

NET ADVERTISING VOLUME

November 26, 2020

Canada - Millions of Dollars (CDN Currency)

| | | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|------------------------------------|---|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Medium | | | | | | | | | | | |
| 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 |
| | <i>Share of Reported Media</i> 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 |
| | <i>Share of Reported Media</i> 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 | | | |
| | <i>Share of Reported Media</i> 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 |
| | <i>Share of Reported Media</i> 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 |
| | <i>Share of Reported Media</i> | 13.3% | 13.2% | 12.8% | 13.2% | 13.1% | 12.7% | 11.8% | 11.0% | 10.6% | 9.5% |
| Internet | Total⁸ | 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 |
| | <i>Share of Reported Media</i> ² | 19.9% | 22.4% | 24.8% | 28.2% | 31.3% | 37.1% | 42.6% | 49.7% | 53.9% | 58.1% |
| General Magazines | Total⁵ | 519 | 496 | 497 | 485 | 470 | 434 | 243 | 176 | 136 | 116 |
| | <i>Share of Reported Media</i> | 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 |
| | <i>Share of Reported Media</i> | 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:** News Media 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.