

NET ADVERTISING VOLUME

September 26, 2016

Canada - Millions of Dollars (CDN Currency)

Medium		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
REPORTED MEDIA											
Television	Total	3,241	3,299	3,393	3,104	3,391	3,683	3,608	3,537	3,529	3,370
	Conventional	2,335	2,326	2,345	2,084	2,262	2,344	2,230	2,117	2,143	1,988
	Specialty	882	948	1,027	1,001	1,113	1,233	1,263	1,297	1,244	1,232
	Infomercial	24	24	22	19	16					
	Online ¹	-	-	-	-	-	107	115	123	142	150
	Share of Reported Media ²	32.0%	30.8%	29.9%	29.3%	29.7%	30.8%	29.1%	29.2%	29.2%	27.2%
Daily Newspaper³	Total	2,745	2,722	2,670	2,216	2,316	2,216	2,261	1,909	1,630	1,424
	National	605	590	571	406	736	709	804	664	529	401
	Local	1,163	1,135	1,099	974	631	709	719	592	529	506
	Classified	867	846	819	650	462	335	289	249	175	119
	Inserts	-	-	-	-	273	217	207	173	159	155
	Online - Desktop/Laptop ¹	110	150	181	186	214	242	235	221	226	228
	Online - Mobile ¹	-	-	-	-	-	4	7	10	12	15
	Share of Reported Media ²	27.1%	25.4%	23.5%	20.9%	20.3%	18.6%	18.2%	15.8%	13.5%	11.5%
Community Newspaper	Total	1,094	1,154	1,211	1,213	1,175	1,211	1,288	1,027	960	881
	National	-	-	-	-	292	131	123	107	120	101
	Local	-	-	-	-	741	705	798	602	535	484
	Classified	-	-	-	-	110	113	106	83	72	68
	Inserts	-	-	-	-	-	219	226	204	198	188
	Online ¹	-	-	-	27	32	44	35	31	35	40
Share of Reported Media ²	na	na	na	na	na	10.2%	10.4%	8.5%	8.0%	7.1%	
All Newspaper^{1,3}	Grand Total	3,839	3,875	3,880	3,429	3,491	3,427	3,550	2,936	2,590	2,305
	Share of Reported Media ²	37.9%	36.2%	34.2%	32.4%	30.5%	28.7%	28.6%	24.3%	21.4%	18.6%
Radio	Total	1,391	1,468	1,558	1,470	1,517	1,576	1,585	1,600	1,589	1,576
	National	352	379	408	376	409	442	454	477	497	509
	Local	1,039	1,089	1,149	1,094	1,108	1,134	1,131	1,123	1,091	1,067
	Share of Reported Media	13.7%	13.7%	13.7%	13.9%	13.3%	13.2%	12.8%	13.2%	13.2%	12.7%
Internet	Total	901	1,243	1,609	1,845	2,279	2,674	3,085	3,418	3,793	4,604
	Search	343	478	622	741	907	1,081	1,586	1,802	2,052	2,512
	Display	314	432	490	578	688	840	974	1,091	1,274	1,554
	Mobile ⁴	1	2	7	23	47	81	160	427	903	1,620
	Video	-	9	12	20	37	73	92	208	266	358
	Classifieds/Directories	223	305	460	467	587	576	249	289	171	162
	Email	20	17	18	13	11	13	12	18	19	13
	Video Gaming	-	-	-	3	2	10	13	11	11	5
	Share of Reported Media ²	8.9%	11.6%	14.2%	17.4%	19.9%	22.4%	24.8%	28.2%	31.4%	37.1%
General Magazines	Total	510	548	626	533	519	496	497	486	470	434
	Share of Reported Media	5.0%	5.1%	5.5%	5.0%	4.5%	4.2%	4.0%	4.0%	3.9%	3.5%
Out-of-Home	Total	370	422	463	416	482	484	486	514	521	542
	Share of Reported Media	3.6%	3.9%	4.1%	3.9%	4.2%	4.1%	3.9%	4.2%	4.3%	4.4%
TOTAL REPORTED MEDIA		10,142	10,705	11,348	10,584	11,433	11,944	12,418	12,106	12,077	12,399

Sources:

Television: Linear revenue - Statistics Canada (2011-2015); CRTC (2010 and prior - see <http://www.crtc.gc.ca/eng/stats.htm>); 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 is not included in the totals for Reported Media or Total Estimated Advertising to avoid double counting 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 4** - 2013 restated 107Mil. due to retroactive respondent advice and shift of revenue to Search. While Mobile revenue is stated separately, as of 2013 it is also included in the ad types, but not double counted in 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.