

# NET ADVERTISING VOLUME

December 11, 2018

## Canada - Millions of Dollars (CDN Currency)

Medium		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	
<b>REPORTED MEDIA</b>												
<b>Television</b>	Total	3,393	3,104	3,391	3,682	3,614	3,537	3,511	3,345	3,327	3,195	
	Conventional	2,345	2,084	2,262	2,344	2,230	2,117	2,143	1,988	1,939	1,804	
	Specialty	1,027	1,001	1,113	1,233	1,263	1,297	1,244	1,232	1,253	1,233	
	Infomercial	22	19	16								
	Online <sup>1</sup>	-	-	-	106	121	123	124	125	135	159	
	<i>Share of Reported Media</i> <sup>2</sup>	29.9%	29.3%	29.7%	30.8%	29.1%	29.2%	29.1%	27.0%	25.9%	23.5%	
	<b>Daily Newspaper</b> <sup>3</sup>	Total	2,670	2,216	2,316	2,216	2,261	1,909	1,630	1,424	1,258	1,001
National		571	406	736	709	804	664	529	401	332	214	
Local		1,099	974	631	709	719	592	529	506	428	334	
Classified		819	650	462	335	289	249	175	119	105	77	
Inserts		-	-	273	217	207	173	159	155	157	124	
Online - Desktop/Laptop) <sup>1</sup>		181	186	214	242	235	221	226	228	219	235	
Online - Mobile <sup>1</sup>		-	-	-	4	7	10	12	15	17	16	
<i>Share of Reported Media</i> <sup>2</sup>		23.5%	20.9%	20.3%	18.6%	18.2%	15.8%	13.5%	11.5%	9.8%	7.4%	
<b>Community Newspaper</b>		Total	1,211	1,213	1,175	1,211	1,288	1,027	960	881	874	776
		National	-	-	292	131	123	107	120	101	75	57
	Local	-	-	741	705	798	602	535	484	507	440	
	Classified	-	-	110	113	106	83	72	68	65	58	
	Inserts	-	-	-	219	226	204	198	188	186	177	
	Online <sup>1</sup>	-	27	32	44	35	31	35	40	39	45	
	Mobile	-	-	-	-	-	-	-	-	-	1	
<i>Share of Reported Media</i> <sup>2</sup>	na	na	na	10.1%	10.4%	8.5%	8.0%	7.1%	6.8%	5.7%		
<b>All Newspaper</b> <sup>1,3</sup>	Grand Total	3,880	3,429	3,491	3,427	3,550	2,936	2,590	2,305	2,133	1,777	
	<i>Share of Reported Media</i> <sup>2</sup>	34.2%	32.4%	30.5%	28.7%	28.6%	24.3%	21.4%	18.6%	16.6%	13.1%	
<b>Radio</b>	Total	1,558	1,470	1,517	1,576	1,585	1,600	1,589	1,576	1,525	1,495	
	National	408	376	409	442	454	477	497	509	515	517	
	Local	1,149	1,094	1,108	1,134	1,131	1,123	1,091	1,067	1,010	978	
	<i>Share of Reported Media</i>	13.7%	13.9%	13.3%	13.2%	12.8%	13.2%	13.2%	12.7%	11.8%	11.0%	
<b>Internet</b>	Total	1,609	1,845	2,279	2,674	3,085	3,418	3,793	4,604	5,485	6,771	
	Search	622	741	907	1,081	1,586	1,802	2,052	2,512	2,920	3,364	
	Display	490	578	688	840	974	1,091	1,274	1,554	1,911	2,322	
	Mobile <sup>4</sup>	7	23	47	81	160	427	903	1,620	2,542	3,489	
	Video	12	20	37	73	92	208	266	358	481	928	
	Classifieds/Directories	460	467	587	576	249	289	171	162	167	145	
	Email	18	13	11	13	12	18	19	13	6	12	
	Video Gaming	-	3	2	10	13	11	11	5	nr	nr	
	<i>Share of Reported Media</i> <sup>2</sup>	14.2%	17.4%	19.9%	22.4%	24.8%	28.2%	31.4%	37.1%	42.6%	49.8%	
	<b>General Magazines</b>	Total <sup>5</sup>	626	533	519	496	497	486	470	434	243	175
<i>Share of Reported Media</i>		5.5%	5.0%	4.5%	4.2%	4.0%	4.0%	3.9%	3.5%	1.9%	1.3%	
<b>Out-of-Home</b>	Total	463	416	482	484	486	514	521	542	569	624	
	<i>Share of Reported Media</i>	4.1%	3.9%	4.2%	4.1%	3.9%	4.2%	4.3%	4.4%	4.4%	4.6%	
<b>TOTAL REPORTED MEDIA</b>		<b>11,348</b>	<b>10,584</b>	<b>11,433</b>	<b>11,944</b>	<b>12,418</b>	<b>12,106</b>	<b>12,077</b>	<b>12,399</b>	<b>12,871</b>	<b>13,584</b>	

**Sources:**

**Television:** Linear revenue - Statistics Canada (2011-2017); CRTC (2010 and prior - see <http://www.crtc.gc.ca/eng/stats.htm>); Online revenue - thinktv estimate | **Daily & Community Newspaper:** News Media Canada | **Radio:** CRTC | **Internet:** IAB | **General Magazine:** Magazines Canada (2012 and prior); Ad Dynamics (2013-2017); | **Outdoor:** Estimate of net revenue based on Ad Dynamics data.

**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** - 2013 restated 107Mil. due to retroactive respondent advice and shift of revenue to Search. While Mobile revenue is stated separately, as of 2013 it is also included in the ad types, but not double counted in the total. | **Note 5** - 2016 restated due to change in methodology | **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.