

**CANADIAN  
MEDIA MEANS  
BUSINESS**

**NOS MÉDIAS  
CONNAISSENT  
LEUR AFFAIRE**

# **THE ECONOMICS OF MEDIA AND ADVERTISING IN CANADA**

## JOBS

How many **JOBS** are supported by the Canadian media sector?

## ECONOMICS

How much **Gross Domestic Product (GDP)** does the Canadian media sector generate?

### WHAT IS GROSS DOMESTIC PRODUCT?

The dollar amount of the industry's 'value added' through an Income Approach  
It serves as a primary indicator of a country's economic health and performance



**NO COUNTRY  
IN THE WORLD  
HAS DONE THIS**

# THIS HAS NEVER BEEN DONE FOR MANY REASONS

Silos Of Advocacy

Different Agendas

Overlook Our Interdependence

Data And Reporting Complexities

Shared Outlook For “What Is Next?”

Focus On Journalism Not The Money

Research



Partners



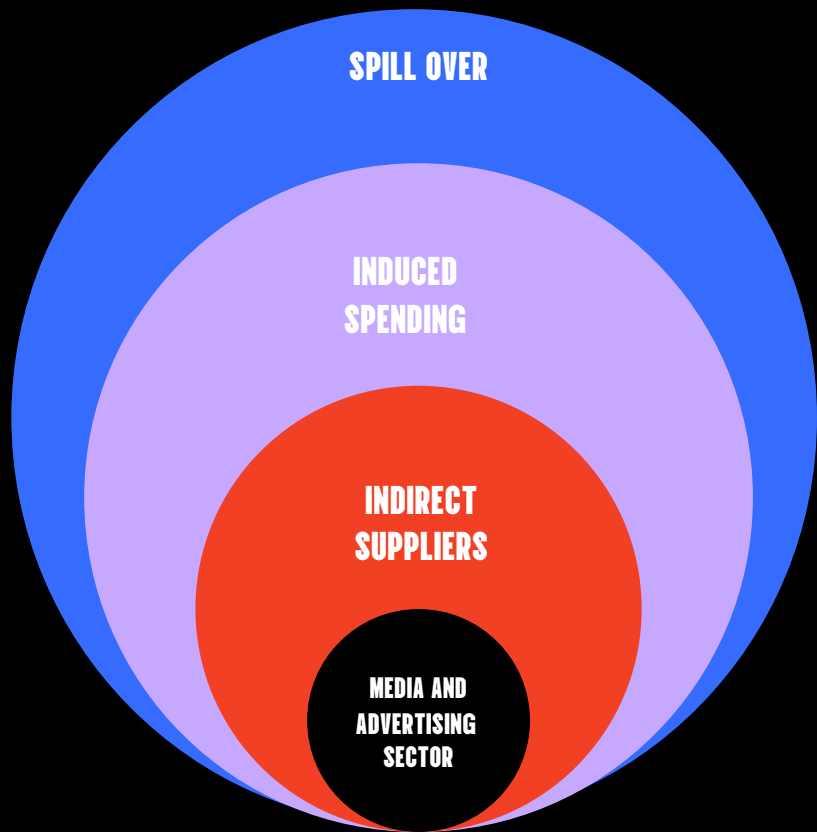
Canadian Association of Broadcasters  
L'Association canadienne des radiodiffuseurs



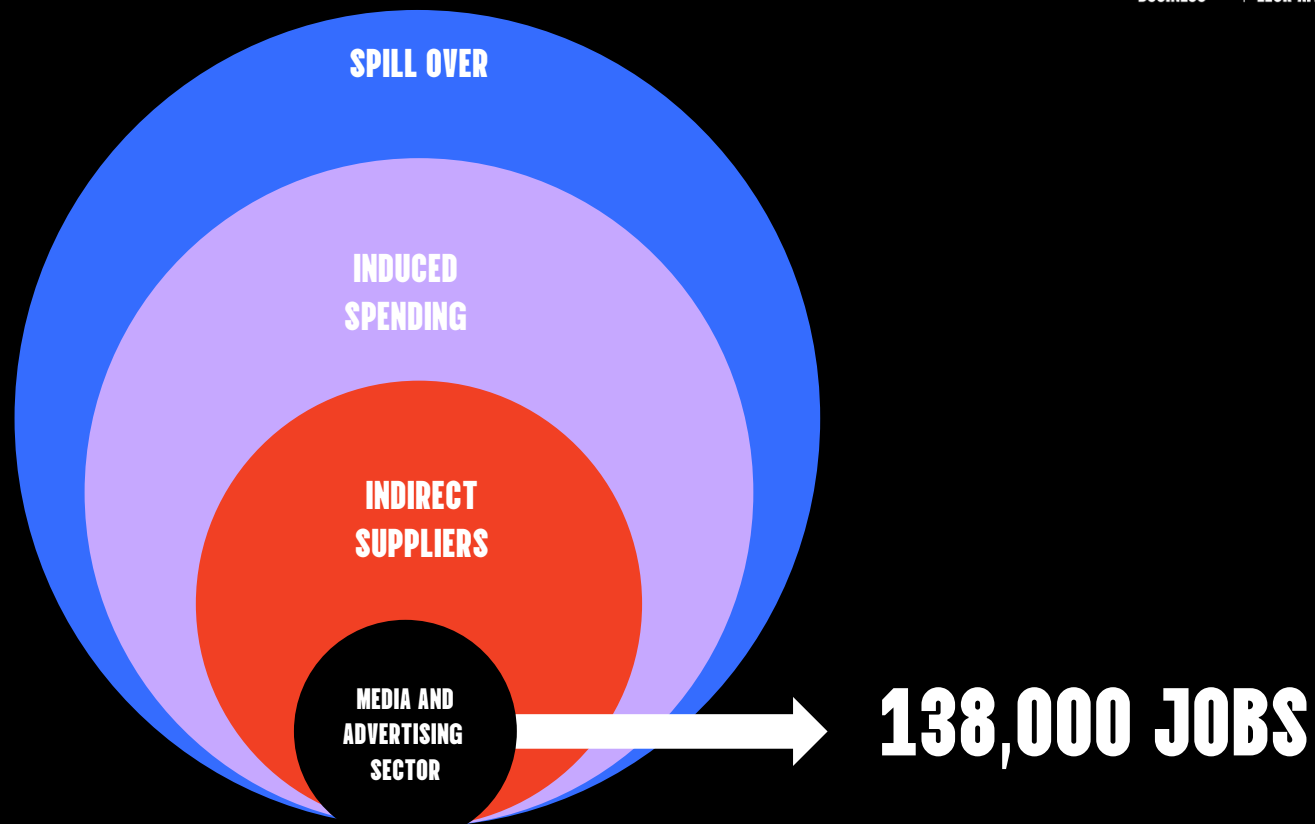
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**OUR SUPPORTERS**



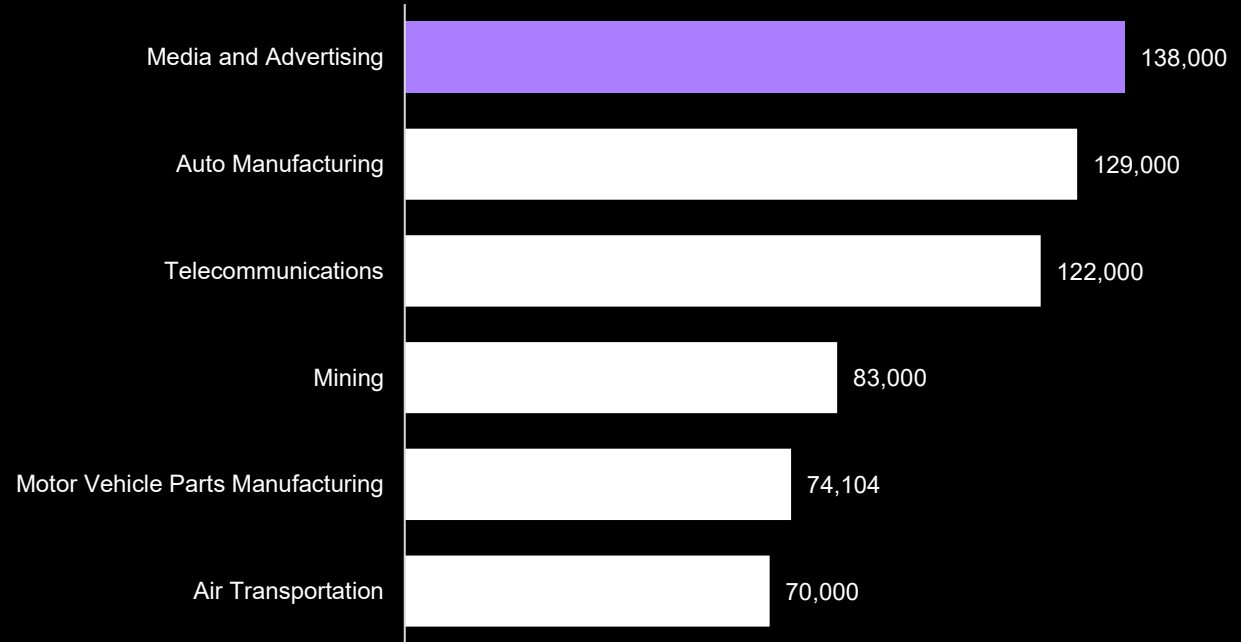
# THE RIPPLE EFFECT



# WE ARE A POWERHOUSE EMPLOYER

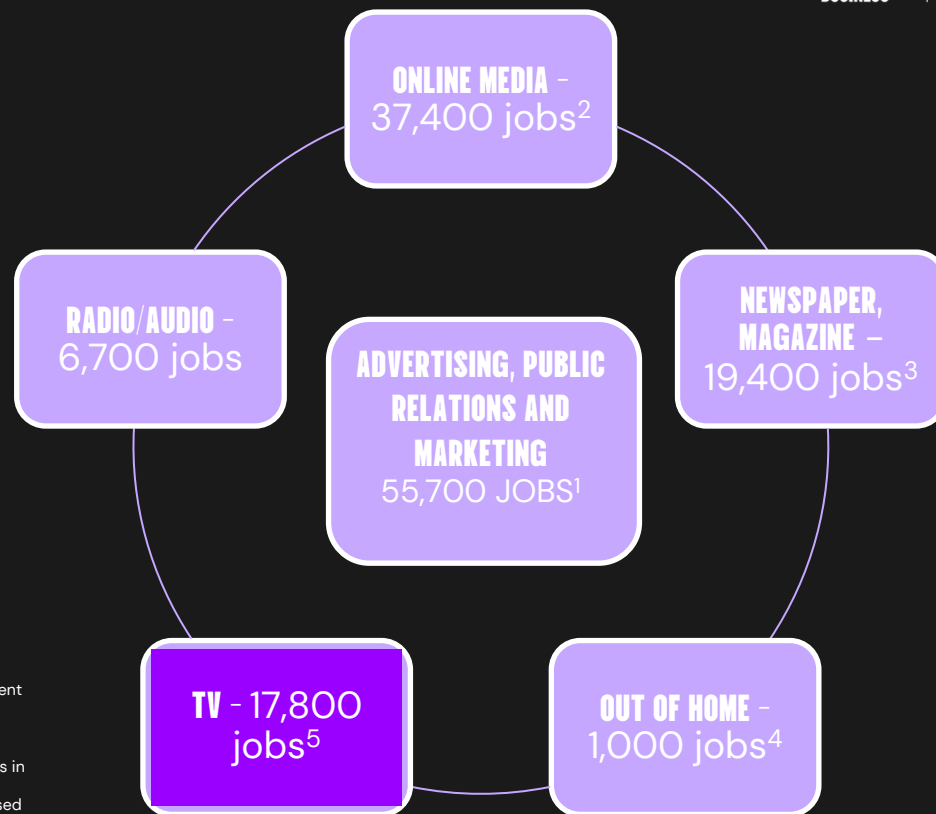
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# 138,000 JOBS

Employment is split  
60–40 between media  
platforms (82,300) and  
the advertising industry  
(55,700).



Source: Nordicity estimates based on data from Statistics Canada and CRTIC

Note: figures rounded to the nearest 100s

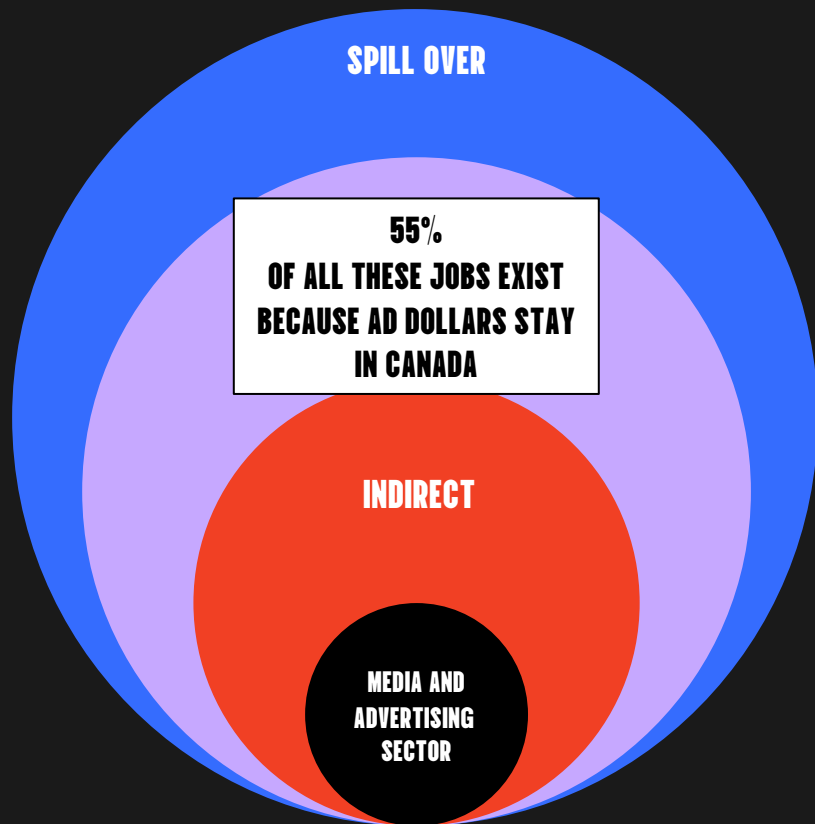
1. Total employment in NAICS 5418 Advertising, public relations, and related services, less estimated employment for out-of-home. See Note 4.

2. Other information services includes news syndicates, libraries and archives, internet broadcasting and web search portals. This NAICS code was terminated in 2022 and replaced with NAICS 5192 (Web search portals, libraries and archives, and all other information services), any trends applied to NAICS 5191 are based on trends in 5192.

3. An estimate of 11,000 jobs for Libraries and archives were removed from published total in 2021 (41,560) based on a 4x5 cross tabulation of employment in NAICS and NOCS in 2021 and trended forwards.

4. Statistics Canada includes out-of-home as part of NAICS 541850, Display advertising. Since statistics are not published, Nordicity has estimated the level of direct employment and deduct it from total direct employment published for NAICS 5418.

5. Equal to total employment published for NAICS 5151 Radio and television broadcasting & 5152 Pay and specialty TV, less Nordicity estimate for audio sub-sector



# ADVERTISING CREATES JOBS

Advertising in Canada supports **75,840 jobs** and generates **\$9.7 billion** in GDP.

In TV that is:  
**9,040 JOBS**  
**\$890M GDP**

# AD DOLLARS SUPPORT CANCON

## FILM AND TV PRODUCTION

\$9.6B Invested

### JOBS

113,700 direct  
65,410 I&I  
Total: 179,130

### GDP

\$5.7B direct  
\$5.4B I&I  
Total: \$11.0B total

## CANCON PRODUCTION

\$3.3B Invested

### JOBS

40,500 direct  
22,180 I&I  
Total: 62,680

### GDP

\$1.9B direct  
\$1.8B I&I  
Total: \$3.7B

# 42%

of all Canadian  
TV broadcasting revenue  
in 2023 derived from  
local and national  
advertising sales

2023/2024

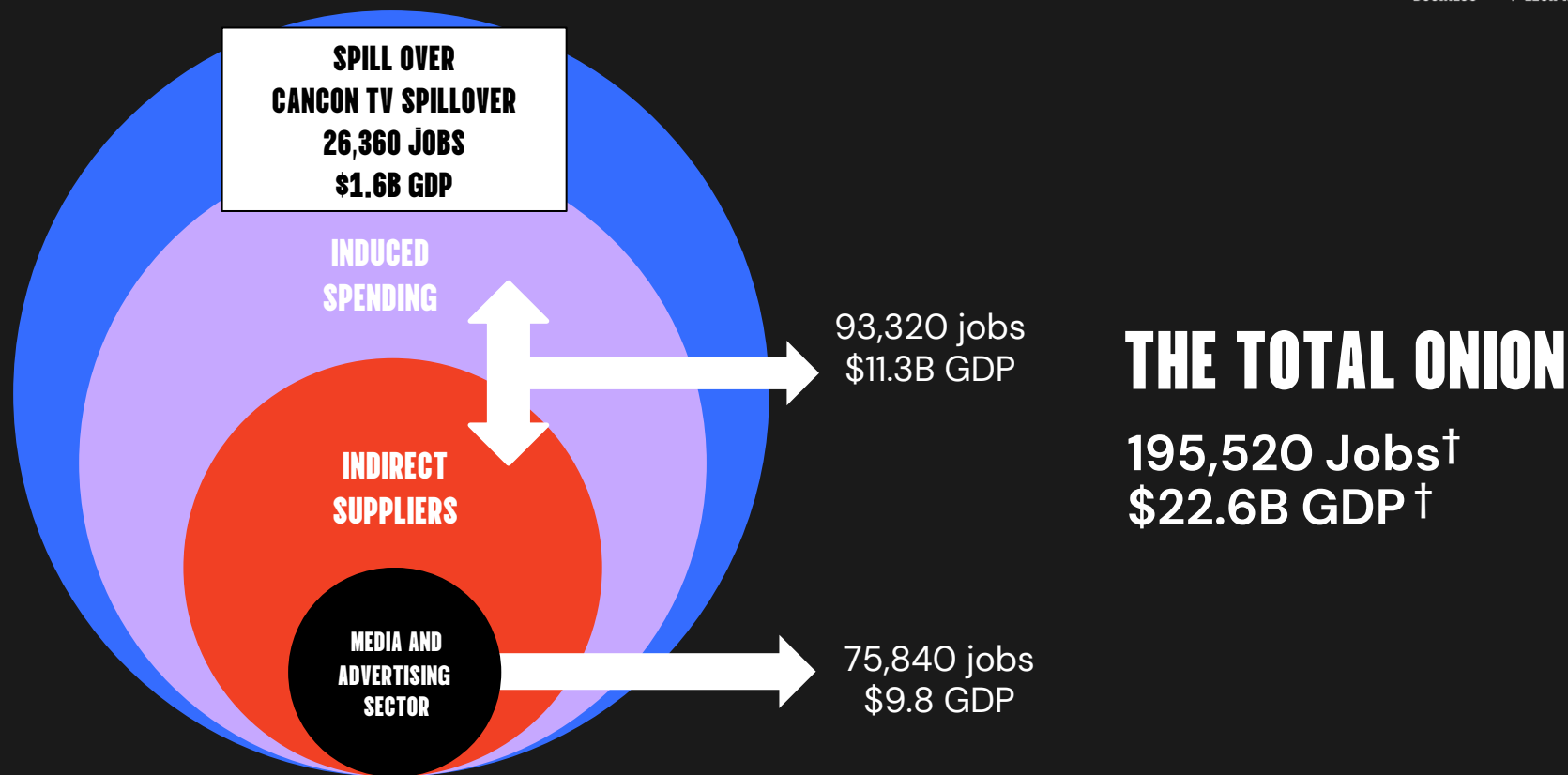
\$1.4B in CANCON requires  
advertising dollars

### JOBS

26,360 Jobs

### GDP

\$1,6B



Source: Nordicity estimates based on data from Statistics Canada, CRTIC, ThinkTV and IAB (2023)

Note: Certain figures may not sum to totals due to rounding.

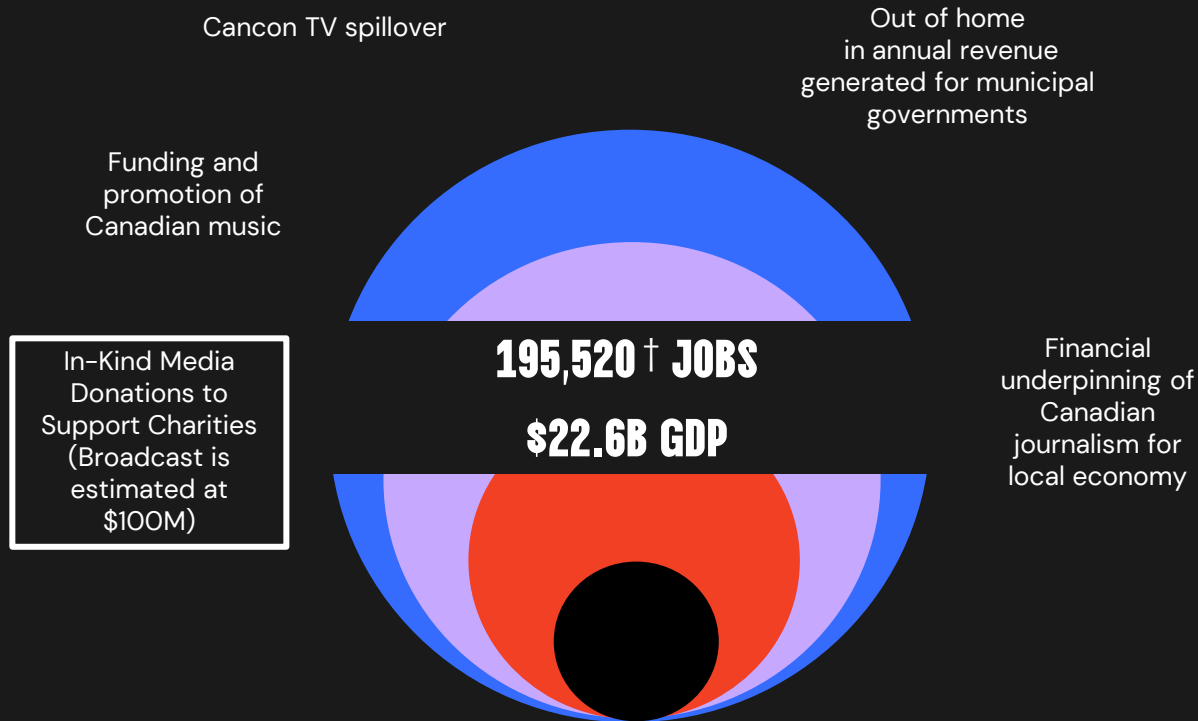
† Excludes portion of media platforms' employment supported by subscription or other non-ad revenue

**FOR EVERY  
\$1,000,000  
INVESTED IN  
ADVERTISING  
ON CANADIAN-OWNED  
MEDIA PLATFORMS**

**8.2 JOBS**

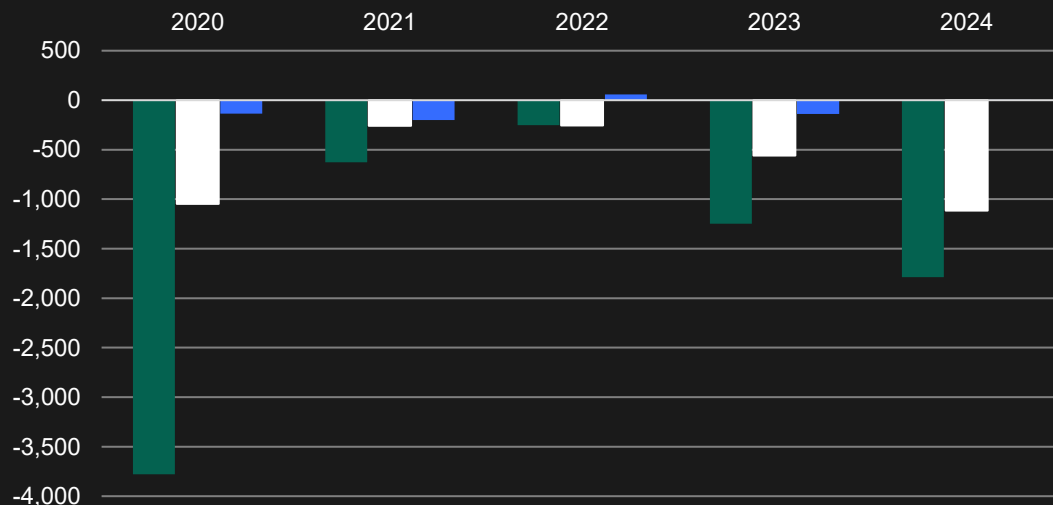
**\$630K IN SALARIES**

**\$1M TO GDP**



# SINCE 2019, WE HAVE LOST \$6.7B TO THE GDP

## TOTAL MEDIA JOB LOSSES IN CANADA YEAR OVER YEAR



- 5111 Newspaper, periodical, book and directory publishers (less books)
- 5151 Radio and television broadcasting
- 5152 Pay and specialty television

Media	Job Loss Since 2019	Rate of Loss
Newspaper	7,693	30.37%
Radio/TV	3,232	14.36%
Pay and Specialty TV	417	9.20%
<b>Jobs Lost</b>	<b>11,342</b>	

**11,342 JOBS LOST = \$3.1B TO THE GDP LOST**

**TOTAL LOSS  
\$6.7B IN INDIRECT AND INDUCED IMPACT**

**INFORMATION  
INTEGRITY**



**QUALITY  
ADVERTISING**

**\$1**



**\$1**

**INVESTED IN  
ADVERTISING IN  
CANADIAN MEDIA**

**ADDED  
TO OUR GDP**

**CANADIAN  
MEANS**



**MEDIA  
BUSINESS**