

# NET ADVERTISING VOLUME

January 26, 2022

## Canada - Millions of Dollars (CDN Currency)

		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Medium</b>											
<b>REPORTED MEDIA</b>											
<b>Television</b>	Total	3,682	3,614	3,537	3,511	3,345	3,327	3,195	3,136	3,145	2,701
	Conventional	2,344	2,230	2,117	2,143	1,988	1,939	1,804	1,784	1,769	1,481
	Specialty	1,233	1,263	1,297	1,244	1,232	1,253	1,233	1,166	1,188	1,021
	Online <sup>1</sup>	106	121	123	124	125	135	159	187	188	199
	Share of Reported Media <sup>2</sup>	30.8%	29.1%	29.2%	28.9%	27.0%	25.9%	23.4%	22.3%	20.9%	18.7%
<b>Daily Newspaper <sup>3</sup></b>	Total	2,216	2,261	1,909	1,679	1,424	1,258	1,058	898	777	530
	Display (National/Retail)	1,419	1,523	1,257	1,099	908	760	566	441	382	215
	Classified	335	289	249	178	119	105	86	77	69	58
	Inserts	217	207	173	160	155	157	150	113	107	67
	Online - Desktop/Laptop <sup>1</sup>	242	235	221	229	228	219	239	244	195	173
	Online - Mobile <sup>1</sup>	4	7	10	12	15	17	16	23	23	16
	Share of Reported Media <sup>2</sup>	18.6%	18.2%	15.8%	13.8%	11.5%	9.8%	7.8%	6.4%	5.2%	3.7%
<b>Community Newspaper</b>	Total	1,211	1,288	1,027	968	881	874	776	688	630	411
	National	131	123	107	110	101	75	57	54	49	34
	Local	705	798	602	552	484	507	440	363	322	198
	Classified	113	106	83	74	68	65	58	47	41	26
	Inserts	219	226	204	199	188	186	177	166	163	108
	Online <sup>1</sup>	44	35	31	33	40	39	45	58	56	46
	Mobile						1				
	Share of Reported Media <sup>2</sup>	10.1%	10.4%	8.5%	8.0%	7.1%	6.8%	5.7%	4.9%	4.2%	2.9%
<b>All Newspaper <sup>1,3</sup></b>	Grand Total	3,427	3,550	2,936	2,646	2,305	2,133	1,834	1,586	1,407	941
	Share of Reported Media <sup>2</sup>	28.7%	28.6%	24.3%	21.8%	18.6%	16.6%	13.4%	11.3%	9.3%	6.5%
<b>Radio</b>	Total	1,576	1,585	1,600	1,589	1,576	1,525	1,495	1,490	1,429	1,090
	National	442	454	477	497	509	515	517	520	494	387
	Local	1,134	1,131	1,123	1,091	1,067	1,010	978	970	935	703
	Share of Reported Media	13.2%	12.8%	13.2%	13.1%	12.7%	11.8%	11.0%	10.6%	9.5%	7.6%
<b>Internet <sup>4</sup></b>	Total	2,674	3,085	3,418	3,793	4,604	5,485	6,771	7,592	8,760	9,624
	Search										4,226
	Display										2,109
	Social Media										2,665
	Classifieds/Directories										424
	Audio										96
	Digital OOH										79
	Advanced TV										25
	Share of Reported Media <sup>2</sup>	22.4%	24.8%	28.2%	31.3%	37.1%	42.6%	49.7%	53.9%	58.1%	66.8%
<b>General Magazines</b>	Total	496	497	485	470	434	243	176	136	116	78
	Share of Reported Media	4.2%	4.0%	4.0%	3.9%	3.5%	1.9%	1.3%	1.0%	0.8%	0.5%
<b>Out-of-Home</b>	Total	484	486	514	521	542	569	624	654	671	412
	Share of Reported Media	4.1%	3.9%	4.2%	4.3%	4.4%	4.4%	4.6%	4.6%	4.5%	2.9%
<b>TOTAL REPORTED MEDIA</b>		<b>11,944</b>	<b>12,418</b>	<b>12,106</b>	<b>12,132</b>	<b>12,399</b>	<b>12,871</b>	<b>13,636</b>	<b>14,081</b>	<b>15,066</b>	<b>14,412</b>

### Sources:

**Television:** Linear revenue - Statistics Canada (2015 forward); CRTc (2014 and prior - see <http://www.crtc.gc.ca/eng/stats.html>); Online revenue - thinktv estimate | **Daily & Community Newspaper:** News Media Canada - 2020 revenues not available at time of publishing | **Radio:** CRTc | **Internet:** IAB Canada | **General Magazine:** Magazines Canada (2012 and prior); Numerator (2013 forward) | **Outdoor:** Numerator

**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 -** IAB revised revenue category definitions with the 2020 report. Please refer to the 2019 NAV report for prior years data purposes. | **Note -** Some figures may differ from previous charts due to updates from source. Broadcast revenue is based on the broadcast calendar (Sep-Aug). All other figures are based on calendar year.