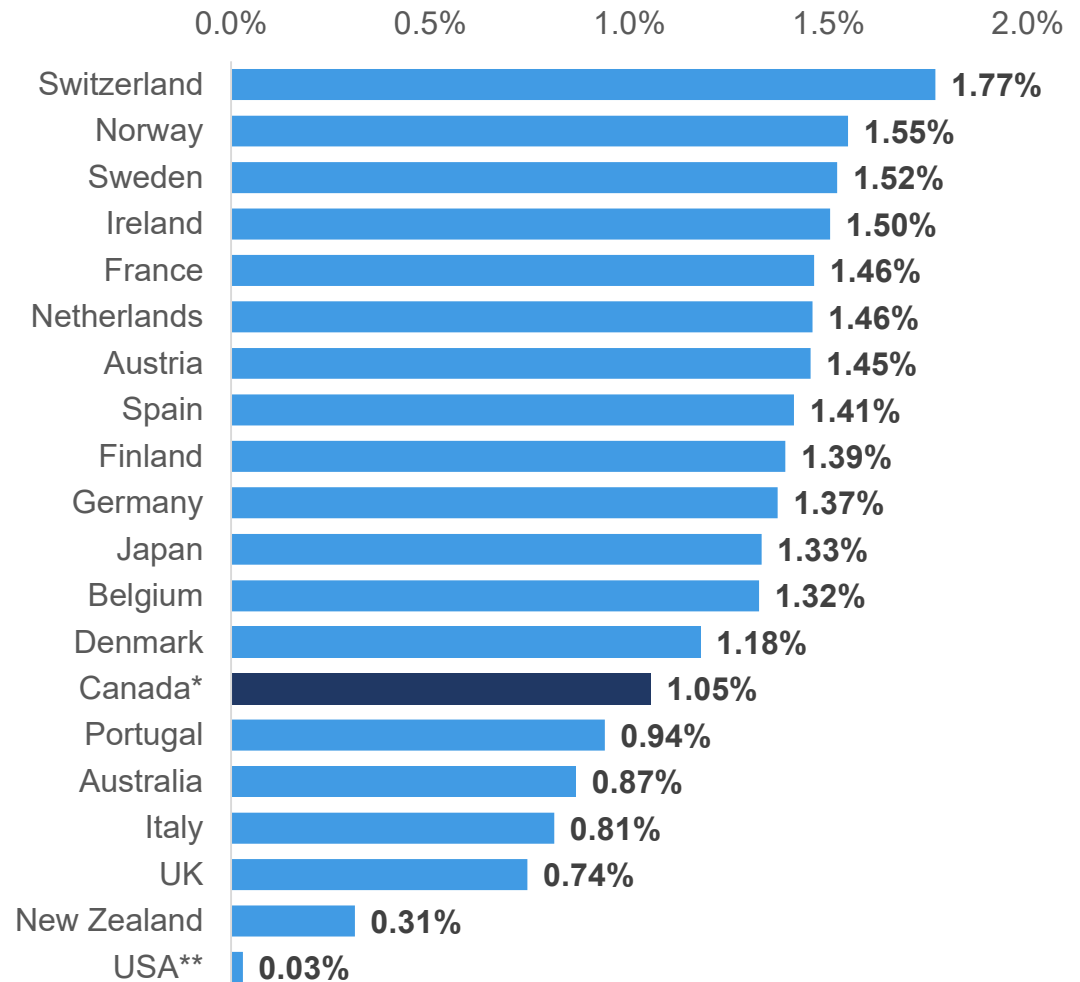
Government expenditures on culture (all programs) as share of total government expenditures, 2022

- Total government spending on culture ranged from a high of 1.77% in Switzerland to 0.03% in the US.
- Canada's federal and provincial governments spent 1.05% of their total expenditures on culture.

Source: Nordicity analysis of data from Eurostat, OECD, national statistical agencies, and Public Accounts of Canada.

* Includes expenditures of federal and provincial/territorial governments; excludes local governments

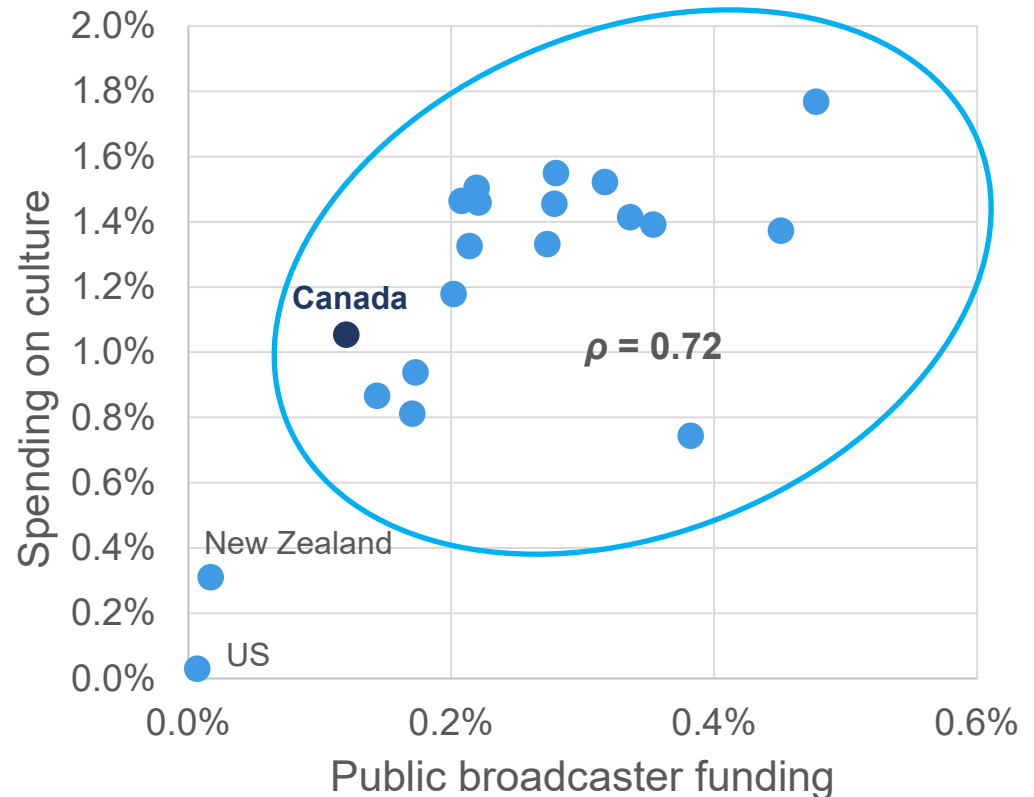
** Federal government only



Spending on culture vs. PSB funding

Government spending on all culture vs. PSB funding, 2022

- Excluding New Zealand and the US, there is a relatively moderate correlation ($\rho = 0.72$) between spending on all culture and PSB funding (as a percentage of total government expenditures).



Source: Nordicity analysis of data from Eurostat, OECD, national statistical agencies, and Public Accounts of Canada.

ρ - Pearson correlation coefficient

Spending on culture vs. PSB funding

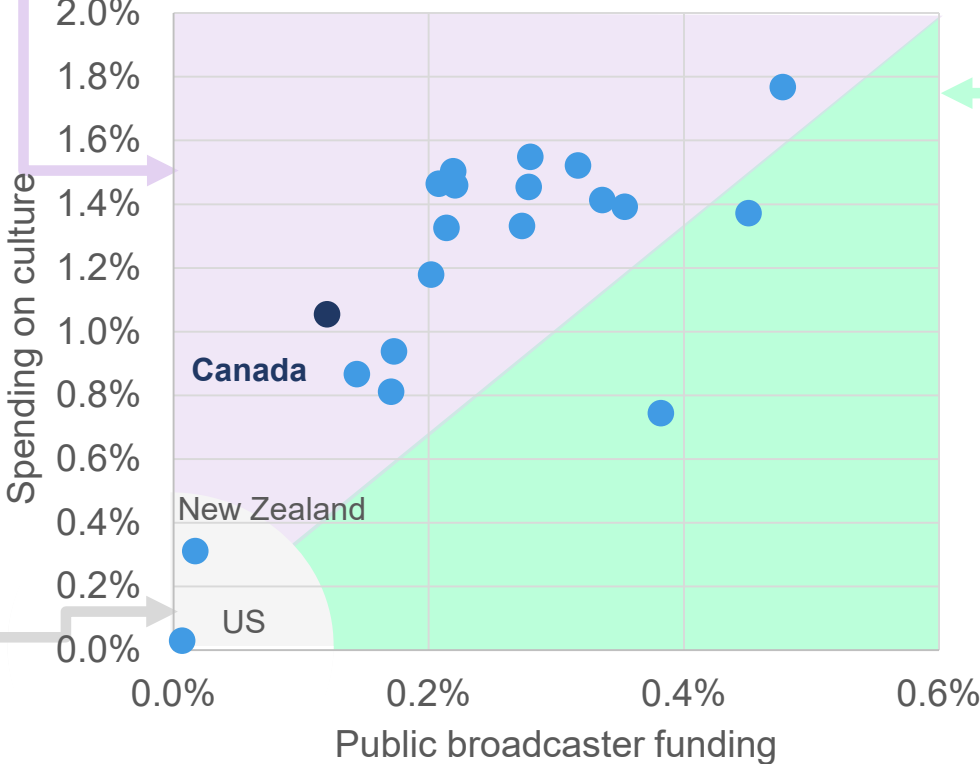
Higher priority to funding of culture

- Canada**
- Australia
- Austria
- Belgium
- New Zealand
- Denmark
- Finland
- Ireland
- Netherlands
- Norway
- Sweden
- Japan
- Switzerland
- Spain
- France
- Portugal

Low priority funding of PSBs and culture

- New Zealand
- US

Government spending on all culture vs. PSB funding, 2022



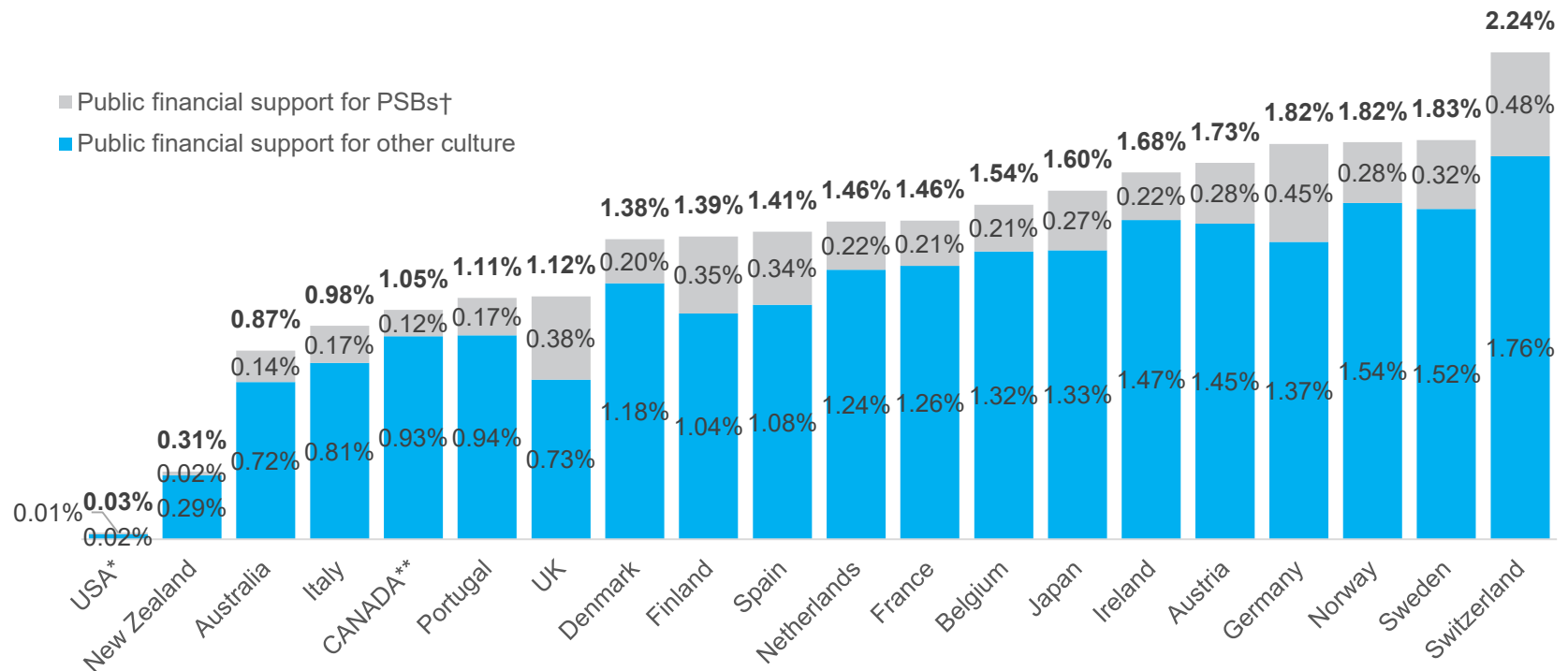
Higher priority to funding of PSBs

- UK
- Germany

Source: Nordicity analysis of data from Eurostat, OECD, national statistical agencies, and Public Accounts of Canada. See Appendix for list of references additional detail.

PSB funding share of government spending on culture

Public financial support for culture and PSBs†
% of total government expenditures, 2022



Source: Nordicity analysis based on data from annual reports of public broadcasters, Eurostat, OECD, and national statistical agencies.

Notes:

† Includes direct funding by governments, household licence fees and industry levies collected in accordance with government regulation.

* Federal government only

** Includes federal and provincial governments; excludes local governments

Comparison of country rankings

- There is a very strong relationship between country rankings in terms of PSB funding per capita and PSB funding as a share of total government expenditure ($\rho_s = 0.81$).
- The relationship between PSB funding per capita and government spending on culture almost as strong ($\rho_s = 0.68$).

#	Per capita public broadcaster funding
1	Switzerland
2	Norway
3	Germany
4	Finland
5	Denmark
6	Sweden
7	Austria
8	UK
9	Belgium
10	Netherlands
11	France
12	Ireland
13	Spain
14	Japan
15	Australia
16	Italy
17	Canada
18	Portugal
19	New Zealand
20	USA

#	Public broadcaster funding as a share of government expenditures
1	Switzerland
2	Germany
3	UK
4	Finland
5	Spain
6	Sweden
7	Norway
8	Austria
9	Japan
10	Netherlands
11	Ireland
12	Belgium
13	France
14	Denmark
15	Portugal
16	Italy
17	Australia
18	Canada
19	New Zealand
20	USA

#	Government spending on culture as a share of total government expenditures
1	Switzerland
2	Norway
3	Sweden
4	Ireland
5	France
6	Netherlands
7	Austria
8	Spain
9	Finland
10	Germany
11	Japan
12	Belgium
13	Denmark
14	Canada
15	Portugal
16	Australia
17	Italy
18	UK
19	New Zealand
20	USA



Source: Nordicity analysis based on data from annual reports of public broadcasters, Eurostat, OECD, and national statistical agencies.

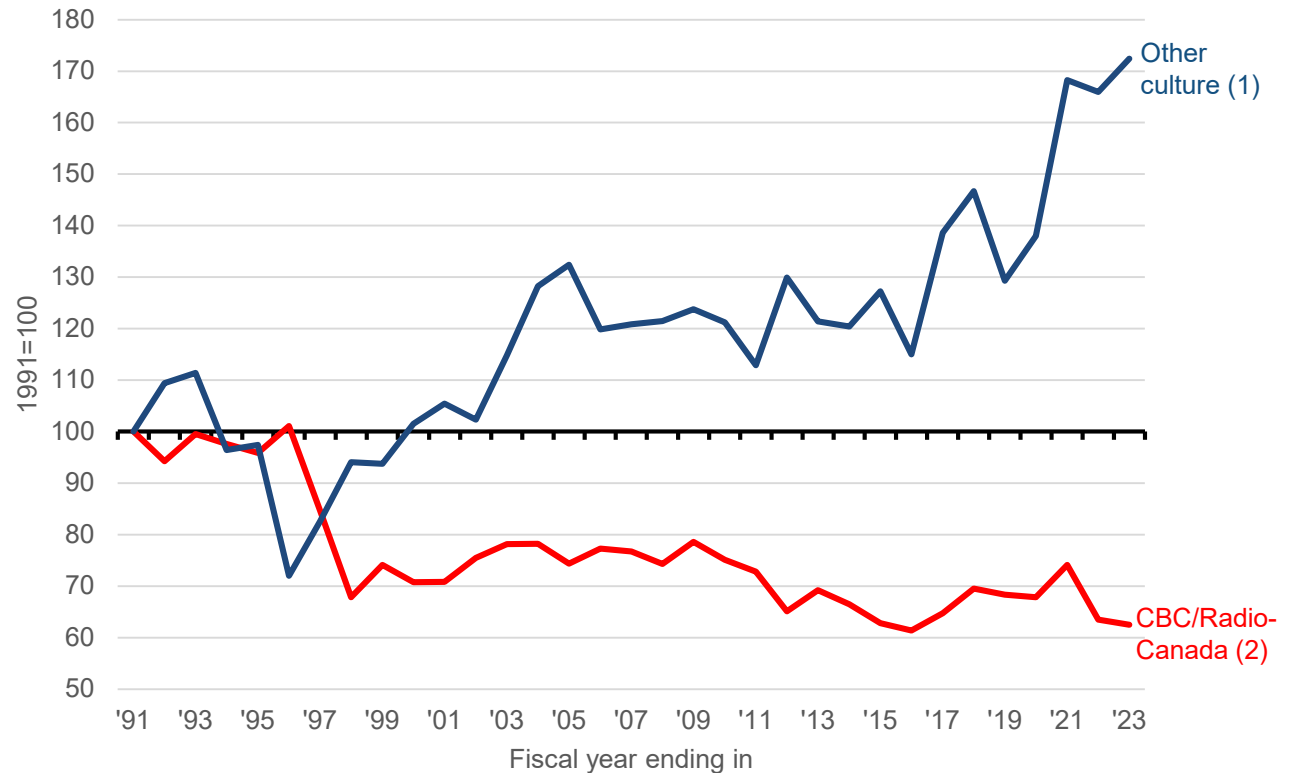
ρ_s - Spearman correlation coefficient

4. Canadian federal government's economic support of culture

Federal government economic support of culture - real dollars

Federal government expenditures and economic support of culture, real (inflation-adjusted) dollars, 1991 = 100

Real (inflation-adjusted) dollars
Figures have been adjusted to remove the effects of consumer price inflation over time



Source: Nordicity estimates based on data from Statistics Canada, Public Accounts of Canada and CBC/Radio-Canada.

(1) Other culture includes all federal government expenditures on culture and broadcasting, excluding payments to CBC/Radio-Canada.

(2) CBC/Radio-Canada includes annual parliamentary appropriation.

5. Appendix: data tables

Appendix: Data (2022)

Country	Population	Total gov't expenditure (home currency M) [†]	Exchange rate	G C\$ (M)	Public funding for PSB (2022)	Total public funding in C\$	Per capita public funding (C\$)	Licence fee ratio ^{††}	Adjusted gov't expenditure (C\$ M)	Public funding share
Australia	26,005,540	960,464	0.903	867,683	1,380,118,000	1,246,798,601	47.94	1	867,683	0.144%
Austria	9,041,850	237,757	1.370	325,632	€ 664,000,000	909,414,400	100.58	0	326,542	0.278%
Belgium	11,685,814	294,508	1.370	403,358	€ 631,896,000	865,444,762	74.06	0	404,224	0.214%
Canada	38,236,864	1,029,236	1.000	1,029,236	\$1,240,014,000	1,240,014,000	32.43	1	1,029,236	0.120%
Denmark	5,903,040	1,711,860	0.198	338,948	3,462,800,000	685,634,400	116.15	0	339,634	0.202%
Finland	5,556,106	143,133	1.370	196,035	€ 506,243,636	693,351,284	124.79	1	196,035	0.354%
France	67,971,311	1,538,919	1.483	2,282,217	€ 3,201,780,000	4,748,239,740	69.86	1	2,282,217	0.208%
Germany	83,797,990	1,918,143	1.370	2,627,089	€ 8,687,598,830	11,898,535,358	141.99	0	2,638,987	0.451%
Ireland	5,127,170	107,576	1.370	147,336	€ 236,375,000	323,739,200	63.14	0.16	147,608	0.219%
Italy	58,940,425	1,091,530	1.370	1,494,959	€ 1,864,300,000	2,553,345,280	43.32	0	1,497,513	0.171%
Japan	125,124,990	248,847,066	0.00994	2,473,540	¥681,645,607,000	6,775,557,334	54.15	0	2,480,315	0.273%
Netherlands	17,700,980	416,921	1.37000	571,182	€ 920,500,000	1,261,085,000	71.24	1	571,182	0.221%
New Zealand	5,124,100	150,956	0.827	124,795	22,667,000	21,316,268	4.16	1	124,795	0.017%
Norway	5,457,127	2,165,720	0.136	293,888	6,077,476,000	824,713,493	151.13	0	294,713	0.280%
Portugal	10,409,700	106,874	1.370	146,374	€ 185,070,000	253,471,872	24.35	0	146,628	0.173%
Spain	47,778,340	637,831	1.370	873,573	€ 2,144,720,000	2,937,408,512	61.48	1	873,573	0.336%
Sweden	10,486,940	2,698,683	0.129	347,860	8,583,765,000	1,106,447,309	105.51	0	348,967	0.317%
Switzerland	8,775,760	256,439	1.363	349,500	1,230,900,000 CHF	1,677,593,610	191.16	0	351,178	0.478%
UK	66,971,395	1,040,900	1.608	1,673,351	£3,992,766,375	6,418,771,224	95.84	0.02	1,679,641	0.382%
USA	333,287,560	7,420,000	1.301	9,655,646	\$505,841,552	658,251,612	1.98	0.78	9,655,791	0.007%

Source: Nordicity analysis of data from CBC/Radio-Canada annual report, Statistics Canada, annual reports of public broadcasters, Eurostat, OECD and national statistical agencies.

† Includes all levels of government

†† The percentage of the public funding (i.e. licence fee, grants, industry levies) that flow through government accounts before being disbursed to PSBs.

* Excludes provincial educational broadcasters

Appendix: Data

Country	Currency	Government expenditure on culture (M)			Total gov't expenditure (all sectors) (M)	Gov't expenditure on culture as a share of total gov't expenditure
		Cultural services and facilities	Broadcasting and publishing	Total expenditure on culture		
Australia	A\$	8,318		8,318	960,464	0.87%
Austria	€	2,189	1,268	3,457	237,757	1.45%
Belgium	€	2,858	1,044	3,902	294,508	1.32%
Canada¹	C\$			10,842	1,029,236	1.05%
Denmark	DKK	14,677	5,491	20,168	1,711,860	1.18%
Finland	€	1,352	639	1,991	143,133	1.39%
France	€	18,343	4,178	22,521	1,538,919	1.46%
Germany	€	15,133	11,178	26,311	1,918,143	1.37%
Ireland	€	897	720	1,617	107,576	1.50%
Italy	€	5,724	3,127	8,851	1,091,530	0.81%
Japan	¥			3,312,704	248,847,066	1.33%
Netherlands	€	4,649	1,433	6,082	416,921	1.46%
New Zealand	NZ\$			469	150,956	0.31%
Norway	NOK	26,419	7,113	33,532	2,165,720	1.55%
Portugal	€	750	252	1,002	106,874	0.94%
Spain	€	6,304	2,708	9,012	637,831	1.41%
Sweden	SEK	30,829	10,228	41,057	2,698,683	1.52%
Switzerland	CHF	3,045	1,488	4,533	256,439	1.77%
UK	£			7,743	1,040,900	0.74%
US ²	US\$			2,182	7,420,000	0.03%

Source: Nordicity analysis of data from CBC/Radio-Canada annual report, Statistics Canada, annual reports of public broadcasters, Eurostat, OECD and national statistical agencies.

Notes:

1. Federal and provincial governments only; excludes local governments

2. Federal government only

Appendix: Federal government funding of culture in Canada

Department or program	Amount, 2022 (\$ M)
Department of Canadian Heritage - grants and contributions	2,006.5
Canada Council	510.4
CBC/Radio-Canada	1,240
Museum of Human Rights	29.3
Museum of History	84.7
Museum of Immigration	9.5
Museum of Nature	35.7
Canadian Radio-television and Telecommunications Commission	14.0
Library and Archives	131.8
National Arts Centre	59.9
National Film Board	69.3
National Gallery	52
Museum of Science and Technology	43.2
Telefilm Canada	151.2
The National Battlefields Commission	13.2
Total federal government expenditure on culture	4,642.4
Total federal government expenditure all sectors	493,303
Culture share	0.94%

Source: Nordicity tabulations based on data from CBC/Radio-Canada Annual Report 2021-22 and *Public Accounts of Canada 2021-22*.

Appendix: Federal government funding of culture in the United States

Department or program	Amount, 2022 (US\$ M)
National Endowment for the Arts	136.3
National Endowment for the Humanities	167.5
Institute for Museum and Library Services	268.0
Corporation for Public Broadcasting	505.8
Federal grants and contracts for public television and radio	82.6
Smithsonian Institution	818.8
Holocaust Museum	59.6
National Gallery	143.4
Total federal government expenditure on arts and culture	2,182
Total federal government expenditure – all sectors	6,011,000
Culture share	0.04%

Source: Nordicity analysis based on data from annual reports of listed agencies/institutions; and Office of Management and Budget (2022), *Fiscal Year 2022 Budget of the U.S. Government*, p. 117.

Nordicity

Nordicity is a leading international consulting firm providing private and public-sector clients with solutions for economic analysis, strategy and business, and policy and regulation across four priority sectors: arts, culture and heritage; digital and creative media; and information and communication technologies (ICTs) and innovation. With offices in London (UK), Toronto, and Vancouver, Nordicity is ideally placed to assist our clients to succeed in the rapidly evolving global markets.