

IAB Canada 2016 Actual + 2017 Estimated Canadian Internet Advertising Revenue Survey

DETAILED REPORT



An Industry Survey conducted by EY
Sponsored by the Interactive Advertising Bureau
of Canada

Published: June 29, 2017



IAB Canada celebrates its 20th anniversary in 2017. The industry has come a long way in the past two decades. From its promising debut with a display banner on a desktop, to today's rich, refined and immersive offerings, digital advertising continues to deliver on innovation, efficiencies and enhanced opportunities for brands to connect with consumers.

With growth comes responsibility and 2017 has seen tremendous movement in the areas of promoting supply chain transparency and brand safety. IAB Canada members are responding positively to the global anti-fraud program from our TAG partners while IAB Tech Lab continues to deliver groundbreaking technical solutions like ads.txt to combat domain spoofing and new ad standards to discourage ad blocking. These efforts and many more are solutions designed to help insure that marketers have full confidence as they continue to shift investments towards digital media.

IAB Canada is proud of its active community of over 250 members who are leaning in with passion and commitment to driving responsible growth of this dynamic industry.

We look forward to helping drive the Canadian Digital Media industry forward through our continued focus on solutions-based thought leadership.

Sincerely,

A handwritten signature in blue ink, appearing to read 'S. Carreno'.

Sonia Carreno
President, IAB Canada

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A. Executive Summary

2016 Full-Year Highlights and 2017 Forecast

Internet Ad Revenue continues its sharp growth in 2016 with a 19% increase to \$5.5 billion.

Canadian Internet advertising revenue reached almost \$5.5 billion in 2016 (\$5.484 bil.), up 19% from \$4.6 billion in 2015. This continued the remarkable growth reported in the 2015 survey and represents almost \$900 million over last year. Furthermore, the Internet increased its revenue lead to +72% over Television's \$3.192 billion in 2016, from +43% last year.

"As Canadian Internet Ad Revenue maintains its rapid year-over-year growth trend, IAB Canada continues to deliver on its commitment to provide the industry with actionable solutions designed to establish and promote a secure supply chain. IAB Canada's number one priority in 2017 is to coordinate with global initiatives to combat fraud, improve brand safety and accountability measures".

- Sonia Carreno, President, IAB Canada

Mobile continues to drive the Internet's expansion, surging 57% to \$2.5 billion, now almost 1-in-2 of all Internet ad dollars.

Mobile (including Tablets) drove overall 2016 revenue growth again this year, rising to over 2.5 billion revenue (\$2.542 bil.), up from \$1.6 billion in 2015. With a stunning 57% growth rate, Mobile now accounts for 46% or almost 1-in-2 digital ad revenue dollars, way up from 1-in-3 in 2015 (35%). Online desktop/laptop, which still represents a slight majority of Internet ad revenue at 54%, shrank 1% to \$2.9 billion (2.942 billion).

The Mobile Ratio is growing at Desktop's expense within each of the 3 main Internet ad formats – rising to 56% of Display (versus 44% for Online), 47% of Streaming Video and 42% of Search.

"The strong growth in mobile results seen in IAB Canada's Annual Internet Advertising Revenue Report are indicative of the central role that mobile will continue to play in the coming years. Canadians are increasingly turning to their smartphones for their everyday tasks and smart marketers are focusing in on mobile as a critically important channel."

- Eric Morris, Director, Search Advertising, Google | Chairman of the Board of Directors at IAB Canada

The 5 largest reporting revenue earners generated almost all of the Internet growth in 2016, demonstrating that the greatest gains are accruing to the largest digital ad sellers.

2016 Revenue by Advertising Vehicle/Format: Search and Display, up 16% / 23%, are the basis for overall 2016 Internet revenue expansion. Streaming Video grows 34%, faster than any other ad format; steeper U.S. growth suggests even more upside potential for Video in Canada. The Mobile versus Online desk/laptop ratio is highest in Display at 56% vs 44%.

The top two Internet formats of Search and Display collectively represented \$4.8 billion in 2016 -- up from 4.1 billion in 2015. This is almost 90% of total 2016 Internet revenue in Canada (88%); adding Video takes it to 97%. With +16% and 23% growth respectively, Search and Display are the two key formats behind the overall 19% Internet revenue expansion in 2016, assisted by Streaming Video's much faster +34% trajectory, growing to \$481 million. Streaming Video's share of Total Internet revenue again rose by 1 share point to 9% in 2016. Steeper growth and share in the U.S. point to more upside potential for Video here in Canada.

Search and Display also represented 90% of Mobile revenues in 2016, with video accounting for virtually all the rest (9%). Growth in Display and Video's combined share of Mobile to 51% in 2016, compressed Search's share of Mobile to 48% from 54% the year before.

"Search engine marketing continues to be the workhorse of digital advertising. Not only does it match ads to a user's intent to generate sales and leads, this year we're seeing more Canadian marketers use search to build their brands."

- Jay Aber, President, The Aber Group Inc.

French Language Internet advertising revenue grew by 13%, less quickly than Total Canada, to reach \$900 million in 2016. French language is estimated to represent 16% of total Canada ad revenue in 2016.

Respondents to IAB Canada's 2016-17 Survey have forecasted that Internet Ad Revenues will grow 13% by the end of 2017, rising to \$6.197 billion in Total Canada. This forecast includes a return to comparable growth in French language ad revenues of 15%, projected to increase to \$1.036 billion. Cautionary note: This forecast is an aggregate of budgets submitted by survey respondents in the 1st and

2nd quarters of 2016. As such, it may be superseded by later marketplace developments that make it more or less certain of being achieved, or possibly even surpassed.

French language Display and Search are also the principal drivers behind French Canada revenue growth in 2016, rising by 11% and 12% respectively over 2015. Only Video grew faster, +42% in French Canada.

2017 Revenue Forecast: Up +13% to hit \$6.2 billion, with French Canada crossing \$1 Billion mark.

NEW - Preliminary Programmatic revenues account for 40% of total Non-Search Internet revenues in 2016; Open Auction share exceeds Programmatic Direct 56% vs 44%

**Caution: May be subject to significant change in the next revenue report in the event that one or more major earners not reporting in 2016 choose to report in 2017.*

Revenue by Advertising Product Category: Top 3 - Retail, Auto, Financial

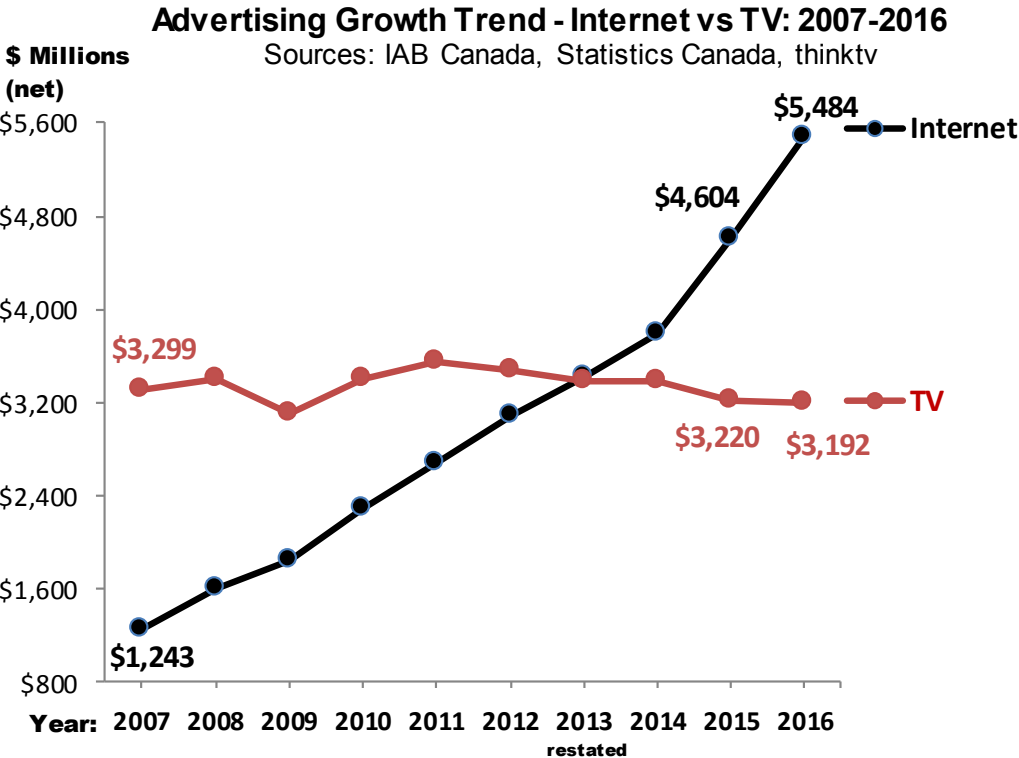
The Top-3 Advertiser Categories - led by Retail (16%) - generated almost 40% of 2016 Internet ad revenue, based on reporting revenue earners. The other two are Auto (12%) and Financial (10%).

"Companies in the financial services category manage risk on a day-to-day basis to protect their customers. As we continue to embrace the digital channel to align with consumer behaviours, it is critical that the IAB and the digital industry continues to build momentum around programs that combat fraud and improve brand safety. Eliminating risks for marketers will pave the way for continued investments in digital."

- Monika Federau, SVP & Chief Strategy Officer, Intact Financial Corporation

B. Internet Advertising Revenue Findings - Detailed

Growing Internet Revenue growth paralleled by positive industry steps addressing advertisers' growing demand for standardized measurement, supply chain transparency and brand safety priorities.



“As consumers continue to migrate toward digital media consumption, the industry is investing heavily in cross-platform solutions that will help advertisers leverage the explosive growth in multi-screen usage. Targeting and measurement capabilities are becoming much more sophisticated and attribution modelling is a major focus for advertisers who understand that each medium plays a significant role in driving campaign results.”

-Sonia Carreno, President, IAB Canada.

2016 Canadian Internet Revenue: Total Canada, French Language

2016 Internet Ad Revenue grows sharply by 19% to \$5.5 billion. Mobile continues to drive the Internet's expansion, surging 57% to \$2.5 billion.

Canadian Internet advertising revenue reached almost \$5.5 billion in 2016 (\$5.484 bil.), up 19% from 4.6 billion in 2015. This continued the remarkable growth reported in the 2015 survey and represents almost \$900 million over last year. The Top-5 reporting revenue earners generated almost all of the Internet growth in 2016, reflecting the dominance of leading ad sellers over revenue expansion.

Mobile (including Tablets) drove overall 2016 revenue growth again this year, rising 3-times as quickly to over \$2.5 billion revenue (\$2.542 bil.), up from \$1.6 billion in 2015.

Total 2016 Internet Advertising Revenue (net)			
Millions (CAN\$)	Actual 2015	Actual 2016	% growth
Online (desk/laptop)	2,984	2,942	-1%
Mobile (+Tablet)	1,620	2,542	57%
Total Internet	4,604	5,484	19%

Rounded; excl agency com'n; Mobile incl Tablets & Msg, excl prod'n

Mobile's share of Internet revenues is now almost 1-in-2 advertising dollars (46%), up from 1-in-3 in 2015 (35%).

With a stunning 57% growth rate, Mobile now accounts for 46% or almost 1-in-2 digital ad revenue dollars, way up from 1-in-3 in 2015 (35%). Online desktop/laptop, which still represents a slight majority of Internet ad revenue at 54%, shrank 1% to \$2.9 billion (2.942 billion).

Share of Total 2016 Internet Ad Revenue: Online vs Mobile				
Millions (CAN\$)	Actual 2015	% share	Actual 2016	% share
Online (desk/laptop)	2,984	65%	2,942	54%
Mobile (+Tablet)	1,620	35%	2,542	46%
Total Internet	4,604	100%	5,484	100%

Rounded; excl agency com'n; Mobile includes Tablets & multiple formats

"As smartphones become the primary device for more and more Canadians, it's critical that marketers respond to this mobile shift. These are all-purpose devices for Canadians - from watching videos to banking to shopping, it's the place we turn for an ever-increasing number of everyday tasks."

- Eric Morris, Director, Search Advertising, Google | Chairman of the Board of Directors at IAB Canada

French language Internet revenue grew more slowly at +13%, reaching \$900 Million. Its share of Total Canada revenue is 16% in 2016.

French Language Internet advertising revenue grew by 13%, less quickly than Total Canada (+19%), to reach \$900 million in 2016. French language represents 16% of total Canada revenue in 2016, down one point from 17% last year (which may be an artifact of the difficulty some major survey participants have tracking French language ad revenues).

French Canada: 2016 Internet Advertising Revenue			
Millions (CAN\$)	Actual	Actual	%
	2015	2016	growth
Total Internet: French	\$794	\$900	13%
Share (Fre/Total)	17%	16%	

Rounded; excl agency com'n; Mobile incl Tablets & Msg, excl prod'n
 French Online/Mobile split unavailable (some major earners don't track it).

2017 Canadian Internet Revenue Forecast

Total Internet Ad Revenue Projected to rise by over \$700 million to \$6.2 Billion in 2017, up by 13%, with French Canada exceeding \$1 Billion by then (+15%).

Respondents to IAB Canada's 2016-17 Survey have forecasted that Internet Ad Revenues will grow 13% by the end of 2017, rising to \$6.197 billion in Total Canada. This forecast includes a return to comparable growth in French language ad revenues of 15%, projected to increase to \$1.036 billion, regaining its 17% share of Total Canada revenue.

Cautionary note: This forecast is an aggregate of projections submitted by survey respondents in the 1st and 2nd quarters of 2016. As such, it may be superseded by later marketplace developments, that make it more or less certain of being achieved, or surpassed.

Projected 2017 Total INTERNET Ad Revenue (net)			
Millions (CAN\$)	Actual	Forecast	%
	2016	2017	growth
Total Canada	\$5,484	\$6,197	13%
French Canada	\$900	\$1,036	15%
Share (Fre/Total)	0.16	0.17	

INTERNET=Online+Mobile; Mobile incl. Tablet+Messaging. Rounded.

Total and French Language Advertising Revenues: Ten Year Trend 2007-2016

Canadian Internet Advertising Revenues have continued growing at double-digit rates each year over the past decade, even after surpassing \$1 billion in 2007, \$2 billion in 2010, \$3 billion in 2012 and exceeding \$5 billion in 2016. The trajectory steepened in 2015 and 2016.

Online (desk/laptop-only) still accounts for a slight majority of Total Internet ad revenue (54% share), shrinking -1% in 2016, as Mobile (+Tablets) continued its upward momentum (+57% growth). French language revenue has grown at similar rates to Total Canada over the years, but was outpaced in 2014, 2015 and 2016, per trending below. Note: the latter may be an artifact of the increasing difficulty some major survey participants have tracking French language ad revenues.

TEN YEAR GROWTH Trend of Actual INTERNET Ad Revenues: Online + Mobile 2007-2016 (net)										
	2007	2008	2009	2010	2011	2012	2013*	2014	2015	2016
TOTAL INTERNET							restated			
Total Canada: Millions (\$)	\$1,243	\$1,609	\$1,845	\$2,279	\$2,674	\$3,085	\$3,418	\$3,793	\$4,604	\$5,484
% growth/yr	38%	29%	15%	24%	17%	15%	11%	11%	21%	19%
French Cda: Millions (\$)	--	--	--	--	--	--	\$650	\$679	\$794	\$900
% growth/yr	--	--	--	--	--	--	--	4%	17%	13%
ONLINE										
Total Canada: Millions (\$)	\$1,241	\$1,602	\$1,822	\$2,232	\$2,593	\$2,925	\$2,991	\$2,890	\$2,984	\$2,942
% growth/yr	38%	29%	14%	23%	16%	13%	2%	-3%	3%	-1%
French Cda: Millions (\$)	\$260	\$317	\$352	\$428	\$490	\$559	\$578	\$526	na	na
% growth/yr	38%	22%	11%	22%	14%	14%	3%	-9%	na	na
MOBILE										
Total Canada: Millions (\$)	\$2	\$7	\$23	\$47	\$81	\$160	\$427	\$903	\$1,620	\$2,542
% growth/yr	137%	182%	248%	105%	74%	97%	167%	111%	79%	57%
French Cda: Millions (\$)	--	--	--	--	--	--	\$72	\$153	na	na
% growth/yr	--	--	--	--	--	--	--	113%	na	na

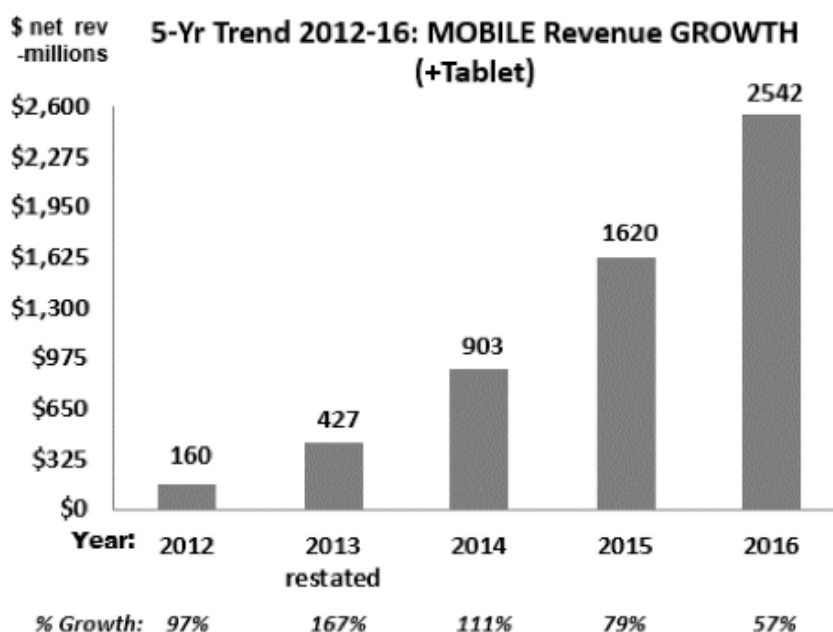
INTERNET = Online + Mobile; Mobile includes Tablets. Revenues exclude agency commission.

French Online/Mobile not reported separately from 2015 on, as some major earners do not track this data/unable to respond.

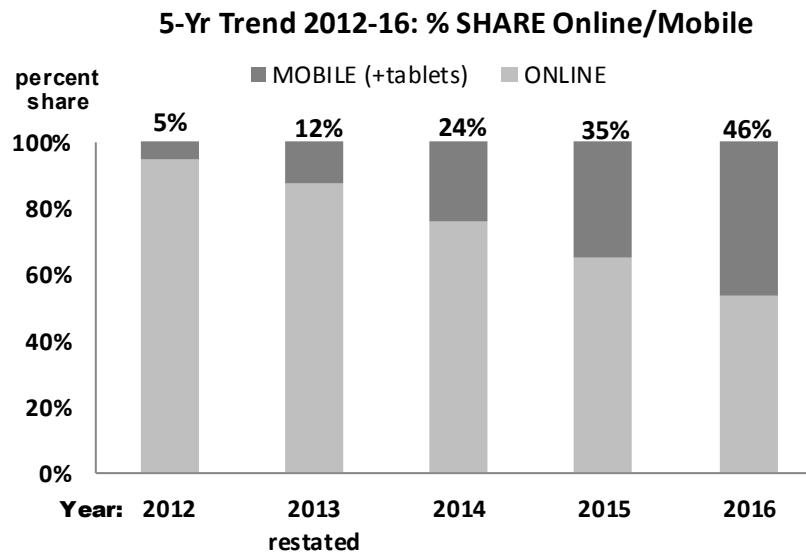
* 2013 restated to reflect 107 million reduction per retroactive advice by a major survey participant.

Growing 3X as fast as the overall Internet in 2016, Mobile continues to drive the expansion of Canada's Internet advertising revenues.

Ongoing rapid Mobile ad revenue growth is driven by the integral role of smartphones (especially) and less so by tablets in consumers' lives. This is exemplified by the predominance of mobile devices in social media consumption and the migration by users from one screen to another and/or simultaneous multi-screen use, at different times of the day.



The impact of this high annual growth rate is behind Mobile's dramatically rising share of total Canadian Internet ad revenue, as shown below:



NEW - Revenue Growth by Size of Survey Respondent reflects dominance of leading ad sellers

The 5 largest responses to this survey generated almost all of the growth in Canadian Internet Ad Revenues in 2016 and the previous two years, as compared to the Next Largest 15 survey responses. The Top 20 Earners represented a stable 91% of total Internet revenues in 2016.

Annual % Rev Change - 'Top-5' vs "Next-15' Largest Responses: 2013-16				
year over year...	2013	2014	2015	2016
	<u>/2012</u>	<u>/2013</u>	<u>/2014</u>	<u>/2015</u>
Top 20 Survey Responses	Actual	Actual	Actual	Actual
	% change	% change	% change	% change
Largest 5 Responses	21%	11%	26%	22%
Next Largest #6-20	7%	-3%	-2%	1%
	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Top-20: % Total Revenue	89%	90%	90%	91%

"This year we discovered a "momentum factor" in that the entities reporting the highest revenues were also the ones leading the charge in growth. This may be a reflection of the ability for the larger entities to more readily invest towards innovation."

- Sonia Carreno, President, IAB Canada

Revenue and Growth Trends by Advertising Vehicle/Format

Search & Display again accounted for most of the Internet's growth in 2016 (+16%, +23%); Video grew fastest at +34% over 2015.

Total INTERNET Revenue & Percent Growth by Ad Vehicle: 2015-2016 (net)						
Ad Vehicles: (CAN\$) (incl Desk/laptop + Mobile)	Total Canada			French Canada		
	2015 \$ (millions)	2016 \$ (millions)	% change	2015 \$ (millions)	2016 \$ (millions)	% change
Search	2,512	2,920	16%	433	482	11%
Display	1,554	1,911	23%	275	309	12%
Classified/Directories	162	167	3%	19	17	-10%
Video	358	481	34%	64	91	42%
Email	13	6	-55%	2	1	-57%
VideoGaming	5	nr	--	0	nr	--
Total INTERNET	4,604	5,484	19%	794	900	13%

Video = Pre, Mid, Post-Roll in Videoplayer environment (excludes companion ads or In-Banner); #s rounded.
 French revenue splits by format unavailable (some major earners do not track it, therefore unable to report).
 nr = not reported

The top two Internet formats of Search and Display collectively represented \$4.8 billion in 2016 -- up from 4.1 billion in 2015 - which is almost 90% of total 2016 Internet revenue in Canada (88%). With +16% and +23% growth respectively, these formats are the basis for the overall +19% Internet revenue expansion in 2016.

Streaming Video's +34% growth to \$481 million continues to outpace Search and Display in 2016; steeper U.S. Video performance suggests even further upside in Canada.

French Language revenue growth for Search and Display paralleled overall French language growth, led again by Streaming Video.

"Digital Video's growth trend is a clear indication of consumer behaviours shifting to cross-platforms. The industry continues to ready itself to take on the scale, while establishing measurement tools that will help deliver great user experiences in the form of ads that are delivered to the right audience, at the right time, on the screen of choice."

- Michka Mancini, VP, Digital & Emerging Media Sales

Revenue Growth by Internet Ad Vehicle (Format) over Past Five Years: 2012-16

The changes in actual dollars earned by Publishers, Ad Networks and Exchanges/SSPs for Search, Display, Video and other Internet ad formats over time, are shown in the table below.

Note that for 2012, all format revenues shown are based on Online (desk/laptop) only, while 2013 (restated) and 2014 revenues onward include Online plus Mobile +Tablet revenues. 2013 revenues by format are not trendable back to 2012.

Five Year Trend of INTERNET Ad Revenue Growth by Ad Vehicle: 2012-2016									
Ad Vehicles: (CAN\$)	2012	2013**	%	2014	%	2015	%	2016	%
	\$ (millions)	\$ (millions)	change	\$ (millions)	change	\$ (millions)	change	\$ (millions)	change
*base:	Online	Internet	<i>restated</i>	Internet		Internet		Internet	
Search	1586	1802	na	2052	14%	2512	22%	2920	16%
Display	974	1091	na	1274	17%	1554	22%	1911	23%
Classif/Directories***	249	289	na	171	-41%	162	-5%	167	3%
Video	92	208	na	266	28%	358	35%	481	34%
Email	12	18	na	19	8%	13	-31%	6	-55%
VideoGaming	13	11	na	11	8%	5	-56%	nr	--
= Subtotal: Online-only	2925	--	--	--	--	--	--	--	--
INTERNET (incl Mobile)	3085	3418	11%	3793	11%	4604	21%	5484	19%

* Base: 2012 format revenues based on desk/laptop only; 2013 onward based on desk/laptop and Mobile/Tablets.

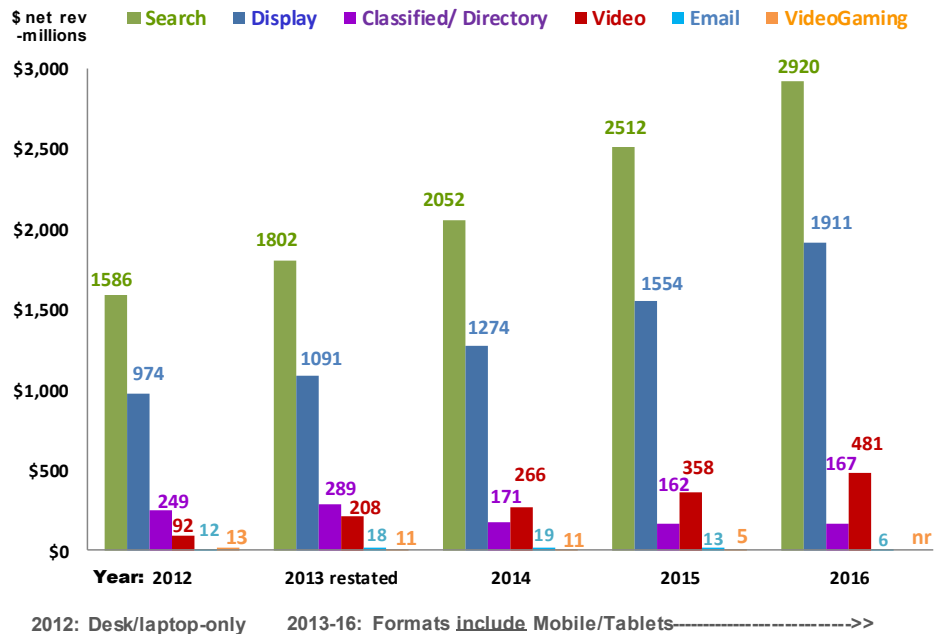
** 2013 Internet total restated by \$107 mil. to reflect retroactive survey respondent change (was \$3,525)

** 2013 standard format revenues projected up from Online-only base (PC) to reflect Internet base (including Mobile + Tablets)

*** Class/Direct. adj down in 2012 to trend vs 2013, as 2013 revenues shifted to Search per major corp. reporting chg; 2011 not trendable.

*** Class/Dir. decline in 2014 caused by significant \$100million+ reduction in reported revenues by one survey participant

5-Year Trend 2012-16: Total INTERNET Ad Revenue Growth By Type of Vehicle



The changes in ad revenue by Ad Vehicle over the past five years can also be expressed as a columnar chart, as seen to the right:

Share of Total & French Revenue by Advertising Vehicle (Format): 2012-16

Search & Display shares combined dominate almost 90% of Total 2016 Internet ad revenue; adding Video takes this to 97% of total.

The changes in percent shares of Total Internet ad revenues earned by Search, Display, and the other Ad Vehicles (formats) over time are shown below for Total and French Canada, including the very gradual share growth of Display and Video in Total Canada over the five years 2012-16.

Note that in 2012 all individual format revenues are based on Online (desk/laptop) only. 2013 revenues (restated) are adjusted upward from a desk/laptop-only revenue base, to reflect the inclusion of Mobile (+Tablets) for comparability with 2014 and later formats, which were redefined to include both sets of devices. The doubling of streaming Video's share to 6% in 2013 is due to the inclusion of Mobile. (Note: 2013 format revenues are not trendable back to 2012).

Share of Total INTERNET Revenue By Advertising Vehicle: 5-year Trend 2012-16									
Ad Vehicles: (CAN\$)	2012	2013 *restated		2014		2015		2016	
	% TOTAL revenue	% TOTAL revenue	FRENCH % Total rev	% TOTAL revenue	FRENCH % Total rev	% TOTAL revenue	FRENCH % Total rev	% TOTAL revenue	FRENCH % Total rev
base:	Online	Internet	Internet	Internet	Internet	Internet	Internet	Internet	Internet
Search	51%	53%	11%	54%	11%	55%	9%	53%	9%
Display	32%	32%	6%	34%	5%	34%	6%	35%	6%
Classifieds/ Directories**	8%	8%	2%	5%	1%	4%	0%	3%	0%
Video	3%	6%	1%	7%	1%	8%	1%	9%	2%
Email	0%	1%	0%	1%	0%	0%	0%	0%	0%
VideoGaming	0%	0%	0%	0%	0%	0%	0%	nr	--
= Subtotal: Online-only	95%	--	--	--	--	--	--	--	--
INTERNET (incl Mobile)	100%	100%	19%	100%	18%	100%	17%	100%	16%

Base: 2012 format revenues = desk/laptop only; 2013 onward format revenues = desk/laptop+Mobile/Tablets.

* 2013 Internet total and selected formats restated to reflect a significant retroactive survey participant change

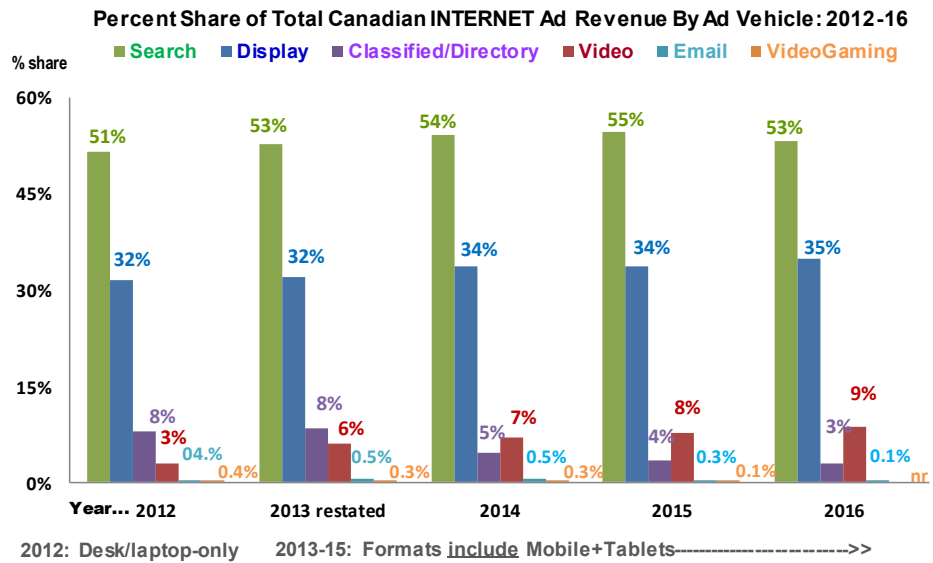
* 2013 standard format revenues projected up from Online-only base (PC) to reflect Internet base (+Mbl)

NOTE: % rounded; Video = Pre, Mid, Post-Roll in Videoplayer environment (excludes companion ads or In-Banner).

** Class/Dir. adjusted in 2012 to trend vs 2013 -revenues were shifted to Search per 2013 corp. reporting chgs.

** Class/Dir. decline in 2014 caused by significant \$100mil+ reduction in reported revenues by one survey participant

The change in share of total Internet ad revenue by Ad Vehicle over the past five years can also be expressed as a chart:



*Native Content is reported under display

“Publishers continue to innovate their product offerings to accommodate a growing demand for customized, native content placements. We see this as a tremendous opportunity and expect to see continued growth in this area over the next 12-18 months.”

- Andrew Saunders, Chief Revenue Officer, The Globe and Mail

Mobile (+Tablet) Ad Revenues by Format

Search and Display also represented 90% of Mobile revenues in 2016, with video accounting for virtually all the rest (9%). Growth in Display and Video's combined Mobile share to 51% in 2016, compressed Search's share of Mobile to 48% from 54% the year before. This due to the former's faster growth of +69% and +114% respectively, vs 41% for Search in 2016.

MOBILE Advertising Revenue by Ad Vehicle: 2014-16 (net)							Revenue
Mobile (+Tablet) Total Canada							% Chge
Ad Vehicles (CAN\$)	2014	% Total Mbl	2015	% Total Mbl	2016	% Total Mbl	2015/14
	\$ (millions)	revenue	\$ (millions)	revenue	\$ (millions)	revenue	
Mobile Search	556	62%	873	54%	1,230	48%	41%
Mobile Display*	341	38%	631	39%	1065	42%	69%
Mobile Video	--	--	106	7%	227	9%	114%
Display+Video*	341	38%	737	45%	1292	51%	
Mobile - Other**	6	1%	10	1%	20	1%	109%
Total MOBILE	903	100%	1,620	100%	2,542	100%	57%

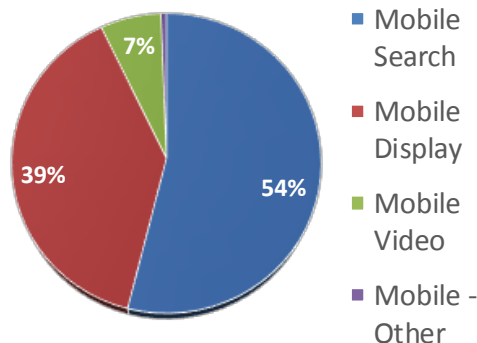
* Mobile Display for 2014-only includes streaming Video

Rounded to nearest whole integer.

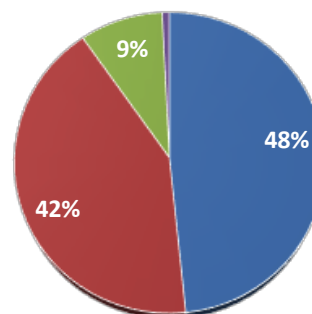
**Mobile-Other = Performance + Messaging;

The change in share of total Mobile ad revenue by Ad Vehicle over the past two years can also be shown as a pie chart:

**Mobile Percent Share by Format:
2015**



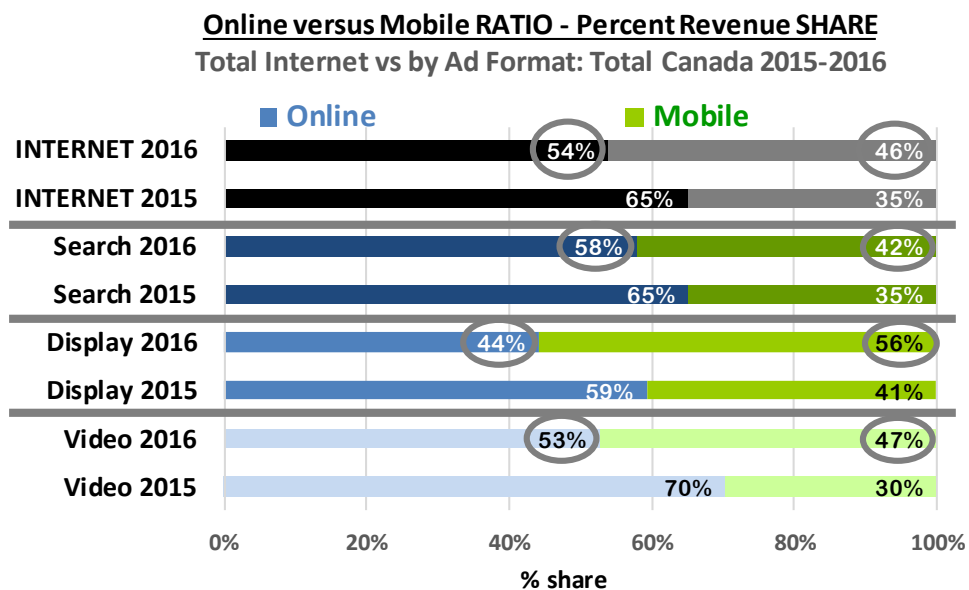
**Mobile Percent Share by Format:
2016**



Ratio of Mobile to Online by Ad Vehicle/Format

Just as Mobile has grown to 46% of Total Internet revenue - relative to Online's 54% (desk/laptop) - the Ratio of Mobile revenues is also rising within each of the 3 main Internet formats.

The 2016 Mobile revenue ratio is highest in Display at 56% vs 44% for Online desk/laptop. This is followed by the 47% Mobile/53% Online composition of Streaming Video revenue. Search revenue is made up of 42% Mobile and 58% Online in 2016.



New - Preliminary 2016 Snapshot of Programmatic Revenues

Programmatic revenues account for 40% of total 2016 Non-Search; Open Auction share exceeds Programmatic Direct 56% vs 44%.

Programmatic Ad Revenue: Open Auction + Progr. Direct: 2016					
	Open Auction \$ (millions)	Programmatic Direct \$ (millions)	Total Programmatic \$ (millions)	Total Non-Search \$ (millions)	Percent Non-Srch %
Total	584	453	1,037	2,564	40%
Ratio	56%	44%	100%		

Private Auction: Overview = Unreserved Inventory, Auction Pricing, One-all Participation

Programmatic Direct - Private Auction (Invitation Only) + Preferred Deals + Automated Guaranteed

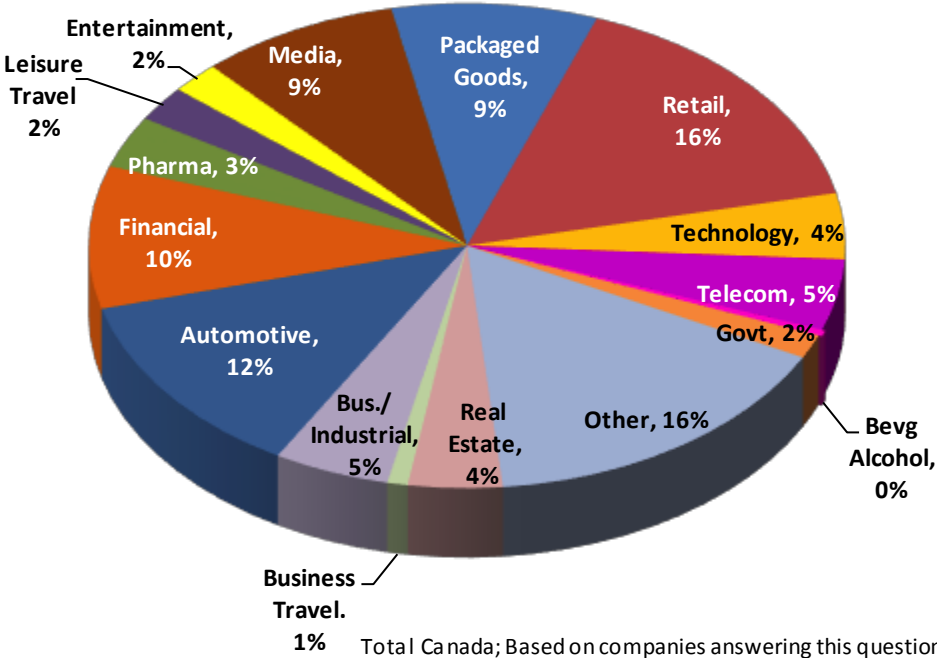
**Caution: May be subject to significant change in the next revenue report in the event that one or more major earners not reporting in 2016 choose to report in 2017.*

Percent of Internet Revenue by Advertising Category: Total Canada 2015-16

The Top-3 of 15 Advertiser Categories - led by Retail (16%) - generated almost 40% of 2016 Internet ad revenue, based on reporting revenue earners. The other leading two are Auto (12%) and Financial (10%).

The percent distribution of total Canadian Internet Advertising Revenue by major product/service category for 2016 is graphically expressed in the following pie chart:

% Canadian INTERNET Ad Revenues by Major Product Category: 2016



“Automotive’s continued investment in digital reflects the efficiencies offered by the scale and flexibility available through the channel. The category actively leverages online media data that increasingly shows significant benefits not only to brand awareness, but also to the dealer network in Canada.”

- Andrew A Schiavetti, Digital Strategy Group Manager, Ford Canada

C. APPENDIX: Background, Survey Scope and Methodology

Background: About IAB Canada's 2015-16 Canadian Internet Advertising Revenue Report

First commissioned in 1998 by the Interactive Advertising Bureau of Canada (IAB), this marks the 19th consecutive year that Canadian Internet Advertising Revenues are being reported.

The results of IAB Canada's Annual Canadian Internet (Online & Mobile) Advertising Revenue Surveys are widely considered the most accurate measurement of Interactive advertising revenues for Canada. The data is compiled directly from information supplied by Publishers who sell advertising on Canadian Websites, Online/Mobile Ad Networks and Exchanges who sell advertising on both the Canadian and U.S. Websites they represent to reach Canadians, leading Mobile Carriers, Mobile Aggregators/Marketing companies and Publishers offering Mobile advertising solutions (including Mobile Search advertising).

IAB Canada retains EY LLP to conduct the revenue studies. Results of individual respondent submissions are held in strict confidence by EY and are released in aggregate form only.

It should be noted that EY LLP does not formally audit the information supplied by participants in their Survey responses, and provides no opinion with respect to the information submitted.

The technical summary that follows in this appendix contains basic Survey Methodology and the Definitions of the various Online/Mobile Advertising Vehicles (ad formats, programmatic transaction types), and Advertiser product/service categories reported on.

Martin Lundie
Canadian Media and Technology Leader
Ernst & Young LLP

Survey Scope & Methodology

The Canadian Internet Advertising Revenue Report is a big part of IAB Canada's ongoing mission to provide an accurate barometer of Digital advertising growth in Canada.

IAB Canada has retained EY LLP to jointly establish, maintain and continuously update comprehensive Survey standards for measuring the growth of Online and Mobile advertising revenues in Canada.

To achieve and sustain industry-wide acceptance, key aspects of IAB Canada's Annual Canadian Internet Advertising Revenue Surveys include:

- Making the Survey as inclusive as possible, encompassing direct data results from Canadian Internet Publishers who sell advertising on Canadian Websites, Online/Mobile Ad Networks and Exchanges/SSPs who sell advertising on both the Canadian and U.S. Websites they represent to reach Canadians, leading Mobile Carriers, Mobile Aggregators, Mobile Marketing companies and Publishers offering Mobile advertising solutions (including Mobile Search advertising).
- Ensuring and maintaining a confidential process, both in terms of methodology, and in terms of releasing only aggregate data; and,
- Analyzing historical data from within the Survey, to identify broader trends over time.

Survey Methodology

EY LLP and IAB Canada work jointly to:

- Compile a database of potential revenue earners to survey annually, in relation to Online and Mobile advertising revenues, in both the Total and French Canada markets;
- Conduct an annual quantitative, web-served (i.e. online) Survey with the above industry players; note that Publisher surveys previous to 2013 were conducted through the mail (Canada Post)
- Acquire supplemental data through the use of publicly-disclosed information.
- Request and compile several specific data items from digital media vendors
- These include total annual Gross commissionable Advertising Revenue if applicable, and total annual Net Advertising Revenue.
- The Netting-down procedure: Net Revenue is calculated by subtracting the following from the Gross figure: (a) Agency commissions if any, (b) Publisher Revenues derived from Ad Networks and Exchanges/SSPs (c) Ad Network/ Exchange/SSP Revenues derived from other Ad Networks and Exchanges/SSPs, (d) Mobile Carrier fees (as applicable). In other words, media advertising sellers are requested to report net revenues earned only from direct sales transactions between themselves and the advertisers and/or the advertisers' media agencies and/or the latter's Trading desks/DSPs. This is to help ensure no double-counting of ad revenues occurs.
- Annual Net Internet Revenues are requested to be broken down by Advertising Vehicle (i.e. Display, Search, Classified, Video etc) along with a percentage breakdown for each Vehicle based on English and French Canada. Annual Net Mobile (+Tablet) Revenues are also requested separately, to be broken down by Advertising Vehicle and by programmatic transactions.

- Percentage breakdown of Annual Net Revenues is also requested across sixteen (16) different Advertiser product/service categories that sum back to 100% of the Net Revenue reported by respondents answering this question; examples include Automotive, Financial, Technology, etc.
- Identify incomplete responses from actual respondent returns and apply a conservative revenue estimate for missing answers.
- Identify non-participating revenue earners, and apply a conservative revenue estimate for these companies, based on available public sources.
- Report the aggregate findings of the Survey, and report key trends within the Survey responses.

Confidentiality Procedure

All the information submitted by respondents within IAB Canada's annual Canadian Internet Advertising Revenue Surveys is completely confidential, due to the "double-blind" data collection methodology that is rigorously employed by IAB Canada and EY LLP.

IAB Canada's role is simply to ...

- A. Identify industry participants who sell Internet advertising;
- B. Assign a unique, non-identifying, anonymous, alpha-numeric code to potential Survey participants;
- C. Send out Survey invitations by email to these potential participants, including (i) a non-traceable generic link to access the survey and (ii) a confidential anonymous code that is unique to each media seller, in order to log-in to the survey.
- D. Report on the results of the Survey, as tabulated and reported in aggregate by EY LLP.

Double-Blind Methodology

1. Internet Publishers/Ad Networks/Exchanges-SSPs/Mobile aggregators etc to be surveyed are derived from IAB Canada Member lists, from comScore's AdFocus list (a list of Web properties selling digital advertising in Canada) and from members of the IAB Revenue Methodology Committee.
2. Each Internet Publisher/Ad Network/Exchange-SSP/Mobile aggregator etc selected for surveying is assigned a unique alpha-numeric code that only the IAB Canada President and Research Director are aware of, and sent a Survey invitation by email, containing a non-traceable generic link to the survey and unique alpha-numeric codes for each participant to log-in.
3. Once completed by a respondent, the secure online survey platform automatically sends notification of this to EY LLP and IAB Canada (no data). The data from each completed survey is aggregated in the online survey system database, with access restricted to Martin Lundie, of EY.
4. Once all the Surveys are in, the responses are averaged and extrapolated by segment - by EY only - to the total Canadian Internet advertising market. NOTE: Respondent data cannot be traced back to its origin.
5. Aggregated Canadian market totals are sent to the IAB Canada President and Research Director for verification, and then presented to the IAB Canada Board for final approval. The

IAB Board confirms that the Survey methodology is sound and the tabulations are correct, and votes to approve the publication of the Revenue Survey numbers.

6. Report detailing final Survey actuals and respondents' estimated next year's Canadian Internet Advertising Revenues (for both English and French markets) is created. The Report also includes estimates of percent revenues by Advertising Vehicle (i.e. Display, Search, Mobile, Video, Classifieds, etc.), device (Online vs Mobile), programmatic transaction type and by Advertiser Category (Automotive, Financial, Technology, etc.).

Industry Survey and Report Guidance Provided to IAB Canada

Internet Revenue Methodology Committee

This specially-convened annual member committee, representing a cross-section of Canada's leading Internet ad revenue earners (as defined earlier in this document), as well as selected ad agencies with trading desks, was created to recommend and oversee updates to IAB Canada's Annual Canadian Internet Advertising Revenue Survey distribution lists and questionnaire design, when/as needed, in response to changing conditions within the Canadian Internet advertising marketplace.

Detailed Definitions of Advertising Vehicles (Formats), Programmatic Transaction Types and Categories: 2016-17

Section A: **Revised!!** 2016-17 Definitions of INTERNET Advertising Vehicles (Formats)

Section B: 2016-17 Definitions of MOBILE (+TABLET) Advertising Vehicles (Formats)

Section C: **New!!** 2016-17 Definitions of Programmatic Transaction Types

Section D: 2016-17 Definitions of Leading Industry Categories

Detailed Definitions:

SECTION A – Definitions of INTERNET Advertising Vehicles/Formats: 2016-17

Includes revenue from ALL Devices (i.e. Desktop/laptop Computer, Mobile and Tablets

EXCLUDES Production, eCommerce

Introduction:

This survey is meant only for companies involved in the SELLING/supply-side of the Internet media advertising space business.

What We Mean By “NET Revenue”:

To ensure there is NO duplication of reported ad revenues between Publishers, Ad Networks or Exchanges/SSPs (SSP = supply-side platforms), ONLY report revenues that you earned from DIRECT SALES of your own advertising inventory or inventory you sold on behalf of a 3rd party. These consist of DIRECT TRANSACTIONS between your company and the ADVERTISERS themselves and/or their Media AGENCIES and/or their TRADING DESKS/DSPs. REPORT 100% of any DIRECT SALES revenue you earn. Do NOT subtract the cost-of-sale; i.e. revenues you paid back to an original (3rd party) vendor for selling their inventory”. (Contact Steve Rosenblum, Research, with questions: rosenblum@iabcanada.com).

The INTERNET Advertising Formats:

Standard/Rich Media Display Advertising (CPM, CPE* only) – Advertiser pays an Internet Publisher or Ad Network/Exchange for space to display the following:

(a) **Revised!!** STANDARD - hyper linked text, banner, big-box, skyscraper, button, or other basic unit (can animate, contain Flash **or utilize HTML5**), on one or more of the Publishers Web pages.

(b) **Revised!!** RICH MEDIA - hyper linked banner, bigbox, skyscraper, expanding or floating ad, etc., that contains user interaction functionality of various types (including the ability to fill out forms, play games, mouse-over areas for more info, etc.) and/or Video or XML content (e.g. In-Banner Video executions), as opposed to solely animation. All IAB Rising Stars ad formats are considered Rich Media; so are Interstitials (i.e. full/partial-page server-push ads appearing in the transition between two pages of content) or overlays (appearing over top of the page). Digital audio ads that appear before, during or after streaming audio content, **as well as video ads unaccompanied by other video content (i.e. Out-stream – in the page feed, not in videoplayer)** are also considered rich media.

Not included: Video Pre, Mid, Post-roll etc (i.e. In-Stream Video) in a Video-player environment should be entered in the Digital In-Stream Video section - NOT Rich Media.

Sponsorship / Contest / Advertorial Advertising (Flat Fee) – An Advertiser sponsors part or all of a targeted Internet Publisher Website, usually existing content (e.g., entire Website, site area, an event, etc.). Sponsorships may contain a Display advertising component (e.g. banners, pre-roll, etc), but are usually negotiated on a flat fee basis. Contests/Advertorials are custom branded sponsorships created for the Advertiser, and often contain listing fees, as well as net contest/microsite creation revenue.

Direct Response / Lead Generation Performance Advertising (CPC, CPA*, CPLed only) – Fees Advertisers pay to Internet Publishers that refer qualified purchase inquiries/potential customers (e.g., auto dealers which pay a fee in exchange for receiving a qualified purchase inquiry over the Internet) or provide consumer information (demographic, contact, behavioral), where the consumer opts into being contacted by a marketer (email, postal, telephone, fax). These processes are priced on a performance basis (e.g., cost-per-action, cost-per-lead or cost-per-inquiry), and can include user applications for service (e.g., applying for credit card, mortgage or insurance), surveys, contests or registrations. * Note: CPA = Cost per action/acquisition

NOTE - In final report: Display = Standard/Rich Media Display, Sponsorship + Direct Response (sum of all the above).

Digital In-Stream Video Advertising (CPM, CPV* only) – Pre-, Mid-, Post-Roll TV-like advertisements that may appear as Video commercials or before, during, and/or after a variety of content, or on a Standalone basis, in an actual Video-player environment ONLY, including but not limited to streaming Video, animation, gaming, and music Video content. Video overlays contained within the video-player are also categorized as digital video ads. This definition includes Digital Video commercials that appear in live, archived and downloadable / streaming content. NOTE: DO NOT include companion ad revenue or In-Banner ad revenue, unless your Digital Video package is sold in such a way that you cannot separate the revenue (i.e. please DO NOT record companion ad revenue in both Video & Display). DO NOT include revenue from Video within in-banner executions (i.e. not in a player) in this category, as it is covered in the Standard/Rich Media Display Advertising section above.

* Note: CPV = Cost per View

Videogaming / Advergaming Advertising – This can range from an Advertiser buying all the ad units around a game or a “Sponsored by” link, to creating a custom branded game experience.

Search Advertising – Fees advertisers pay Internet Publishers to list and/or link their company site/domain name to a specific search word or phrase via paid listings or contextual search.

Search categories include:

- *Paid listings* – Text links appear at the top, bottom or side of search engine’s results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link.
- *Contextual search* – Text and image ads appear in an article on a Publisher’s site, based on the context of the content. Marketers only pay when the link is clicked.

Note: EXCLUDES SEO (search engine optimization) techniques, that can be used to make a website 'search engine friendly', in order to improve the site's ranking in search engine results pages (SERPs).

E-mail – Banner ads, links or advertiser sponsorships that appear in Internet Publisher's e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications. Includes all types of electronic mail (e.g., basic text or HTML-enabled).

Classifieds / Auctions – Revenues that Internet Publishers receive to list specific advertiser products or services (e.g. Internet job boards and employment listings, real estate listings, automotive listings, personals listings, business to business, auction-based listings and merchandise). NOTE: please DO NOT include e-commerce revenue.

Directories – Revenues that Internet Publishers receive to list specific advertiser products or services on city sites, yellow or white pages, etc.

NOTE - In final report: Classifieds / Directories = Classifieds / Auctions + Directories (summed).

SECTION B - Definitions of MOBILE Platform Advertising Vehicles/Formats: 2016-17

NOTE – INCLUDES Mobile + Tablets; EXCLUDES Computers (desktop/laptop),

EXCLUDES any Production or eCommerce

Introduction: This survey is meant only for companies involved in the SELLING/supply-side of the Internet media advertising space business.

Definition of Mobile:

Advertising tailored to and delivered through wireless mobile devices such as smartphones (e.g. iPhone, Android, Blackberry), feature phones (i.e. lower-end mobile phones capable of accessing mobile content), and tablets (e.g. iPad, Samsung Galaxy Tab). Typically taking the form of static or rich media display ads, text messaging ads, search ads, or audio/video spots, such advertising generally appears within mobile websites (i.e. websites optimized for viewing on mobile devices), *adaptive or responsive sites (i.e. which adjust correctly to fit the screen of the device it's being served on)*, mobile apps (i.e. applications for Smartphones or Tablet devices running iOS, Android, Windows Mobile or other operating systems), text messaging services (i.e. SMS, MMS) or within mobile search results (i.e., 416 listings, directories, mobile-optimized search engines).

What we mean by "NET Revenues":

To ensure there is NO duplication of reported revenues, ONLY report Mobile (+Tablet) ad revenues that you earned from DIRECT SALES of your own advertising inventory or inventory you sold on behalf of a 3rd party; i.e. ACTUAL Insertion Orders issued DIRECTLY to your company by the ADVERTISERS themselves and/or their Media AGENCIES, and/or their Trading Desks / DSPs. Report 100% of any DIRECT SALES revenue you earn. Do NOT subtract the cost-of-sale; i.e. revenues you

paid back to an original (3rd party) vendor for selling their inventory". (Contact Steve Rosenblum, Research Director with any questions, srosenblum@iabcanada.com).

The 4 Formats that make-up the Mobile (+Tablet) Advertising Platform:

Mobile advertising formats include: 'Display/Sponsorship' (banner ads, digital audio, sponsorships, and rich media), 'Search', 'In-Stream Video' and 'Other' advertising served to mobile and tablet devices. Mobile revenues include Tablets; Tablet revenues include all advertising served on Tablet devices, including Apps & Websites. Production is excluded in its entirety.

MOBILE PLATFORM FORMAT SPEND = Mobile Display/Sponsorship + Mobile Search + Mobile In-Stream Video + Mobile Other (i.e. Mobile Messaging + Mobile Performance)

1) Mobile DISPLAY/SPONSORSHIP Advertising Revenue (Standard/Rich Media; Sponsored App, Game, "Push" e.g. location-based etc) – CPM/Flat fee only

Mobile Display/Sponsorship advertising consists of advertising served specifically to mobile devices on Mobile Optimized sites (e.g. m., .mobi, /mobile), Responsive sites or within Mobile Applications (such as on News and Weather or within Mobile Games). Please EXCLUDE Production Revenues for the development of Mobile Content or Mobile-only/Tablet-only Applications, if any.

Here we include all revenues received for: (a) Standard Display ads (Banners; Interstitial or Full-page ads; Mobile Flyers; etc.); or Sponsorship ads (this includes Sponsored "push" notifications e.g. date, contextual or location-based notifications; Sponsored Apps, Games, etc. "brought to you by..."). Also included are (b) Rich-media ads (i.e. expandables, take-overs etc., and/or in-banner video executions, as opposed to solely animation). Digital audio is also included. For a full description of Standard and Rich Media, see Section A, page 1.

Included in Mobile Display/Sponsorship Revenue: CPM/Flat Fee revenues only

Not Included: In-Stream Video Advertising in a video-player environment; Mark-up by ad Agencies (gross); Ad creation/production revenues; End-user data charges.

2) Mobile SEARCH Advertising Revenue

In this category, include all revenues received for Paid Search advertising directed specifically at Mobile devices.

Not Included: Mark-up by ad Agencies (gross); Search Ad creation/production revenues; Search Engine Optimization (SEO) revenues.

3) Mobile IN-STREAM VIDEO Advertising Revenue (Video Pre/Mid/Post-roll etc;) – CPM/CPV only

Mobile Video advertising consists of Video Pre/Mid/Post-roll and Standalone video commercials in a video-player environment, served specifically to mobile devices on Mobile Optimized sites, Responsive sites or within Mobile Applications.

Not Included: Mark-up by ad Agencies (gross); Video creation/production revenues; End-user data charges; Companion ad revenue or In-Banner ad revenue, unless your Digital Video package is sold

in such a way that you cannot separate the revenue (i.e. please DO NOT record companion ad revenue in both Video & Display); Video revenue from within in-banner executions (i.e. not in a player).

4) Mobile OTHER Advertising Revenue

A. Mobile MESSAGING (SMS, MMS, Bluetooth, IVR) Advertising Revenue

Revenue generated from Mobile advertising/marketing campaigns that promote a product or service via Messaging delivered to and from short-codes/long-codes. This encompasses standard, zero-rated and premium-rated Messaging. When counting revenue for Mobile Messaging campaigns, the goal is to calculate the total amount of money that the brand is spending on the Mobile Messaging campaign, which could include premium Messaging revenue from consumers that is used to offset these costs.

Included in Mobile Messaging Revenue: Campaign set-up and operating fees; Short code fees; Transactional fees charged to the brand (Message, hosting and maintenance) or to consumers (premium end-user Message fees).

Not Included: Mark-up by ad Agencies (gross); Mobile Messaging production revenues; Contest prize or redemption charges; Mobile Content (e.g. Ringtones, Wallpapers, etc.).

Note: For Carriers completing the Survey: Please do not count any revenue generated on cross-Carrier Short-code/long-code programs, as this will be captured by the Mobile marketing providers

B. Mobile PERFORMANCE Advertising Revenue – (e.g. QR codes) – CPC, CPA, CPLed only

Fees Advertisers pay to Digital or Mobile Publishers that are priced on a Mobile performance basis (e.g. cost-per-click, cost-per-action, cost-per-download, cost-per-lead or cost-per-inquiry), and can include user applications for service (e.g., applying for credit card, mortgage or insurance), surveys or registrations. They can also refer to qualified purchase inquiries (e.g. auto dealers which pay a fee in exchange for receiving a qualified purchase inquiry via Mobile) or provide consumer information (demographic, contact, behavioral), where the consumer opts into being contacted by a marketer (alerts, SMS, email, postal, telephone, fax).

Included In Mobile Performance Revenue: CPC, CPA, CPLed only;

Not Included: Mark-up by ad Agencies (gross); Production revenues;

New!! SECTION C – Definitions by Programmatic Transaction Type: 2016-17

Sources: IAB Programmatic Revenue Report 2014 Results – IAB/PWC (U.S.); Updated for Canada by IAB Canada 2016-17 Revenue Survey Committee.

Programmatic is not universally defined (excerpt from 2014 US Report)

Programmatic, as defined in our study, is the “machine based buying and selling of digital media including auction based methods like RTB and private marketplaces as well as the automation of direct sales, sometimes called programmatic direct.”

There was significant disparity within the industry on what participants considered to be programmatic. There was a consensus on Open Auction; however, there were inconsistencies with respect to inventory that was either unreserved with a fixed price (Unreserved Fixed Rate) or reserved inventory with a fixed price (Automated Guaranteed) as some participants viewed these types as non-programmatic buying methods.

This definitional disagreement also bled over into defining and reporting on programmatic types. As the term “programmatic” was not universally defined, the four programmatic types as we defined them were also not universally agreed upon during our interviews. Several survey participants mentioned their back-end reporting systems were unable to break out their reporting by these four types.

Due to these definitional and reporting constraints, the 2014 US Programmatic report only categorized programmatic into two types: Open Auction and Direct/Other (i.e. Private Auction, Preferred Deals and Automated Guaranteed).

An Overview of Programmatic Types for Canada

A. Open Auction

- Unreserved Inventory
- Auction Pricing
- One – All Participation

B. Programmatic Direct/Other:

Note – Some leading Canadian vendors define these collectively as “Programmatic Direct”

Private Auction (Invitation-Only)

- Unreserved Inventory
- Auction Pricing
- One-Few Participation

Preferred Deals

- Unreserved Inventory
- Fixed Pricing
- One-One Participation

(U.S. terminology: Unreserved fixed rate)

Automated Guaranteed

- Reserved Inventory
- Fixed Pricing
- One-One Participation

SECTION D - Definitions of Leading Industry Categories: 2016-2017

The product and service categories in IAB Canada's Internet Advertising Revenue Surveys are consistent with those used by the U.S. IAB for its Internet Revenue Study. The categories were drawn from the North American Industry Classification System (NAICS), which is an index of types of business establishments with corresponding descriptions, developed jointly by the U.S, Statistics Canada and Mexico to allow comparability in business statistics among the North American countries.*

Alcoholic Beverages – includes fermented and distilled alcoholic beverages; i.e. Beer/Ale, Wine and Liquor.

Automotive – includes all automotive-related categories including sale/purchase of vehicles and parts and maintenance.

Business & Industrial – products and services, this also includes manufacturing *

Consumer Packaged Goods – includes packaged goods, food products, household products, toiletries and tobacco.

Entertainment – includes film, music, TV, box office, video games and amusement & recreation.

Financial Services – includes commercial banks, credit agencies, personal credit institutions, consumer finance companies, loan companies, business credit institutions and credit card agencies. Also includes companies engaged in the underwriting, purchase, sale or brokerage of securities and other financial contracts.

Government, Social, Political Organizations – includes federal, provincial, and local government departments/agencies that administer, oversee and manage public programs; social and political organisations including unions and political parties, charities, educational institutions and services.*

Leisure Travel – includes travel, hotel, airlines and resorts.

Business Travel – includes travel, hotel, airlines and resorts.

Media – includes establishments primarily engaged in radio and television broadcasting (network and station) including commercial, religious, educational and other radio or television stations. Also includes establishments primarily engaged in publishing newspapers, periodicals and books.

Pharma & Healthcare – includes pharmaceutical and medicine manufacturing of prescription and non-prescription/ generic and brand drugs/remedies; healthcare and social assistance including offices of health practitioners, home health care services/other ambulatory services, medical/ diagnostic laboratories, nursing/residential care facilities, community care facilities for the elderly. *Also includes personal care, toiletries and cosmetic products.*

Real Estate – includes establishments primarily engaged in managing real estate for others; selling, renting and/or buying of real estate for others; and appraising real estate.

Retail – includes mail order/catalog and stores for apparel, restaurants/fast food, home furnishings/textiles, toys/ games, pet food/supplies, appliances, jewelry, drug / cosmetics stores, sporting / athletics goods retailers.

Technology – includes hardware (computers, computer storage devices, and computer peripheral equipment), consumer electronics, prepackaged software (operating, utility and applications programs), local area network systems and network systems integration, computer processing and data preparation and data processing services.

Telecommunications – includes point-to-point communications services, including telephone voice and data communications, two-way mobile/cellular communications services and other non-vocal message communications services (e.g., cablegram, electronic mail and facsimile); includes multi-channel video providers on a subscription fee basis (e.g., cable television, wireless cable television and direct broadcast satellite services) including ISPs.

* Exceptions: The 2 classifications “Government, Social, Political Organizations” and “Business & Industrial” are consistent with the definitions used by the IAB/PWC UK revenue surveys. Also - Other NAICS definitions above are augmented by IAB/PWC revenue surveys in the US/UK.

About IAB Canada

Who We Are

The Interactive Advertising Bureau of Canada (IAB Canada) is the national voice and thought leader of the Canadian interactive marketing and advertising industry. We are the only trade association exclusively dedicated to the development and promotion of the digital marketing and advertising sector in Canada.

As a not-for-profit association, IAB Canada represents over 250 of Canada's most well-known and respected advertisers, ad agencies, media companies, service providers, educational institutions and government bodies. Our members represent a diverse range of stakeholders in the rapidly growing Canadian digital marketing and advertising sector, and include numerous small and medium sized enterprises

What We Do

As the only organization fully-dedicated to the development and promotion of digital/interactive advertising in Canada, IAB Canada works with its members to:

- Conduct original, Canadian digital/interactive research;
- Establish and promote digital/interactive advertising standards & best practices;
- Build human capital, through educational courses, certification, our job board, and other initiatives that assist the industry in attracting, training and motivating human resources;
- Act as an advocate for the Canadian digital/interactive advertising industry to the Canadian government; and,
- Organize networking events that enhance communication between members.

IAB Canada & IAB US

IAB Canada is an independently-organized and operated organization, and is neither owned, controlled nor operated by the Interactive Advertising Bureau, Inc. (USA), and all trademarks and names are used under license.

IAB Canada and IAB US work together closely on major projects and endeavours, but both require individual memberships. [Click here](#) for more about IAB Canada and about IAB Globally that IAB Canada fully endorses.

Have a Question about IAB Canada's Annual Internet Advertising Revenue Survey?

For Any Inquiries about the report, please contact:

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