

NET ADVERTISING VOLUME

January 2023

Canada - Millions of Dollars (CDN Currency)

Medium		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
REPORTED MEDIA											
Television	Total	3,614	3,537	3,511	3,345	3,327	3,196	3,138	3,150	2,697	3,067
	Conventional	2,230	2,117	2,143	1,988	1,939	1,804	1,784	1,769	1,481	1,666
	Specialty	1,263	1,297	1,244	1,232	1,253	1,234	1,168	1,193	1,017	1,140
	Online ¹	121	123	124	125	135	159	187	188	199	261
	Share of Reported Media ²	29.1%	29.2%	28.9%	27.0%	25.9%	23.4%	22.3%	20.9%	18.7%	17.7%
Daily Newspaper ³	Total	2,261	1,909	1,679	1,424	1,258	1,058	898	777	532	541
	Display (National/Retail)	1,523	1,257	1,099	908	760	566	441	382	215	200
	Classified	289	249	178	119	105	86	77	69	58	55
	Inserts	207	173	160	155	157	150	113	107	67	56
	Online - Desktop/Laptop ¹	235	221	229	228	219	239	244	195	176	219
	Online - Mobile ¹	7	10	12	15	17	16	23	23	15	11
	Share of Reported Media ²	18.2%	15.8%	13.8%	11.5%	9.8%	7.8%	6.4%	5.2%	3.7%	3.1%
Community Newspaper	Total	1,288	1,027	968	881	874	776	688	630	411	401
	National	123	107	110	101	75	57	54	49	34	38
	Local	798	602	552	484	507	440	363	322	198	199
	Classified	106	83	74	68	65	58	47	41	26	27
	Inserts	226	204	199	188	186	177	166	163	108	92
	Online ¹	35	31	33	40	39	45	58	56	46	45
	Mobile					1					
	Share of Reported Media ²	10.4%	8.5%	8.0%	7.1%	6.8%	5.7%	4.9%	4.2%	2.9%	2.3%
All Newspaper ^{1,3}	Grand Total	3,550	2,936	2,646	2,305	2,133	1,834	1,586	1,407	943	942
	Share of Reported Media ²	28.6%	24.3%	21.8%	18.6%	16.6%	13.4%	11.3%	9.3%	6.5%	5.4%
Radio	Total	1,585	1,600	1,589	1,576	1,525	1,496	1,490	1,429	1,090	1,021
	National	454	477	497	509	515	517	520	494	387	383
	Local	1,131	1,123	1,091	1,067	1,010	979	970	935	703	637
	Share of Reported Media	12.8%	13.2%	13.1%	12.7%	11.8%	11.0%	10.6%	9.5%	7.6%	5.9%
Internet	Total ⁴	3,085	3,418	3,793	4,604	5,485	6,771	7,592	8,760	9,624	12,323
	Search									4,226	5,696
	Display									1,126	1,665
	Video									1,007	1,216
	Social Media									2,665	3,220
	Classifieds/Directories									424	270
	Audio									96	152
	Digital OOH									79	104
Share of Reported Media ²	24.8%	28.2%	31.3%	37.1%	42.6%	49.6%	53.9%	58.1%	66.8%	71.1%	
General Magazines	Total	497	485	470	434	243	176	136	116	78	73
	Share of Reported Media	4.0%	4.0%	3.9%	3.5%	1.9%	1.3%	1.0%	0.8%	0.5%	0.4%
Out-of-Home	Total	486	514	521	542	569	624	654	671	412	438
	Share of Reported Media	3.9%	4.2%	4.3%	4.4%	4.4%	4.6%	4.6%	4.5%	2.9%	2.5%
TOTAL REPORTED MEDIA		12,418	12,106	12,132	12,399	12,871	13,638	14,084	15,070	14,408	17,328

Sources:

Television: Linear revenue - Statistics Canada (2015 forward); CRTC (2014 and prior - see <http://www.crtc.gc.ca/eng/stats.html>); Online revenue - thinktv estimate | **Daily & Community Newspaper:** News Media Canada | **Radio:** CRTC | **Internet:** IAB Canada | **General Magazine:** Magazines Canada (2012 and prior); Numerator (2013 forward) | **Outdoor:** Numerator

Note 1 - Indicated online revenue is not included in the totals for Reported Media or Total Estimated Advertising to avoid double counting with the revenue reported by the IAB in the Internet section. | **Note 2** - While online revenue is not double counted in the totals, the share figures for each medium include the revenue generated by their online properties. The Internet share number includes online revenue for all media therefore the share figures overlap and will sum to greater than 100%. | **Note 3** - Dailies changed the methodology for calculating their breakdown in 2010. In 2012 revenue from free papers was added to the total. | **Note 4** - IAB revised revenue category definitions with the 2020 report. Please refer to the 2019 NAV report for prior years data purposes. | **Note** - Some figures may differ from previous charts due to updates from source. Broadcast revenue is based on the broadcast calendar (Sep-Aug). All other figures are based on calendar year.