

NET ADVERTISING VOLUME

June 8, 2010

Canada - Millions of Dollars (CDN Currency)

Medium		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
REPORTED ACTUALS											
Television	Total	2,450	2,553	2,593	2,827	2,964	3,014	3,241	3,299	3,393	3,102
	National Spot	1,200	1,209	1,201	1,312	1,310	1,302	1,309	1,338	1,303	1,158
	Local Spot	428	418	386	389	383	385	393	407	400	356
	Network	425	469	480	503	544	538	633	581	641	570
	Specialty	381	438	509	607	708	769	882	948	1,026	1,000
	Infomercial	17	20	18	17	18	19	24	24	22	19
	Share of Reported Media	35.5%	36.4%	36.1%	36.9%	36.6%	35.2%	35.2%	33.9%	33.3%	na
Daily Newspaper	Total	2,581	2,501	2,510	2,529	2,611	2,659	2,635	2,572	2,489	2,030
	National	592	574	576	580	599	610	605	590	571	466
	Local	1,139	1,104	1,108	1,116	1,152	1,174	1,163	1,135	1,099	896
	Classified	849	823	826	832	859	875	867	846	819	668
	Share of Reported Media	37.4%	35.7%	34.9%	33.0%	32.2%	31.1%	28.6%	26.5%	24.4%	na
Radio	Total	1,001	1,048	1,080	1,171	1,209	1,316	1,390	1,468	1,558	1,469
	National	231	237	235	271	271	323	352	379	408	376
	Local	771	811	845	900	938	993	1,038	1,089	1,149	1,093
	Share of Reported Media	14.5%	15.0%	15.0%	15.3%	14.9%	15.4%	15.1%	15.1%	15.3%	na
Internet	Total	98	86	176	237	364	562	900	1,241	1,602	TBD
	Search	-	-	-	-	-	-	343	478	602	
	Display	-	-	-	-	-	-	314	432	490	
	Classifieds/Directories	-	-	-	-	-	-	223	305	480	
	Email	-	-	-	-	-	-	20	17	18	
	Video	-	-	-	-	-	-	na	9	12	
	Share of Reported Media	1.4%	1.2%	2.4%	3.1%	4.5%	6.6%	9.8%	12.8%	15.7%	na
General Magazines	Total	514	541	558	610	647	665	682	718	692	590
	Share of Reported Media	7.4%	7.7%	7.8%	8.0%	8.0%	7.8%	7.4%	7.4%	6.8%	na
Out-of-Home	Total	263	281	273	284	302	344	370	422	463	416
	Share of Reported Media	3.8%	4.0%	3.8%	3.7%	3.7%	4.0%	4.0%	4.3%	4.5%	na
TOTAL ACTUALS		6,907	7,010	7,191	7,658	8,097	8,560	9,218	9,719	10,196	na
UNREPORTED ESTIMATES											
Catalogue/Direct Mail	Total	1,255	1,264	1,285	1,383	1,490	1,532	1,608	1,639	1,661	TBD
	Share of Estimated Media	36.4%	36.3%	36.3%	36.7%	37.5%	37.4%	37.6%	37.6%	37.6%	na
Yellow Pages	Total	1,029	1,046	1,060	1,121	1,168	1,208	1,256	1,280	1,298	TBD
	Share of Estimated Media	29.8%	30.0%	30.0%	29.8%	29.4%	29.5%	29.4%	29.4%	29.4%	na
Miscellaneous	Total	1,165	1,177	1,192	1,261	1,314	1,359	1,413	1,440	1,460	TBD
	Share of Estimated Media	33.8%	33.7%	33.7%	33.5%	33.1%	33.2%	33.0%	33.0%	33.0%	na
TOTAL ESTIMATES		3,449	3,487	3,537	3,765	3,973	4,099	4,278	4,360	4,420	na
TOTAL ESTIMATED ADVERTISING		10,356	10,497	10,728	11,424	12,070	12,659	13,496	14,079	14,616	na
	National	5,376	5,519	5,719	6,238	6,705	7,122	7,838	8,352	8,859	na
	Local	4,980	4,978	5,008	5,186	5,365	5,536	5,657	5,727	5,757	na
Total Television		2,450	2,553	2,593	2,827	2,964	3,014	3,241	3,299	3,393	na
Total Advertising		10,356	10,497	10,728	11,424	12,070	12,659	13,496	14,079	14,616	na
TV Share of Total Advertising (%)		23.7%	24.3%	24.2%	24.7%	24.6%	23.8%	24.0%	23.4%	23.2%	na
Population (Millions)		30.7	31.0	31.4	31.7	31.9	32.2	32.6	32.9	33.3	33.7
Per Capita Television Advertising		80	82	83	89	93	93	99	100	102	na
Per Capita Total Advertising		337	338	342	361	378	393	414	428	439	na

Sources:

Television: CRTC; **Daily Newspaper:** CNA for Total, estimates for breakdown; **Radio:** CRTC; **General Magazine:** Magazines Canada; **Outdoor:** Estimate of net revenue based on NMR data; **Direct Mail:** Canada Post; **Internet:** IAB; **Yellow Pages:** Estimate based on last report by TeleDirect (1999); **Miscellaneous:** includes estimates for Community Newspaper, Trade & Other Print; **Population:** Statistics Canada Mid-Year Population by Year. **Note:** Some figures may differ from previous charts due to updating. From 1991 forward, the source for all broadcast figures has been changed from Statistics Canada to CRTC. TVB has used internal estimates to correctly reflect the breakdown of Network and Spot revenue. Figures in red represent industry estimates. Broadcast revenue is based on the broadcast calendar ie. Sep.1st - Aug.31st. All other figures are based on revenue for the indicated calendar year.