

## NET ADVERTISING VOLUME

September 12, 2014

Canada - Millions of Dollars (CDN Currency)

Medium		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>REPORTED ACTUALS</b>											
<b>Television</b>	<b>Total</b>	<b>2,964</b>	<b>3,014</b>	<b>3,241</b>	<b>3,299</b>	<b>3,393</b>	<b>3,104</b>	<b>3,391</b>	<b>3,552</b>	<b>3,467</b>	<b>3,387</b>
	Conventional	2,237	2,226	2,335	2,326	2,345	2,084	2,262	2,302	2,189	2,072
	Specialty	708	769	882	948	1,027	1,001	1,113	1,233	1,263	1,297
	Infomercial	18	19	24	24	22	19	16	17	15	17
<b>Daily Newspaper<sup>3</sup></b>	<b>Total</b>	<b>2,611</b>	<b>2,659</b>	<b>2,745</b>	<b>2,722</b>	<b>2,670</b>	<b>2,216</b>	<b>2,316</b>	<b>2,216</b>	<b>2,261</b>	<b>1,909</b>
	National	599	610	605	590	571	406	736	709	804	664
	Local	1,152	1,174	1,163	1,135	1,099	974	631	709	719	592
	Classified	859	875	867	846	819	650	462	335	289	249
	Inserts	-	-	-	-	-	-	273	217	207	173
	Online <sup>1</sup>	-	-	110	150	181	186	214	246	242	230
<b>Community Newspaper</b>	<b>Total</b>	<b>961</b>	<b>1,016</b>	<b>1,094</b>	<b>1,154</b>	<b>1,211</b>	<b>1,213</b>	<b>1,175</b>	<b>1,211</b>	<b>1,288</b>	<b>1,027</b>
	National	-	-	-	-	-	-	292	131	123	107
	Local	-	-	-	-	-	-	741	705	798	602
	Classified	-	-	-	-	-	-	110	113	106	83
	Inserts	-	-	-	-	-	-	-	219	226	204
	Online <sup>1</sup>	-	-	-	-	-	27	32	44	35	31
<b>All Newspaper<sup>1,3</sup></b>	<b>Grand Total</b>	<b>3,572</b>	<b>3,676</b>	<b>3,839</b>	<b>3,875</b>	<b>3,880</b>	<b>3,429</b>	<b>3,491</b>	<b>3,427</b>	<b>3,550</b>	<b>2,936</b>
<b>Radio</b>	<b>Total</b>	<b>1,209</b>	<b>1,316</b>	<b>1,391</b>	<b>1,468</b>	<b>1,558</b>	<b>1,470</b>	<b>1,517</b>	<b>1,576</b>	<b>1,585</b>	<b>1,600</b>
	National	271	323	352	379	408	376	409	442	454	477
	Local	938	993	1,039	1,089	1,149	1,094	1,108	1,134	1,131	1,123
<b>Internet</b>	<b>Total</b>	<b>364</b>	<b>562</b>	<b>900</b>	<b>1,241</b>	<b>1,602</b>	<b>1,822</b>	<b>2,232</b>	<b>2,674</b>	<b>3,086</b>	<b>3,525</b>
	Search	-	197	343	478	622	741	907	1,081	1,586	1,685
	Display	-	230	314	432	490	578	688	840	974	938
	Classifieds/Directories	-	124	223	305	460	467	587	576	249	286
	Mobile	-	-	-	-	-	-	-	81	160	443
	Video	-	-	-	9	12	20	37	73	92	146
	Video Gaming	-	-	-	-	-	3	2	10	13	10
	Email	-	11	20	17	18	13	11	13	12	17
<b>General Magazines</b>	<b>Total</b>	<b>647</b>	<b>665</b>	<b>682</b>	<b>718</b>	<b>692</b>	<b>590</b>	<b>606</b>	<b>593</b>	<b>573</b>	<b>558</b>
<b>Out-of-Home</b>	<b>Total</b>	<b>302</b>	<b>344</b>	<b>370</b>	<b>422</b>	<b>463</b>	<b>416</b>	<b>482</b>	<b>484</b>	<b>486</b>	<b>514</b>
<b>TOTAL ACTUALS</b>		<b>9,059</b>	<b>9,576</b>	<b>10,313</b>	<b>10,873</b>	<b>11,408</b>	<b>10,618</b>	<b>11,473</b>	<b>12,017</b>	<b>12,470</b>	<b>12,258</b>

## 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 | **Population:** Statistics Canada Mid-Year Population by Year.

**Note 1** - Indicated online revenue is not included in the totals for Reported Media 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. | **Online Note** - Effective 2013 a leading publisher began reporting its Online (i.e. desktop/laptop) revenues solely under the Online Search format, rather than across Online Directories and Online Display for 2012 and earlier. This has resulted in a substantial shift of reported 2013 revenues into the Online Search bucket and away from Online Directories primarily and Online Display. Therefore for trending purposes, 2012 revenues are also reclassified for all three formats in Total Canada. Note: reclassified 2012 revenues cannot be compared to 2011. **Mobile** is defined as tablet and smartphone revenues regardless of type of connection (wifi or cellular). Mobile revenue is comprised of multiple formats, such as display, search, video and others.