

NET ADVERTISING VOLUME

December 11, 2018

Canada - Millions of Dollars (CDN Currency)

Medium No. 2008 2009 2010 2011 2012 2015 2016 2015 2016 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017 2017	Canada	- MIIIIIOII2 O	וטטו	Dollars (CDN Correlicy)									
Total 3,993 5,104 3,991 3,682 3,614 3,537 3,515 3,345 3,327 3,195 Conventional 2,345 2,084 2,262 2,344 2,230 2,117 2,143 1,988 1,993 1,804 Specially 1,027 1,001 1,113 1,235 1,263 1,279 1,244 1,252 1,253 1,255 Infomercial 22 1,99 16 1,000 1,113 1,235 1,000 1,000 1,000 1,000 Share of Reported Media 2,998 22,38 22,78 30,88 22,18 22,28 22,28 22,18 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28 22,28	Medium		2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	
Conventional 2,345 2,084 2,262 2,344 2,250 2,117 2,143 1,988 1,939 1,804 1,905 1,804 1,905 1,804 1,905 1,804 1,905 1,804 1,905 1,804 1,905 1,804 1,905 1,804 1,905 1,804 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905 1,905	REPORTED MEDIA												
Specially 1,027 1,001 1,113 1,235 1,263 1,297 1,244 1,232 1,253 1,253 1,253 1,253 1,253 1,254 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255 1,255	Television	Total	3,393	3,104	3,391	3,682	3,614	3,537	3,511	3,345	3,327	3,195	
Informerical 22		Conventional	2,345	2,084	2,262	2,344	2,230	2,117	2,143	1,988	1,939		
Online		' '	-			1,233	1,263	1,297	1,244	1,232	1,253	1,233	
Daily Newspaper Total 2,670 2,216 2,316 2,216 2,261 1,909 1,630 1,424 1,258 1,001			22	19									
Daily Newspaper			-	-									
National 571 406 736 709 804 664 529 401 332 214	Shar	re of Reported Media ²	29.9%	29.3%	29.7%	<i>30.8%</i>	29.1%	29.2%	29.1%	27.0%	25.9%	23.5%	
Classified 1,099 974 631 709 719 592 529 506 428 334 Classified 819 650 624 246 235 289 249 175 119 105 77 773 217 207 173 159 155 157 124 242 235 221 226 228 219 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 235 2	Daily Newspaper ³ Total		2,670	2,216	2,316	2,216	2,261	1,909	1,630	1,424	1,258	1,001	
Classified 819 650 462 335 289 249 175 119 105 77	,	National	571	406	736	709	804	664	529	401	332	214	
Inserts		Local	1,099	974	631	709	719	592	529	506	428	334	
Online - Desktop/Laptop) 181 186 214 242 235 221 226 228 219 235		Classified	819	650	462	335	289	249	175	119	105	77	
Online - Mobile National Na		Inserts	-	-	273	217	207	173	159	155	157	124	
Community Newspaper	On	line - Desktop/Laptop) 1	181	186	214	242	235	221	226	228	219	235	
Community Newspaper		Online - Mobile 1	-	-	-	4	7	10	12	15	17	16	
National - 292 131 123 107 120 101 75 57	Shar	re of Reported Media ²	23.5%	20.9%	20.3%	18.6%	18.2%	15.8%	13.5%	11.5%	9.8%	7.4%	
National - 292 131 123 107 120 101 75 57	Community Newspaper Total		1.211	1.213	1.175	1.211	1.288	1.027	960	881	874	776	
Local - - 741 705 798 602 535 484 507 440 Classified - - 110 113 116 83 72 68 65 58 Inserts - - 219 226 204 198 188 186 177 Online - 27 32 44 35 31 35 40 39 45 Mobile - 32 32 44 35 31 35 40 39 45 Mobile - 38 34 35 31 35 40 39 45 Mobile - 38 34 35 31 35 40 39 45 Mobile - 38 34 35 31 35 40 39 45 Mobile - 38 34 35 34 35 34 35 34 35 34 Mobile - 38 34 34 34 34 34 34 Mewspaper 1-3	•		-,	-,		•	•	•					
Classified - - 110 113 106 83 72 68 65 58 1serts - - 219 226 204 198 188 186 177 Online - 27 32 44 35 31 35 40 39 45 Mobile - - 1 - - - - - - -			-	_									
Inserts		Classified	-	-	110	113	106	83	72	68	65		
Mobile Share of Reported Media Share of Reported Media Na Na Na Na Na Na Na		Inserts	-	-	-	219	226	204	198	188	186	177	
All Newspaper 1.3 Grand Total 3,880 3,429 3,491 3,427 3,550 2,936 2,590 2,305 2,133 1,777 Share of Reported Media 2 34.2% 32.4% 30.5% 28.7% 28.6% 24.3% 21.4% 18.6% 16.6% 13.1% Radio Total 1,558 1,470 1,517 1,576 1,585 1,600 1,589 1,576 1,525 1,495 National 408 376 409 442 454 477 497 509 515 517 Local 1,149 1,094 1,108 1,134 1,131 1,123 1,091 1,067 1,010 978 Share of Reported Media 13.7% 13.9% 13.3% 13.2% 13.2% 13.2% 13.2% 12.7% 11.8% 11.0% Internet Total 1,609 1,845 2,279 2,674 3,085 3,418 3,793 4,604 5,485 6,771 Search 622 741 907 1,081 1,586 1,802 2,052 2,512 2,920 3,364 Display 490 578 688 840 974 1,091 1,274 1,554 1,911 2,322 Mobile 4 7 23 47 81 160 427 903 1,620 2,542 3,489 Video 12 20 37 73 92 208 266 358 481 928 Classifieds/Directories 460 467 587 576 249 289 171 162 167 145 Email 18 13 11 13 12 18 19 13 6 12 18 19 13 6 12 18 Share of Reported Media 2 14.2% 17.4% 19.9% 22.4% 24.8% 28.2% 31.4% 37.1% 42.6% 49.8% General Magazines Total 5 626 533 519 496 497 486 470 434 243 17.5 Share of Reported Media 5.5% 5.0% 4.5% 4.2% 4.0% 4.0% 3.9% 3.5% 3.5% 1.9% 1.3% 004-64-64-64-64-64-64-64-64-64-64-64-64-64		Online 1	-	27	32	44	35	31	35	40	39	45	
All Newspaper ^{1,3} Grand Total 3,880 3,429 3,491 3,427 3,550 2,936 2,590 2,305 2,133 1,777 Share of Reported Media ² 34.2% 32.4% 30.5% 28.7% 28.6% 24.3% 21.4% 18.6% 16.6% 13.1% Radio Total 1,558 1,470 1,517 1,576 1,585 1,600 1,589 1,576 1,525 1,495		Mobile									1		
Radio	Shar	re of Reported Media ²	na	na	na	10.1%	10.4%	8.5%	8.0%	7.1%	6.8%	5.7%	
Radio	All Newspaper 1,3	Grand Total	3,880	3,429	3,491	3,427	3,550	2,936	2,590	2,305	2,133	1,777	
National 408 376 409 442 454 477 497 509 515 517 Local 1,149 1,094 1,108 1,134 1,131 1,123 1,091 1,067 1,010 978 Share of Reported Media 13.7% 13.9% 13.3% 13.2% 12.8% 13.2% 13.2% 13.2% 12.7% 11.8% 11.0% Internet	Shar	re of Reported Media ²	34.2%	32.4%	30.5%	28.7%	28.6%	24.3%	21.4%	18.6%	16.6%	<i>13.1%</i>	
Local 1,149 1,094 1,108 1,134 1,131 1,123 1,091 1,067 1,010 978 Share of Reported Media 13.7% 13.9% 13.3% 13.2% 12.8% 13.2% 13.2% 13.2% 12.7% 11.8% 11.0% Internet	Radio	Total	1,558	1,470	1,517	1,576	1,585	1,600	1,589	1,576	1,525	1,495	
Share of Reported Media 13.7% 13.9% 13.3% 13.2% 12.8% 13.2% 13.2% 12.7% 11.8% 11.0%		National	408	376	409	442	454	477	497	509	515	517	
Total 1,609 1,845 2,279 2,674 3,085 3,418 3,793 4,604 5,485 6,771		Local	1,149	1,094	1,108	1,134	1,131	1,123	1,091	1,067	1,010	978	
Search 622 741 907 1,081 1,586 1,802 2,052 2,512 2,920 3,364	Sh	are of Reported Media	13.7%	13.9%	13.3%	13.2%	12.8%	13.2%	13.2%	12.7%	11.8%	11.0%	
Display 490 578 688 840 974 1,091 1,274 1,554 1,911 2,322	Internet	Total	1,609	1,845	2,279	2,674	3,085	3,418	3,793	4,604	5,485	6,771	
Mobile 4 7 23 47 81 160 427 903 1,620 2,542 3,489 Video 12 20 37 73 92 208 266 358 481 928 Classifieds/Directories 460 467 587 576 249 289 171 162 167 145 Email 18 13 11 13 12 18 19 13 6 12 Video Gaming - 3 2 10 13 11 11 5 nr nr nr Share of Reported Media 2 17.4% 19.9% 22.4% 24.8% 28.2% 31.4% 37.1% 42.6% 49.8% General Magazines Total 626 533 519 496 497 486 470 434 243 175 Share of Reported Media 5.5% 5.0% 4.5% 4.2% 4.0%		Search	622	741	907	1,081	1,586	1,802	2,052	2,512	2,920	3,364	
Video 12 20 37 73 92 208 266 358 481 928		Display	490	578	688	840	974	1,091	1,274	1,554	1,911	2,322	
Classifieds/Directories 460 467 587 576 249 289 171 162 167 145 Email 18 13 11 13 12 18 19 13 6 12 Video Gaming - 3 2 10 13 11 11 5 nr nr Share of Reported Media 2 14.2% 17.4% 19.9% 22.4% 24.8% 28.2% 31.4% 37.1% 42.6% 49.8% General Magazines Total 5 626 533 519 496 497 486 470 434 243 175 Share of Reported Media 5.5% 5.0% 4.5% 4.2% 4.0% 4.0% 3.9% 3.5% 1.9% 1.3% Out-of-Home Total 463 416 482 484 486 514 521 542 569 624 Share of Reported Media 4.1% 3.9% 4.2% 4.1% 3.9% 4.2% 4.3% 4.4% 4.4% 4.6%		Mobile ⁴	7	23	47	81	160	427	903	1,620	2,542	3,489	
Email 18 13 11 13 12 18 19 13 6 12 18 19 13 6 12 18 19 13 6 12 18 19 13 6 12 18 19 13 10 13 11 11 10 10 10		Video	12	20	37	73	92	208	266	358	481	928	
$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$		Classifieds/Directories	460	467	587	576	249	289	171	162	167	145	
Share of Reported Media 2 14.2% 17.4% 19.9% 22.4% 24.8% 28.2% 31.4% 37.1% 42.6% 49.8% General Magazines Total 5 626 533 519 496 497 486 470 434 243 175 Share of Reported Media 5.5% 5.0% 4.5% 4.2% 4.0% 4.0% 3.9% 3.5% 1.9% 1.3% Out-of-Home Total 463 416 482 484 486 514 521 542 569 624 Share of Reported Media 4.1% 3.9% 4.2% 4.1% 3.9% 4.2% 4.3% 4.4% 4.4% 4.6%		Email	18			13	12	18	19		6	12	
General Magazines Total 5 626 533 519 496 497 486 470 434 243 175 Share of Reported Media 5.5% 5.0% 4.5% 4.2% 4.0% 4.0% 3.9% 3.5% 1.9% 1.3% Out-of-Home Total 463 416 482 484 486 514 521 542 569 624 Share of Reported Media 4.1% 3.9% 4.2% 4.1% 3.9% 4.2% 4.3% 4.4% 4.6%		<u> </u>	-										
Share of Reported Media 5.5% 5.0% 4.5% 4.2% 4.0% 4.0% 3.9% 3.5% 1.9% 1.3% Out-of-Home Total 463 416 482 484 486 514 521 542 569 624 Share of Reported Media 4.1% 3.9% 4.2% 4.1% 3.9% 4.2% 4.3% 4.4% 4.4% 4.6%	Shai	re of Reported Media ²	14.2%	17.4%	19.9%	22.4%	24.8%	28.2%	31.4%	<i>37.1%</i>	42.6%	49.8%	
Out-of-Home Total 463 416 482 484 486 514 521 542 569 624 Share of Reported Media 4.1% 3.9% 4.2% 4.1% 3.9% 4.2% 4.3% 4.4% 4.4% 4.6%	General Magazines Total 5		626	533	519	496	497	486	470	434	243	175	
Share of Reported Media 4.1% 3.9% 4.2% 4.1% 3.9% 4.2% 4.3% 4.4% 4.4% 4.6%	Sh	are of Reported Media	5.5%	5.0%	4.5%	4.2%	4.0%	4.0%	3.9%	3.5%	1.9%	1.3%	
<u> </u>	Out-of-Home	Total	463	416	482	484	486	514	521	542	569	624	
TOTAL REPORTED MEDIA 11,348 10,584 11,433 11,944 12,418 12,106 12,077 12,399 12,871 13,584	Sh	are of Reported Media	4.1%	3.9%	4.2%	4.1%	3.9%	4.2%	4.3%	4.4%	4.4%	4.6%	
	TOTAL REPORTED	MEDIA	11,348	10,584	11,433	11,944	12,418	12,106	12,077	12,399	12,871	13,584	

Sources:

Television: Linear revenue - Statistics Canada (2011-2017); 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: Magazines Canada (2012 and prior); Ad Dynamics (2013-2017); | Outdoor: Estimate of net revenue based on Ad Dynamics 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 5 - 2016 restated due to change in methodology | 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.