



Advertising in Canada

- Factsheet -

- According to Statistics Canada, operating revenues for the advertising and related services industry reached nearly \$6.7 billion in 2008, the last time the survey was conducted. This represents an increase of one billion dollars since 2006. ⁱ
- Member agencies and subsidiaries of The Institute of Communication Agencies (ICA), the professional business association which represents Canada's communication and advertising agencies, account for over 75% of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. ⁱⁱ
- From 2000 to 2009 the share of net advertising dollars put towards internet-based applications (search, display, classifieds/directories, email, video and video gaming) jumped from 1.3% to 17.2%. ⁱⁱⁱ
- During the same nine-year period, the share of net advertising dollars for newspapers dropped by almost half, from 33.4% to 19.2% while the share of net advertising spending for television, radio, magazine and out-of-home remained relatively unchanged. ^{iv}
- As of 2008, 71,525 people were employed in the advertising industry in Canada; of those 38,010 were female, 33,515 male. ^v
- Canada's own Much Music holds the Guinness Book of World Records for the world's shortest TV commercial. The promotional spot is half a frame (one field) and lasts for 1/60 of a second. Twelve different versions of the commercial were produced and aired for the first time on January 2, 2002. ^{vi}
- Ethnic media in Canada are represented by more than 389 different media outlets. Across Canada there are at least 100 different languages spoken in the home. ^{vii}

ⁱ Statistics Canada - <http://www.statcan.gc.ca/pub/63-257-x/2008001/6100107-eng.htm> and <http://www.statcan.gc.ca/pub/63-257-x/2010001/part-partie1-eng.htm>

ⁱⁱ ICA Canada

ⁱⁱⁱ Television Bureau of Canada - http://www.tvb.ca/page_files/xls/NAV2009YTD.xls

^{iv} Television Bureau of Canada - http://www.tvb.ca/page_files/xls/NAV2009YTD.xls

^v Statistics Canada, Annual Survey of Advertising and Related Services, 2008

^{vi} <http://www.guinnessworldrecords.com/Search/Details/Shortest-TV-commercial/93214.htm>

^{vii} CMDC Media Digest - http://cmdc.ca/pdf/MediaDigest_1010.pdf