

NET ADVERTISING VOLUME

Canada - Millions of Dollars (CDN Currency)

November 2023

		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Medium												
REPORTED MEDIA												
Television	Total	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 ¹	121	123	124	125	135	159	187	188	199	261	298
	<i>Share of Reported Media</i> ²	29.0%	29.2%	28.9%	26.9%	25.8%	23.4%	22.2%	20.9%	18.7%	17.7%	17.1%
Daily Newspaper ³	Total	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) ¹ /Mobile	242	231	241	243	236	255	267	218	191	230	265.4
	<i>Share of Reported Media</i> ²	18.2%	15.7%	13.8%	11.5%	9.8%	7.7%	6.4%	5.1%	3.7%	3.1%	2.9%
Community Newspaper	Total	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 ¹ /Mobile	35	31	33	40	40	45	58	56	46	45	72
	<i>Share of Reported Media</i> ²	10.4%	8.5%	8.0%	7.1%	6.8%	5.7%	4.9%	4.2%	2.8%	2.3%	2.0%
All Newspaper ^{1,3}	Grand Total	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> ²	28.5%	24.2%	21.8%	18.6%	16.5%	13.4%	11.2%	9.3%	6.5%	5.4%	4.9%
Radio	Total	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%
Internet	Total ⁴	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	3,541
	Video									1,007	1,216	1,752
	Social Media									2,665	3,220	1,672
	Classifieds/Directories									424	270	225
	Audio									96	152	196
	Digital OOH									79	104	134
	<i>Share of Reported Media</i> ²	24.8%	28.2%	31.2%	37.1%	42.5%	49.6%	53.8%	58.0%	66.6%	70.9%	72.4%
General Magazines	Total	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%
Out-of-Home	Total	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%
TOTAL REPORTED MEDIA		12,444	12,131	12,156	12,426	12,896	13,663	14,111	15,100	14,443	17,369	19,575

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