

Net Advertising Volume Canada Report 2005-2015

Medium \$CAD (millions)	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
REPORTED MEDIA											
Television	3,014	3,241	3,299	3,393	3,104	3,391	3,683	3,608	3,537	3,529	3,370
All Newspaper **	3,676	3,839	3,875	3,880	3,429	3,491	3,427	3,550	2,936	2,590	2,305
Radio	1,316	1,391	1,468	1,558	1,470	1,517	1,576	1,585	1,600	1,589	1,576
Internet	562	900	1,241	1,602	1,822	2,232	2,674	3,085	3,418	3,793	4,604
General Magazines	665	510	548	626	533	519	496	497	486	470	434
Out-of-Home	344	370	422	463	416	482	484	486	514	521	542
TOTAL REPORTED MEDIA	9,576	10,142	10,705	11,348	10,584	11,433	11,944	12,418	12,106	12,077	12,399
**Daily Newspaper	2,659	2,745	2,722	2,670	2,216	2,316	2,216	2,261	1,909	1,630	1,424
**Community Newspaper	1,016	1,094	1,154	1,211	1,213	1,175	1,211	1,288	1,027	968	881

2015 Net Advertising Volume Canada

(\$million CAD)

Total Advertising (reported Media)
\$12,399

Sources:

TV: Linear revenue - Statistics Canada (2015); 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 not included in totals for Reported Media to avoid double counting with revenue reported by the IAB in Internet section. | Note 2 - Broadcast revenue is based on the broadcast calendar (Sep-Aug). All other figures are based on calendar year.

