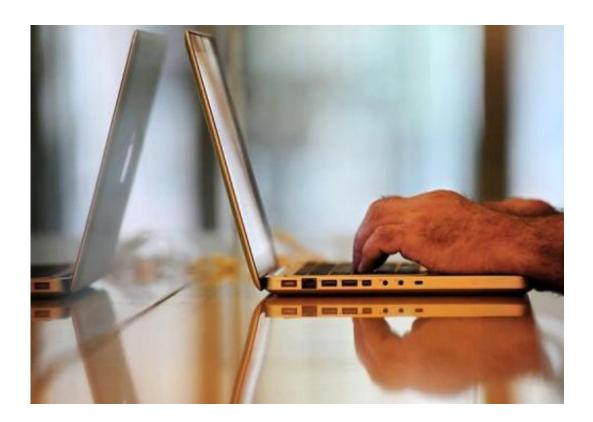


Online ad revenue exceeds print in Canada: study

August 3 2011



Online advertising revenues have surpassed those of newspapers in Canada and are expected to grow further in the coming years, according to a study published Tuesday.

Online advertising revenues have surpassed those of newspapers in Canada and are expected to grow further in the coming years, according to a study published Tuesday.



The Interactive Advertising Bureau of Canada (IAB) said online ad revenues exceeded expectations to rise by 23 percent to Can\$2.23 billion (\$2.32 billion) in 2010, making them second only to television in terms of media ad revenue.

IAB President Paula Gignac called the rise a "watershed moment for the digital community in Canada," adding that the future looks "extremely positive" considering the rise of mobile and interactive advertising.

Advertising revenues for print media grew a mere four percent to reach Can\$2.1 billion in 2010, while television revenues grew 9 percent to reach Can\$3.4 billion, according to the report.

Search advertising continues to lead, accounting for Can\$907 million, or 41 percent, of online revenue, followed by display advertising -- such as banners and ads on websites (31 percent) -- and interactive ads (26 percent), according to the report, which cited figures from a major industry group.

Online video advertising grew by 85 percent from 2009 to 2010, while email <u>advertising</u> declined, but both account for a small percentage of overall digital ad revenues, the study said.

In Canada, the Internet accounts for 15.9 percent of all media advertising revenue, a higher percentage than in the United States (15.4 percent) or France (15.6 percent) but lower than Britain, Germany and Scandinavian countries, where it accounts for 28.7 percent.

(c) 2011 AFP

Citation: Online ad revenue exceeds print in Canada: study (2011, August 3) retrieved 19 April 2024 from https://phys.org/news/2011-08-online-ad-revenue-canada.html



This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.