

In Canada, Digital Claims Over 30% of Ad Spend

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Digital ad spending nears C\$4 billion

Digital ad spending now accounts for more than three in 10 dollars advertisers in Canada spend on paid media, according to eMarketer's latest estimates of ad spending around the world. We estimate that digital ad spending is approaching C\$4 billion (\$3.74 billion) this year, up from C\$3.53 billion (nearly \$3.3 billion) in 2013, and makes up 31.3% of all spending in the country.

Digital* vs. Total Media** Ad Spending in Canada, 2013-2018

billions of C\$ and % of total

	2013	2014	2015	2016	2017	2018
Digital* ad spending	C\$3.53	C\$3.98	C\$4.58	C\$5.04	C\$5.49	C\$5.93
Total** ad spending	C\$12.54	C\$12.73	C\$13.36	C\$13.79	C\$14.21	C\$14.65
Digital % of total	28.1%	31.3%	34.3%	36.6%	38.6%	40.5%

Note: *includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets in all formats; **includes digital, magazines, newspapers, outdoor, radio and TV
Source: eMarketer, Dec 2014

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By 2018, we estimate, 40.5% of all paid media spending in Canada will occur on digital channels, including all ads served to any internet-connected device. That year, digital spending will approach C\$6 billion (\$5.54 billion).

A growing share of that total will occur on mobile channels, where spending is expected to hit C\$952.5 million (\$890.2 million) this year.

Digital ad spending is already well ahead of spending on TV commercials in Canada, which will fall this year slightly to C\$3.30 billion (\$3.08 billion), and hover under C\$3.5 billion (\$3.27 billion) throughout our forecast period. Spending on print channels will continue to decline, dropping from C\$3.09 billion (\$2.89 billion) this year to C\$2.68 billion (\$2.50 billion) by 2018.

Total Media Ad Spending in Canada, by Media, 2013-2018

billions of C\$

	2013	2014	2015	2016	2017	2018
Digital	C\$3.53	C\$3.98	C\$4.58	C\$5.04	C\$5.49	C\$5.93
—Mobile	C\$0.44	C\$0.95	C\$1.57	C\$2.44	C\$3.17	C\$4.05
TV*	C\$3.36	C\$3.30	C\$3.36	C\$3.41	C\$3.45	C\$3.48
Print	C\$3.34	C\$3.09	C\$2.98	C\$2.85	C\$2.75	C\$2.68
—Newspapers*	C\$2.67	C\$2.43	C\$2.34	C\$2.22	C\$2.13	C\$2.07
—Magazines*	C\$0.67	C\$0.66	C\$0.65	C\$0.63	C\$0.62	C\$0.61
Radio*	C\$1.61	C\$1.62	C\$1.65	C\$1.66	C\$1.68	C\$1.70
Outdoor	C\$0.70	C\$0.74	C\$0.79	C\$0.82	C\$0.84	C\$0.86
Total	C\$12.54	C\$12.73	C\$13.36	C\$13.79	C\$14.21	C\$14.65

Note: numbers may not add up to total due to rounding; *excludes digital
Source: eMarketer, Dec 2014

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Radio and outdoor ads provide more of a bright spot, with both expected to grow throughout the forecast period—albeit more slowly than digital or mobile spending.

eMarketer bases all of its forecasts on a multipronged approach that focuses on both worldwide and local trends in the economy, technology and population, along with company-, product-, country- and demographic-specific trends, and trends in specific consumer behaviors. We analyze quantitative and qualitative data from a variety of research firms, government agencies, media outlets and company reports, weighting each piece of information based on methodology and soundness.

In addition, every element of each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular re-evaluation of each forecast means those assumptions and framework are constantly updated to reflect new market developments and other trends.

About eMarketer's Interactive Guide to Worldwide Ad Spending

eMarketer's latest worldwide ad spending forecast is accompanied by an interactive tool that provides open access to data on traditional, digital and mobile ad spending in 22 countries. Explore the dynamics of the global advertising landscape and compare and contrast which countries are projected to make the fastest switch to digital, and which are staying the course with traditional outlets.

You can view the visualization tool here: emarketer.com/adspendtool