

# NET ADVERTISING VOLUME

## Canada - Millions of Dollars (CDN Currency)

Medium		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>REPORTED MEDIA</b>											
<b>Television</b>	Total	3,299	3,393	3,104	3,391	3,682	3,614	3,537	3,511	3,345	3,327
	Conventional	2,326	2,345	2,084	2,262	2,344	2,230	2,117	2,143	1,988	1,939
	Specialty	948	1,027	1,001	1,113	1,233	1,263	1,297	1,244	1,232	1,253
	Infomercial	24	22	19	16						
	Online <sup>1</sup>	-	-	-	-	106	121	123	124	125	135
	Share of Reported Media <sup>2</sup>	30.8%	29.9%	29.3%	29.7%	30.8%	29.1%	29.2%	29.1%	27.0%	25.6%
<b>Daily Newspaper <sup>3</sup></b>	Total	2,722	2,670	2,216	2,316	2,216	2,261	1,909	1,630	1,424	1,258
	National	590	571	406	736	709	804	664	529	401	332
	Local	1,135	1,099	974	631	709	719	592	529	506	428
	Classified	846	819	650	462	335	289	249	175	119	105
	Inserts	-	-	-	273	217	207	173	159	155	157
	Online - Desktop/Laptop <sup>1</sup>	150	181	186	214	242	235	221	226	228	219
	Online - Mobile <sup>1</sup>	-	-	-	-	4	7	10	12	15	17
	Share of Reported Media <sup>2</sup>	25.4%	23.5%	20.9%	20.3%	18.6%	18.2%	15.8%	13.5%	11.5%	9.7%
<b>Community Newspaper</b>	Total	1,154	1,211	1,213	1,175	1,211	1,288	1,027	960	881	874
	National	-	-	-	292	131	123	107	120	101	75
	Local	-	-	-	741	705	798	602	535	484	507
	Classified	-	-	-	110	113	106	83	72	68	65
	Inserts	-	-	-	-	219	226	204	198	188	186
	Online <sup>1</sup>	-	-	27	32	44	35	31	35	40	39
	Mobile	-	-	-	-	-	-	-	-	-	1
	Share of Reported Media <sup>2</sup>	na	na	na	na	10.2%	10.4%	8.5%	8.0%	7.1%	6.7%
<b>All Newspaper <sup>1,3</sup></b>	Grand Total	3,875	3,880	3,429	3,491	3,427	3,550	2,936	2,590	2,305	2,133
	Share of Reported Media <sup>2</sup>	36.2%	34.2%	32.4%	30.5%	28.7%	28.6%	24.3%	21.4%	18.6%	16.4%
<b>Radio</b>	Total	1,468	1,558	1,470	1,517	1,576	1,585	1,600	1,589	1,576	1,525
	National	379	408	376	409	442	454	477	497	509	515
	Local	1,089	1,149	1,094	1,108	1,134	1,131	1,123	1,091	1,067	1,010
	Share of Reported Media	13.7%	13.7%	13.9%	13.3%	13.2%	12.8%	13.2%	13.2%	12.7%	11.7%
<b>Internet</b>	Total	1,243	1,609	1,845	2,279	2,674	3,085	3,418	3,793	4,604	5,485
	Search	478	622	741	907	1,081	1,586	1,802	2,052	2,512	2,920
	Display	432	490	578	688	840	974	1,091	1,274	1,554	1,911
	Mobile <sup>4</sup>	2	7	23	47	81	160	427	903	1,620	2,542
	Video	9	12	20	37	73	92	208	266	358	481
	Classifieds/Directories	305	460	467	587	576	249	289	171	162	167
	Email	17	18	13	11	13	12	18	19	13	6
	Video Gaming	-	-	3	2	10	13	11	11	5	nr
	Share of Reported Media <sup>2</sup>	11.6%	14.2%	17.4%	19.9%	22.4%	24.8%	28.2%	31.4%	37.1%	42.2%
<b>General Magazines</b>	Total	548	626	533	519	496	497	486	470	434	363
	Share of Reported Media	5.1%	5.5%	5.0%	4.5%	4.2%	4.0%	4.0%	3.9%	3.5%	2.8%
<b>Out-of-Home</b>	Total	422	463	416	482	484	486	514	521	542	569
	Share of Reported Media	3.9%	4.1%	3.9%	4.2%	4.1%	3.9%	4.2%	4.3%	4.4%	4.4%
<b>TOTAL REPORTED MEDIA</b>		<b>10,705</b>	<b>11,348</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>12,992</b>

**Sources:**

**Television:** Linear revenue - Statistics Canada (2011-2016); 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:** Estimate of net revenue based on NMR data | **Outdoor:** Estimate of net revenue based on NMR 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** - 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.