

NET ADVERTISING VOLUME

July 22, 2015

Canada - Millions of Dollars (CDN Currency)

Medium		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
REPORTED MEDIA											
Television	Total	3,014	3,241	3,299	3,393	3,104	3,391	3,658	3,582	3,510	3,503
	Conventional	2,226	2,335	2,326	2,345	2,084	2,262	2,302	2,189	2,072	2,099
	Specialty	769	882	948	1,027	1,001	1,113	1,233	1,263	1,297	1,244
	Infomercial	19	24	24	22	19	16	17	15	17	18
	Online ¹	-	-	-	-	-	-	107	115	123	142
	Share of Reported Media ²	31.5%	31.4%	30.3%	29.7%	29.2%	29.4%	30.4%	28.7%	28.9%	29.1%
Daily Newspaper ³	Total	2,659	2,745	2,722	2,670	2,216	2,316	2,216	2,261	1,909	1,630
	National	610	605	590	571	406	736	709	804	664	529
	Local	1,174	1,163	1,135	1,099	974	631	709	719	592	529
	Classified	875	867	846	819	650	462	335	289	249	175
	Inserts	-	-	-	-	-	273	217	207	173	159
	Online - Desktop/Laptop ¹	-	110	150	181	186	214	242	235	221	226
	Online - Mobile ¹	-	-	-	-	-	-	4	7	10	12
	Share of Reported Media ²	27.8%	26.6%	25.0%	23.4%	20.8%	20.1%	18.4%	18.1%	15.7%	13.5%
Community Newspaper ⁵	Total	1,016	1,094	1,154	1,211	1,213	1,175	1,211	1,288	1,027	960
	National	-	-	-	-	-	292	131	123	107	120
	Local	-	-	-	-	-	741	705	798	602	535
	Classified	-	-	-	-	-	110	113	106	83	72
	Inserts	-	-	-	-	-	-	219	226	204	198
	Online ¹	-	-	-	-	27	32	44	35	31	35
	Share of Reported Media ²	10.6%	10.6%	10.6%	10.6%	11.4%	10.2%	10.1%	10.3%	8.5%	8.0%
All Newspaper ^{1,3}	Grand Total	3,676	3,839	3,875	3,880	3,429	3,491	3,427	3,550	2,936	2,590
	Share of Reported Media ²	38.4%	37.2%	35.6%	34.0%	32.2%	30.3%	28.5%	28.5%	24.2%	21.5%
Radio	Total	1,316	1,391	1,468	1,558	1,470	1,517	1,576	1,585	1,600	1,589
	National	323	352	379	408	376	409	442	454	477	497
	Local	993	1,039	1,089	1,149	1,094	1,108	1,134	1,131	1,123	1,091
	Share of Reported Media	13.7%	13.5%	13.5%	13.6%	13.8%	13.2%	13.1%	12.7%	13.2%	13.2%
Internet	Total	562	901	1,243	1,609	1,845	2,279	2,674	3,085	3,418	3,793
	Search	197	343	478	622	741	907	1,081	1,586	1,802	2,052
	Display	230	314	432	490	578	688	840	974	1,091	1,274
	Mobile ⁴	-	1	2	7	23	47	81	160	427	903
	Video	-	-	9	12	20	37	73	92	208	266
	Classifieds/Directories	124	223	305	460	467	587	576	249	289	171
	Email	11	20	17	18	13	11	13	12	18	19
	Video Gaming	-	-	-	-	3	2	10	13	11	11
	Share of Reported Media ²	5.9%	8.7%	11.4%	14.1%	17.3%	19.8%	22.3%	24.7%	28.1%	31.5%
	General Magazines	Total	665	682	718	692	590	606	593	573	558
Share of Reported Media		6.9%	6.6%	6.6%	6.1%	5.5%	5.3%	4.9%	4.6%	4.6%	3.9%
Out-of-Home	Total	344	370	422	463	416	482	484	486	514	521
	Share of Reported Media	3.6%	3.6%	3.9%	4.1%	3.9%	4.2%	4.0%	3.9%	4.2%	4.3%
TOTAL REPORTED MEDIA		9,576	10,314	10,875	11,415	10,641	11,520	12,017	12,469	12,151	12,052

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UNREPORTED MEDIA

Catalogue/Direct Mail	Total	1,532	1,608	1,614	1,577	1,317	1,371	1,318	1,330	1,158	986
	Share of Estimated Media	49.7%	50.2%	50.0%	50.1%	50.0%	50.1%	50.0%	50.2%	49.7%	49.8%
Yellow Pages	Total	1,068	1,102	1,093	1,072	890	930	890	908	767	654
	Share of Estimated Media	34.7%	34.4%	33.9%	34.0%	33.8%	34.0%	33.8%	34.2%	32.9%	33.0%
Miscellaneous	Total	480	493	519	500	426	438	428	414	403	341
	Share of Estimated Media	15.6%	15.4%	16.1%	15.9%	16.2%	16.0%	16.2%	15.6%	17.3%	17.2%
TOTAL UNREPORTED		3,080	3,203	3,225	3,149	2,633	2,738	2,636	2,652	2,327	1,981
TOTAL ESTIMATED ADVERTISING		12,656	13,517	14,100	14,564	13,273	14,258	14,653	15,121	14,478	14,034
Total Television		3,014	3,241	3,299	3,393	3,104	3,391	3,658	3,582	3,510	3,503
Total Advertising		12,656	13,517	14,100	14,564	13,273	14,258	14,653	15,121	14,478	14,034
TV Share of Total Advertising (%)		23.8%	24.0%	23.4%	23.3%	23.4%	23.8%	25.0%	23.7%	24.2%	25.0%
Population (Millions)		32.2	32.6	32.9	33.3	33.6	34.0	34.3	34.8	35.2	35.5
Per Capita Television Advertising		93	99	100	102	92	100	107	103	100	99
Per Capita Total Advertising		393	415	428	437	395	419	427	435	412	395

Sources:

Television: Linear revenue - CRTC; Online revenue - TVB | **Daily & Community Newspaper:** Newspapers Canada | **Radio:** CRTC | **Internet:** IAB | **General Magazine:** Magazines Canada | **Outdoor:** Estimate of net revenue based on NMR data | **Direct Mail:** Estimated based on last submission from Canada Post | **Yellow Pages:** Estimated based on last submission TeleDirect | **Miscellaneous:** Estimated; includes for Trade & Other Print | **Population:** Statistics Canada Mid-Year Population by Year.

Note 1 - Indicated online revenue is not included in the totals for Reported Media or Total Estimated Advertising to avoid double 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** - 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. | **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. **Mobile** is defined as tablet and smartphone revenues regardless of type of connection (wifi or cellular). | **Note 5** - The 2014 Community Newspaper figure is an estimate that will be updated in Fall 2015.