

# NET ADVERTISING VOLUME

## Canada - Millions of Dollars (CDN Currency)

|                                     |   | 2012          | 2013          | 2014          | 2015          | 2016          | 2017          | 2018          | 2019          | 2020          | 2021          | 2022          |
|-------------------------------------|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>Medium</b>                       |   |               |               |               |               |               |               |               |               |               |               |               |
| <b>REPORTED MEDIA</b>               |   |               |               |               |               |               |               |               |               |               |               |               |
| <b>Television</b>                   | <b>Total</b>                                  | 3,614         | 3,537         | 3,511         | 3,345         | 3,327         | 3,196         | 3,138         | 3,150         | 2,697         | 3,067         | 3,347         |
|                                     | Conventional                                  | 2,230         | 2,117         | 2,143         | 1,988         | 1,939         | 1,804         | 1,784         | 1,769         | 1,481         | 1,666         | 1,828         |
|                                     | Specialty                                     | 1,263         | 1,297         | 1,244         | 1,232         | 1,253         | 1,234         | 1,168         | 1,193         | 1,017         | 1,140         | 1,221         |
|                                     | Online <sup>1</sup>                           | 121           | 123           | 124           | 125           | 135           | 159           | 187           | 188           | 199           | 261           | 298           |
|                                     | <i>Share of Reported Media</i> <sup>2</sup>   | 29.0%         | 29.2%         | 28.9%         | 26.9%         | 25.8%         | 23.4%         | 22.2%         | 20.9%         | 18.7%         | 17.7%         | 17.1%         |
| <b>Daily Newspaper</b> <sup>3</sup> | <b>Total</b>                                  | 2,261         | 1,909         | 1,678         | 1,424         | 1,258         | 1,058         | 897           | 777           | 532           | 541           | 565           |
|                                     | Display (National/Retail)                     | 1,523         | 1,257         | 1,099         | 908           | 760           | 566           | 441           | 382           | 215           | 200           | 242.1         |
|                                     | Classified/Inserts                            | 496           | 422           | 338           | 274           | 262           | 236           | 190           | 176           | 125           | 111           | 57.8 *        |
|                                     | Online - Desktop/Laptop) <sup>1</sup> /Mobile | 242           | 231           | 241           | 243           | 236           | 255           | 267           | 218           | 191           | 230           | 265.4         |
|                                     | <i>Share of Reported Media</i> <sup>2</sup>   | 18.2%         | 15.7%         | 13.8%         | 11.5%         | 9.8%          | 7.7%          | 6.4%          | 5.1%          | 3.7%          | 3.1%          | 2.9%          |
| <b>Community Newspaper</b>          | <b>Total</b>                                  | 1,288         | 1,027         | 968           | 881           | 874           | 776           | 688           | 630           | 411           | 401           | 385           |
|                                     | National                                      | 123           | 107           | 110           | 101           | 75            | 57            | 54            | 49            | 34            | 38            | 40.8          |
|                                     | Local   | 798           | 602           | 552           | 484           | 507           | 440           | 363           | 322           | 198           | 199           | 249           |
|                                     | Classified/Inserts                            | 332           | 287           | 273           | 256           | 251           | 235           | 213           | 204           | 134           | 119           | 23 *          |
|                                     | Online <sup>1</sup> /Mobile                   | 35            | 31            | 33            | 40            | 40            | 45            | 58            | 56            | 46            | 45            | 72            |
|                                     | <i>Share of Reported Media</i> <sup>2</sup>   | 10.4%         | 8.5%          | 8.0%          | 7.1%          | 6.8%          | 5.7%          | 4.9%          | 4.2%          | 2.8%          | 2.3%          | 2.0%          |
| <b>All Newspaper</b> <sup>1,3</sup> | <b>Grand Total</b>                            | 3,550         | 2,936         | 2,646         | 2,306         | 2,132         | 1,834         | 1,586         | 1,407         | 943           | 942           | 950           |
|                                     | <i>Share of Reported Media</i> <sup>2</sup>   | 28.5%         | 24.2%         | 21.8%         | 18.6%         | 16.5%         | 13.4%         | 11.2%         | 9.3%          | 6.5%          | 5.4%          | 4.9%          |
| <b>Radio</b>                        | <b>Total</b>                                  | 1,611         | 1,627         | 1,613         | 1,602         | 1,550         | 1,520         | 1,517         | 1,459         | 1,125         | 1,062         | 1,104         |
|                                     | National                                      | 457           | 482           | 502           | 514           | 520           | 521           | 525           | 500           | 397           | 400           | 366           |
|                                     | Local   | 1,154         | 1,145         | 1,111         | 1,088         | 1,031         | 999           | 992           | 959           | 728           | 662           | 738           |
|                                     | <i>Share of Reported Media</i>                | 12.9%         | 13.4%         | 13.3%         | 12.9%         | 12.0%         | 11.1%         | 10.8%         | 9.7%          | 7.8%          | 6.1%          | 5.6%          |
| <b>Internet</b>                     | <b>Total</b> <sup>4</sup>                     | 3,085         | 3,418         | 3,793         | 4,604         | 5,485         | 6,771         | 7,592         | 8,760         | 9,624         | 12,323        | 14,172        |
|                                     | Search  |               |               |               |               |               |               |               |               | 4,226         | 5,696         | 6,653         |
|                                     | Display                                       |               |               |               |               |               |               |               |               | 1,126         | 1,665         | 1,672         |
|                                     | Video   |               |               |               |               |               |               |               |               | 1,007         | 1,216         | 1,752         |
|                                     | Social Media                                  |               |               |               |               |               |               |               |               | 2,665         | 3,220         | 3,541         |
|                                     | Classifieds/Directories                       |               |               |               |               |               |               |               |               | 424           | 270           | 225           |
|                                     | Audio   |               |               |               |               |               |               |               |               | 96            | 152           | 196           |
|                                     | Digital OOH                                   |               |               |               |               |               |               |               |               | 79            | 104           | 134           |
|                                     | <i>Share of Reported Media</i> <sup>2</sup>   | 24.8%         | 28.2%         | 31.2%         | 37.1%         | 42.5%         | 49.6%         | 53.8%         | 58.0%         | 66.6%         | 70.9%         | 72.4%         |
| <b>General Magazines</b>            | <b>Total</b>                                  | 497           | 485           | 470           | 434           | 243           | 176           | 136           | 116           | 78            | 73            | 72            |
|                                     | <i>Share of Reported Media</i>                | 4.0%          | 4.0%          | 3.9%          | 3.5%          | 1.9%          | 1.3%          | 1.0%          | 0.8%          | 0.5%          | 0.4%          | 0.4%          |
| <b>Out-of-Home</b>                  | <b>Total</b>                                  | 486           | 514           | 521           | 542           | 569           | 624           | 654           | 671           | 412           | 438           | 565           |
|                                     | <i>Share of Reported Media</i>                | 3.9%          | 4.2%          | 4.3%          | 4.4%          | 4.4%          | 4.6%          | 4.6%          | 4.4%          | 2.9%          | 2.5%          | 2.9%          |
| <b>TOTAL REPORTED MEDIA</b>         |   | <b>12,444</b> | <b>12,131</b> | <b>12,156</b> | <b>12,426</b> | <b>12,896</b> | <b>13,663</b> | <b>14,111</b> | <b>15,100</b> | <b>14,443</b> | <b>17,369</b> | <b>19,575</b> |

**Sources:**

Television: Linear revenue - Statistics Canada (2015 forward; CRTIC for 2014 and prior); TV Online revenue - thinktv estimate | Daily &amp; Community Newspaper: 2022 Statistics Canada Newspaper (2012- 2021 revenue data from News Media Canada) | Radio: Statistics Canada | Internet: IAB Canada | General Magazine &amp; Outdoor: Numerator/Vivix.

\*Newspaper inserts are not reported by Statistics Canada

Note: Indicated online revenue is not included in the totals for Reported Media or Total Estimated Advertising to avoid double with the revenue reported by the IAB in the Internet section. | Note: 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: Some figures may differ from previous charts due to updating. Broadcast revenue is based on the broadcast calendar (Sep-Aug). All other figures are based on calendar year.