

Net Advertising Volume Canada INTERIM Report 2005-2014

Medium \$CAD (millions)		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	3,492
All Newspaper **	Total	3,676	3,839	3,875	3,880	3,429	3,491	3,427	3,550	2,936	2,590
Radio	Total	1,316	1,391	1,468	1,558	1,470	1,517	1,576	1,585	1,600	1,589
Internet	Total	562	900	1,241	1,602	1,822	2,232	2,674	3,086	3,419	3,793
General Magazines	Total	665	682	718	692	590	606	593	573	558	472
Out-of-Home	Total	344	370	422	463	416	482	484	486	514	521
TOTAL REPORTED MEDIA		9,576	10,313	10,873	11,408	10,618	11,473	12,017	12,470	12,152	12,052
**Daily Newspaper		2,659	2,745	2,722	2,670	2,216	2,316	2,216	2,261	1,909	1,630
**Community Newspaper		1,016	1,094	1,154	1,211	1,213	1,175	1,211	1,288	1,027	960
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
Yellow Pages	Total	1,068	1,102	1,093	1,072	890	930	890	908	767	654
Miscellaneous	Total	480	493	519	500	426	438	428	414	403	341
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	13,516	14,098	14,557	13,250	14,211	14,653	15,122	14,479	14,034

2014

Net Advertising Volume Canada

(\$million CAD)

Total Advertising (reported Media)

\$12,052

Sources:

Television: Linear revenue - CRTC; Online revenue - TVB | Daily & Community Newspaper: Newspapers Canada (*interim estimate*) | 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

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.

