

NET ADVERTISING VOLUME

November 5, 2020

Canada - Millions of Dollars (CDN Currency)

Medium		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
REPORTED MEDIA											
Television	Total	3,391	3,682	3,614	3,537	3,511	3,345	3,327	3,195	3,136	3,145
	Conventional	2,262	2,344	2,230	2,117	2,143	1,988	1,939	1,804	1,784	1,769
	Specialty	1,113	1,233	1,263	1,297	1,244	1,232	1,253	1,233	1,166	1,188
	Infomercial	16									
	Online ¹	-	106	121	123	124	125	135	159	187	188
	Share of Reported Media ²	29.7%	30.8%	29.1%	29.2%	28.9%	27.0%	25.9%	23.4%	22.3%	20.9%
Daily Newspaper³	Total	2,316	2,216	2,261	1,909	1,679	1,424	1,258	1,058	898	777
	National	736	709	804	664	548	401	332	217	155	135
	Local	631	709	719	592	551	506	428	349	286	247
	Classified	462	335	289	249	178	119	105	86	77	69
	Inserts	273	217	207	173	160	155	157	150	113	107
	Online - Desktop/Laptop ¹	214	242	235	221	229	228	219	239	244	195
	Online - Mobile ¹	-	4	7	10	12	15	17	16	23	23
Share of Reported Media ²	20.3%	18.6%	18.2%	15.8%	13.8%	11.5%	9.8%	7.8%	6.4%	5.2%	
Community Newspaper	Total	1,175	1,211	1,288	1,027	968	881	874	776	688	630
	National	292	131	123	107	110	101	75	57	54	49
	Local	741	705	798	602	552	484	507	440	363	322
	Classified	110	113	106	83	74	68	65	58	47	41
	Inserts	-	219	226	204	199	188	186	177	166	163
	Online ¹	32	44	35	31	33	40	39	45	58	56
	Mobile							1			
Share of Reported Media ²	na	10.1%	10.4%	8.5%	8.0%	7.1%	6.8%	5.7%	4.9%	4.2%	
All Newspaper^{1,3}	Grand Total	3,491	3,427	3,550	2,936	2,646	2,305	2,133	1,834	1,586	1,407
	Share of Reported Media ²	30.5%	28.7%	28.6%	24.3%	21.8%	18.6%	16.6%	13.4%	11.3%	9.3%
Radio	Total	1,517	1,576	1,585	1,600	1,589	1,576	1,525	1,495	1,490	1,429
	National	409	442	454	477	497	509	515	517	520	494
	Local	1,108	1,134	1,131	1,123	1,091	1,067	1,010	978	970	935
	Share of Reported Media	13.3%	13.2%	12.8%	13.2%	13.1%	12.7%	11.8%	11.0%	10.6%	9.5%
Internet	Total ⁸	2,279	2,674	3,085	3,418	3,793	4,604	5,485	6,771	7,592	8,760
	Search	907	1,081	1,586	1,802	2,052	2,512	2,920	3,364	3,652	4,172
	Display	688	840	974	1,091	1,274	1,554	1,911	1,713	1,928	1,870
	Video ⁷	37	73	92	208	266	358	481	1,549	1,822	2,568
	Classifieds/Directories	587	576	249	289	171	162	167	145	190	150
	Email ⁶	11	13	12	18	19	13	6	nr	nr	nr
	Video Gaming	2	10	13	11	11	5	nr	nr	nr	nr
	Mobile ⁴	47	81	160	427	903	1,620	2,542	3,489	4,792	5,940
	Share of Reported Media ²	19.9%	22.4%	24.8%	28.2%	31.3%	37.1%	42.6%	49.7%	53.9%	58.1%
General Magazines	Total ⁵	519	496	497	485	470	434	243	176	136	116
	Share of Reported Media	4.5%	4.2%	4.0%	4.0%	3.9%	3.5%	1.9%	1.3%	1.0%	0.8%
Out-of-Home	Total	482	484	486	514	521	542	569	624	654	671
	Share of Reported Media	4.2%	4.1%	3.9%	4.2%	4.3%	4.4%	4.4%	4.6%	4.6%	4.5%
TOTAL REPORTED MEDIA		11,433	11,944	12,418	12,106	12,132	12,399	12,871	13,636	14,081	15,066

Sources:

Television: Linear revenue - Statistics Canada (2011-2019); CRTC (2010 and prior - see <http://www.crtc.gc.ca/eng/stats.html>); Online revenue - thinktv estimate | **Daily & Community Newspaper:** Newspapers Canada | **Radio:** CRTC | **Internet:** IAB Canada | **General Magazine:** Magazines Canada (2012 and prior); Numerator (2013-2019); | **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** - While Mobile (which includes Tablets) 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 8** 2013 restated 107Mil. due to retroactive respondent advice and shift of revenue to Search. | **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.