

NET ADVERTISING VOLUME

October 2, 2013

Canada - Millions of Dollars (CDN Currency)

Medium		2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
REPORTED ACTUALS											
Television	Total	2,827	2,964	3,014	3,241	3,299	3,393	3,104	3,391	3,652	3,578
	Conventional	2,203	2,237	2,226	2,335	2,326	2,345	2,084	2,262	2,302	2,189
	Specialty	607	708	769	882	948	1,027	1,001	1,113	1,233	1,263
	Infomercial	17	18	19	24	24	22	19	16	17	15
	Online ⁴	-	-	-	-	-	-	-	-	100	110
	Share of Reported Media ⁵	33.0%	32.7%	31.5%	31.4%	30.3%	29.7%	29.2%	29.6%	30.4%	28.7%
Daily Newspaper ^{1,3}	Total	2,529	2,611	2,659	2,745	2,722	2,670	2,216	2,316	2,216	2,261
	National	580	599	610	605	590	571	406	736	709	804
	Local	1,116	1,152	1,174	1,163	1,135	1,099	974	631	709	719
	Classified	832	859	875	867	846	819	650	462	335	289
	Inserts	-	-	-	-	-	-	-	273	217	207
	Online ²	-	-	-	110	150	181	186	214	246	242
	Share of Reported Media	29.5%	28.8%	27.8%	26.6%	25.0%	23.4%	20.9%	20.2%	18.4%	18.1%
Community Newspaper	Total	909	961	1,016	1,094	1,154	1,211	1,213	1,175	1,211	1,288
	National	-	-	-	-	-	-	-	292	131	123
	Local	-	-	-	-	-	-	-	741	705	798
	Classified	-	-	-	-	-	-	-	110	113	106
	Inserts	-	-	-	-	-	-	-	-	219	226
	Online ²	-	-	-	-	-	-	27	32	44	35
	Share of Reported Media	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	11.4%	10.2%	10.1%	10.3%
All Newspaper	Grand Total	3,438	3,572	3,676	3,839	3,875	3,880	3,429	3,491	3,427	3,550
	Share of Reported Media ⁵	40.1%	39.4%	38.4%	37.2%	35.6%	34.0%	32.3%	30.4%	28.5%	28.5%
Radio	Total	1,171	1,209	1,316	1,391	1,468	1,558	1,470	1,517	1,576	1,585
	National	271	271	323	352	379	408	376	409	442	454
	Local	900	938	993	1,039	1,089	1,149	1,094	1,108	1,134	1,131
	Share of Reported Media	13.7%	13.3%	13.7%	13.5%	13.5%	13.7%	13.8%	13.2%	13.1%	12.7%
Internet	Total	237	364	562	900	1,241	1,602	1,822	2,232	2,674	3,085
	Search	-	-	197	343	478	622	741	907	1,081	1,308
	Display	-	-	230	314	432	490	578	688	840	916
	Classifieds/Directories	-	-	124	223	305	460	467	587	576	584
	Mobile	-	-	-	-	-	-	-	-	81	160
	Video	-	-	-	-	9	12	20	37	73	92
	Video Gaming	-	-	-	-	-	-	3	2	10	13
	Email	-	-	11	20	17	18	13	11	13	12
	Share of Reported Media	2.8%	4.0%	5.9%	8.7%	11.4%	14.0%	17.2%	19.5%	22.3%	24.7%
General Magazines	Total	610	647	665	682	718	692	590	606	593	573
	Share of Reported Media	7.1%	7.1%	6.9%	6.6%	6.6%	6.1%	5.6%	5.3%	4.9%	4.6%
Out-of-Home	Total	284	302	344	370	422	463	416	482	484	486
	Share of Reported Media	3.3%	3.3%	3.6%	3.6%	3.9%	4.1%	3.9%	4.2%	4.0%	3.9%
TOTAL ACTUALS		8,568	9,059	9,576	10,313	10,873	11,408	10,618	11,473	12,017	12,469
UNREPORTED ESTIMATES											
Catalogue/Direct Mail	Total	1,383	1,490	1,532	1,608	1,614	1,577	1,317	1,371	1,318	1,330
	Share of Estimated Media	48.7%	49.6%	49.7%	50.2%	50.0%	50.1%	50.0%	50.1%	50.0%	50.2%
Yellow Pages	Total	1,016	1,048	1,068	1,102	1,093	1,072	890	930	890	908
	Share of Estimated Media	35.8%	34.9%	34.7%	34.4%	33.9%	34.0%	33.8%	34.0%	33.8%	34.2%
Miscellaneous	Total	441	467	480	493	519	500	426	438	428	414
	Share of Estimated Media	15.5%	15.5%	15.6%	15.4%	16.1%	15.9%	16.2%	16.0%	16.2%	15.6%
TOTAL ESTIMATES		2,839	3,006	3,080	3,203	3,225	3,149	2,633	2,738	2,636	2,652
TOTAL ESTIMATED ADVERTISING		11,407	12,064	12,656	13,516	14,098	14,557	13,250	14,211	14,653	15,121
Total Television		2,827	2,964	3,014	3,241	3,299	3,393	3,104	3,391	3,652	3,578
Total Advertising		11,407	12,064	12,656	13,516	14,098	14,557	13,250	14,211	14,653	15,121
TV Share of Total Advertising (%)		24.8%	24.6%	23.8%	24.0%	23.4%	23.3%	23.4%	23.9%	24.9%	23.7%
Population (Millions)		31.7	31.9	32.2	32.6	32.9	33.3	33.7	34.1	34.5	34.9
Per Capita Television Advertising		89	93	93	99	100	102	92	99	106	103
Per Capita Total Advertising		360	378	393	415	428	437	393	416	425	434

Sources:

Television: CRTC, ⁴ - this number 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; **Daily, Community & Online Newspaper:** Newspapers Canada; ¹ - Dailies changed the methodology for calculating their breakdown in 2010; ² - Online Newspaper revenue is not included in the totals for Reported Media or Total Estimated Advertising to avoid double counting the newspaper revenue reported by the IAB in the Internet section; ³ - Starting in 2012 the ad revenue generated by free papers is included in the totals; **Radio:** CRTC; **General Magazine:** Magazines Canada; **Outdoor:** Estimate of net revenue based on NMR data; **Direct Mail:** Canada Post; **Internet:** IAB; **Yellow Pages:** Estimate based on last report by TeleDirect (1999); **Miscellaneous:** includes estimates for Trade & Other Print; **Population:** Statistics Canada Mid-Year Population by Year. ⁵ - share includes online revenue.

Note: Some figures may differ from previous charts due to updating. From 1991 forward, the source for all broadcast figures has been changed from Statistics Canada to CRTC. TVB has used internal estimates to correctly reflect the breakdown of Network and Spot revenue. Figures in red represent Industry estimates. Broadcast revenue is based on the broadcast calendar ie. Sep.1st - Aug.31st. All other figures are based on revenue for the indicated calendar year.