

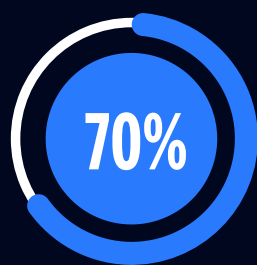
Happy Birthday CANADA

As we celebrate our great country, IAB Canada is proud to highlight how Canadian innovation is shaping the future of digital media and advertising. From emerging tech to data-driven strategies, Canada continues to lead on the world stage.



\$20B+ Ad Revenue in 2025

Canada is the sixth largest digital advertising market in the world.



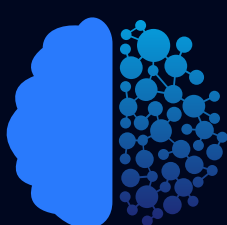
70% Digital Ad Spend Share

vs. total ad investments in Canada.



Preferred Global Test Market

Due to its sophisticated, diverse, tech-savvy population and reliable, comparable data to other major markets. Over 8.3 million Canadians are immigrants.



Canada is Invested in AI

Canada is investing up to \$700 million in public supercomputing infrastructure for AI, with additional \$300 million for the [AI Compute Access Fund](#) to support businesses.



Canada Upskills in Advertising

77% of Canadian digital advertising professionals achieved an intermediate understanding of digital advertising, with 21% reaching advanced expertise.



Leaders in Self-Regulation

Canada's consent management framework for programmatic advertising was proactive movement towards supporting digital advertising in Canada and won the prestigious Picasso award for Most Impactful Privacy Product or Service in 2024. Canada's Advertising Code through Ad Standards is highly respected domestically and abroad.



High Trust in Digital Ads

40% of Canadians under 35 perceive online advertising as trustworthy, with higher trust among older generations.



Independent Agencies Lead

Independent agencies now hold 53.4% of Canada's advertising market, surpassing the share of major global holding companies operating in the country.



Independent News on the Rise

Canada is home to at least 270 independent, digital-first news publishers that serve local communities or niche interests - part of a growing shift toward independent media.

Sources:

- Canadian Award-Winning Privacy Consent Framework – [TCF Canada](#)
- Digital Ad Spend – [IAB Canada Revenue Reporting 2024](#)
- Digital IQ – [IAB Canada IQ](#)
- Testing Market – [BBC News](#)
- Canada's Investment in AI – [ISED](#)
- Trust in Digital Ads in Canada – [Statista](#)
- Diverse Population – [Think Google](#)
- Independent Agency Share of Market – [Campaign Canada](#)
- Independent Agencies – [Lion Publishers](#)