

## NET ADVERTISING VOLUME

December 10, 2019

## Canada - Millions of Dollars (CDN Currency)

		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Medium</b>											
<b>REPORTED MEDIA</b>											
<b>Television</b>	Total	3,104	3,391	3,682	3,614	3,537	3,511	3,345	3,327	3,195	3,136
	Conventional	2,084	2,262	2,344	2,230	2,117	2,143	1,988	1,939	1,804	1,784
	Specialty	1,001	1,113	1,233	1,263	1,297	1,244	1,232	1,253	1,233	1,166
	Infomercial	19	16								
	Online <sup>1</sup>	-	-	106	121	123	124	125	135	159	187
	Share of Reported Media <sup>2</sup>	29.3%	29.7%	30.8%	29.1%	29.2%	29.1%	27.0%	25.9%	23.5%	22.2%
<b>Daily Newspaper<sup>3</sup></b>	Total	2,216	2,316	2,216	2,261	1,909	1,630	1,424	1,258	1,001	946
	National	406	736	709	804	664	529	401	332	214	157
	Local	974	631	709	719	592	529	506	428	334	300
	Classified	650	462	335	289	249	175	119	105	77	77
	Inserts	-	273	217	207	173	159	155	157	124	139
	Online - Desktop/Laptop <sup>1</sup>	186	214	242	235	221	226	228	219	235	249
	Online - Mobile <sup>1</sup>	-	-	4	7	10	12	15	17	16	23
	Share of Reported Media <sup>2</sup>	20.9%	20.3%	18.6%	18.2%	15.8%	13.5%	11.5%	9.8%	7.4%	6.7%
<b>Community Newspaper</b>	Total	1,213	1,175	1,211	1,288	1,027	960	881	874	776	688
	National	-	292	131	123	107	120	101	75	57	54
	Local	-	741	705	798	602	535	484	507	440	363
	Classified	-	110	113	106	83	72	68	65	58	47
	Inserts	-	-	219	226	204	198	188	186	177	166
	Online <sup>1</sup>	27	32	44	35	31	35	40	39	45	58
	Mobile								1		
	Share of Reported Media <sup>2</sup>	na	na	10.1%	10.4%	8.5%	8.0%	7.1%	6.8%	5.7%	4.9%
<b>All Newspaper<sup>1,3</sup></b>	Grand Total	3,429	3,491	3,427	3,550	2,936	2,590	2,305	2,133	1,777	1,634
	Share of Reported Media <sup>2</sup>	32.4%	30.5%	28.7%	28.6%	24.3%	21.4%	18.6%	16.6%	13.1%	11.6%
<b>Radio</b>	Total	1,470	1,517	1,576	1,585	1,600	1,589	1,576	1,525	1,495	1,490
	National	376	409	442	454	477	497	509	515	517	520
	Local	1,094	1,108	1,134	1,131	1,123	1,091	1,067	1,010	978	970
	Share of Reported Media	13.9%	13.3%	13.2%	12.8%	13.2%	13.2%	12.7%	11.8%	11.0%	10.5%
<b>Internet</b>	Total	1,845	2,279	2,674	3,085	3,418	3,793	4,604	5,485	6,771	7,592
	Search	741	907	1,081	1,586	1,802	2,052	2,512	2,920	3,364	3,652
	Display	578	688	840	974	1,091	1,274	1,554	1,911	1,713	1,928
	Video <sup>7</sup>	20	37	73	92	208	266	358	481	1,549	1,822
	Classifieds/Directories	467	587	576	249	289	171	162	167	145	190
	Email <sup>6</sup>	13	11	13	12	18	19	13	6	nr	nr
	Video Gaming	3	2	10	13	11	11	5	nr	nr	nr
	Mobile <sup>4</sup>	23	47	81	160	427	903	1,620	2,542	3,489	4,792
	Share of Reported Media <sup>2</sup>	17.4%	19.9%	22.4%	24.8%	28.2%	31.4%	37.1%	42.6%	49.8%	53.8%
<b>General Magazines</b>	Total <sup>5</sup>	533	519	496	497	485	470	434	243	176	136
	Share of Reported Media	5.0%	4.5%	4.2%	4.0%	4.0%	3.9%	3.5%	1.9%	1.3%	1.0%
<b>Out-of-Home</b>	Total	416	482	484	486	514	521	542	569	624	654
	Share of Reported Media	3.9%	4.2%	4.1%	3.9%	4.2%	4.3%	4.4%	4.4%	4.6%	4.6%
<b>TOTAL REPORTED MEDIA</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>	<b>14,124</b>

**Sources:**

**Television:** Linear revenue - Statistics Canada (2011-2018); CRTC (2010 and prior - see <http://www.crtc.gc.ca/eng/stats.htm>); Online revenue - thinktv estimate | **Daily & Community Newspaper:** Newspapers Canada | **Radio:** CRTC | **Internet:** IAB | **General Magazine:** Magazines Canada (2012 and prior); Numerator (2013-2018); | **Outdoor:** Estimate of net revenue based on Numerator 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 6** As of 2017 (restated), Email included in Display | **Note 7** As of 2017 (restated), both Instream and Outstream are included in Video (Outstream previously reported in Display. For definition of Instream and/or Outstream, please contact IAB. | **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.