

# Net Advertising Volume Canada Report 2007-2016

Medium   \$CAD (millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>REPORTED MEDIA</b>										
Television	3,299	3,393	3,104	3,391	3,682	3,614	3,537	3,511	3,345	3,327
Newspaper*	3,875	3,880	3,429	3,491	3,427	3,550	2,936	2,590	2,305	2,133
Radio	1,468	1,558	1,470	1,517	1,576	1,585	1,600	1,589	1,576	1,525
Internet	1,243	1,609	1,845	2,279	2,674	3,085	3,418	3,793	4,604	5,485
General Magazines	548	626	533	519	496	497	486	470	434	363
Out-of-Home	422	463	416	482	484	486	514	521	542	569
<b>TOTAL REPORTED MEDIA</b>	<b>10,705</b>	<b>11,348</b>	<b>10,584</b>	<b>11,433</b>	<b>11,944</b>	<b>12,418</b>	<b>12,106</b>	<b>12,077</b>	<b>12,399</b>	<b>12,992</b>
*Daily Newspaper	2,722	2,670	2,216	2,316	2,216	2,261	1,909	1,630	1,424	1,258
*Community Newspaper	1,154	1,211	1,213	1,175	1,211	1,288	1,027	960	881	874

## 2016 Net Advertising Volume Canada

(\$million CAD)

**Total Advertising (Reported Media)**  
\$12,992

### Sources:

**Television:** Linear revenue - Statistics Canada (2011-2016); CRTC (2010 and prior - see <http://www.crtc.gc.ca/eng/stats.htm>); **Online revenue:** thinktv estimate | **\*Daily & Community Newspaper:** News Media Canada | **Radio:** CRTC | **Internet:** IAB | **General Magazine:** Estimate of net revenue based on NMR data | **Outdoor:** Estimate of net revenue based on NMR data.

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.

