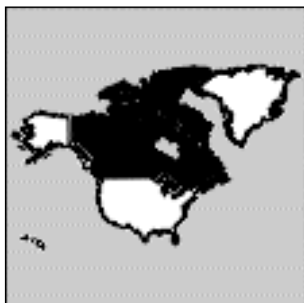


# CANADA



Population:	31.95 m
Area:	9,970,610 km <sup>2</sup>
Population density:	3.20 per km <sup>2</sup>
Currency:	Canadian dollar
Language:	English, French
Capital city:	Ottawa

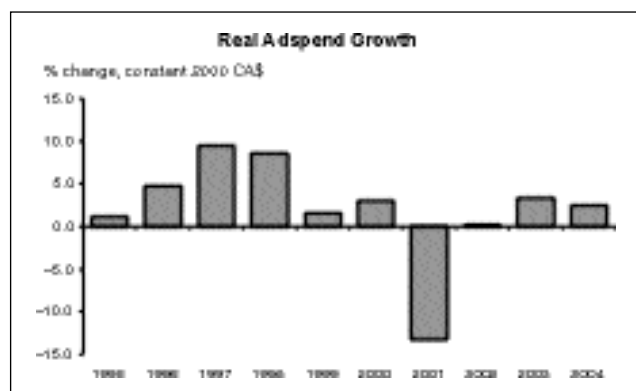


## KEY ECONOMIC DATA

	Exchange rate (period average) 1 US\$ =	Inflation (CPI) 2000=100	GDP CA\$ (billions)	Population (millions)	Real GDP 2000 CA\$ (billions)	Real GDP annual % change	Real GDP per capita '000s CA\$
1995	1.37	91.8	810.4	29.35	882.6	2.9	30.1
1996	1.36	93.2	836.9	29.66	897.0	1.6	30.2
1997	1.38	94.7	882.7	29.95	932.1	3.9	31.1
1998	1.48	95.7	915.0	30.23	956.2	2.6	31.6
1999	1.49	97.3	982.4	30.51	1,009.3	5.6	33.1
2000	1.49	100.0	1,075.6	30.77	1,075.6	6.6	35.0
2001	1.55	102.5	1,107.5	31.02	1,080.4	0.5	34.8
2002	1.57	104.8	1,155.0	31.27	1,102.1	2.0	35.2
2003	1.40	107.7	1,214.6	31.51	1,127.8	2.3	35.8
2004	1.30	109.7	1,293.3	31.95	1,178.9	4.5	36.9

Note(s): GDP is measured at market prices. Population figures represent mid-year estimates.

## KEY ADVERTISING DATA



		Rank in world
Total 2004 adspend, US\$ m	7,419	11
Total 1995 adspend, US\$ m	4,939	8
Growth of adspend (%), 2003-2004	2.4	59
Growth of adspend (%), 1995-2004 (constant local prices)	19.2	47
Adspend as % of GDP, 2004	0.75	44
Adspend per capita, US\$, 2004	232.2	21
Adspend per capita, US\$, 1995	168.3	22

## DISTRIBUTION OF ADSPEND (%)

	Total	Newspaper	Magazine	TV	Radio	Cinema	Outdoor	Internet
1995	100.0	45.5	9.5	31.1	11.5	-	2.5	-
1996	100.0	45.5	9.0	31.4	11.4	-	2.7	-
1997	100.0	47.3	8.8	30.0	11.1	-	2.6	0.1
1998	100.0	45.8	9.8	30.2	11.1	-	2.9	0.3
1999	100.0	45.4	9.6	30.1	11.1	-	3.1	0.6
2000	100.0	45.4	9.9	29.3	11.0	-	3.2	1.1
2001	100.0	40.2	7.5	34.4	12.9	-	3.9	1.1
2002	100.0	39.4	7.5	34.4	13.0	-	3.7	2.0
2003	100.0	37.4	7.8	35.3	13.3	-	3.6	2.6
2004	100.0	37.0	7.9	35.3	13.0	-	3.7	3.1

## ADSPEND BY MEDIUM IN LOCAL CURRENCY

	Total	Newspaper	Magazine	TV	Radio	Cinema	Outdoor	Internet
<b>CA\$ million, current prices</b>								
1995	6,778.1	3,081.4	641.2	2,110.7	777.5	–	167.3	–
1996	7,212.7	3,281.4	648.2	2,263.6	825.2	–	194.3	–
1997	8,007.4	3,789.4	704.7	2,404.0	891.5	–	207.9	10.0
1998	8,778.8	4,022.4	856.5	2,647.3	970.6	–	257.6	24.5
1999	9,067.4	4,112.5	874.1	2,733.2	1,006.5	–	285.6	55.5
2000	9,592.3	4,354.4	951.8	2,811.2	1,055.7	–	309.2	110.0
2001	8,526.0	3,425.4	636.5	2,933.1	1,103.6	–	330.4	97.0
2002	8,723.4	3,438.3	656.5	2,997.4	1,134.0	–	321.2	176.0
2003	9,255.9	3,464.1	717.6	3,267.6	1,235.0	–	334.6	237.0
2004	9,651.7	3,575.9	761.2	3,408.8	1,254.9	–	355.9	295.0
<b>CA\$, annual % change at current prices</b>								
1995	3.2	3.6	-3.0	4.7	0.8	–	17.6	–
1996	6.4	6.5	1.1	7.2	6.1	–	16.1	–
1997	11.0	15.5	8.7	6.2	8.0	–	7.0	–
1998	9.6	6.1	21.5	10.1	8.9	–	23.9	145.0
1999	3.3	2.2	2.1	3.2	3.7	–	10.9	126.5
2000	5.8	5.9	8.9	2.9	4.9	–	8.3	98.2
2001	-11.1	-21.3	-33.1	4.3	4.5	–	6.9	-11.8
2002	2.3	0.4	3.1	2.2	2.8	–	-2.8	81.4
2003	6.1	0.7	9.3	9.0	8.9	–	4.2	34.7
2004	4.3	3.2	6.1	4.3	1.6	–	6.4	24.5
<b>CA\$ million, constant 2000 prices</b>								
1995	7,381.4	3,355.7	698.2	2,298.6	846.6	–	182.2	–
1996	7,730.9	3,517.2	694.8	2,426.3	884.4	–	208.2	–
1997	8,455.5	4,001.4	744.1	2,538.5	941.4	–	219.5	10.6
1998	9,174.8	4,203.8	895.1	2,766.7	1,014.4	–	269.2	25.6
1999	9,315.5	4,225.0	898.0	2,808.0	1,034.1	–	293.4	57.0
2000	9,592.3	4,354.4	951.8	2,811.2	1,055.7	–	309.2	110.0
2001	8,318.1	3,341.9	620.9	2,861.6	1,076.7	–	322.3	94.6
2002	8,323.8	3,280.8	626.4	2,860.1	1,082.1	–	306.5	167.9
2003	8,594.2	3,216.4	666.3	3,034.0	1,146.7	–	310.7	220.1
2004	8,798.3	3,259.7	693.9	3,107.4	1,143.9	–	324.4	268.9
<b>CA\$, annual % change at constant 2000 prices</b>								
1995	1.1	1.4	-5.1	2.5	-1.3	–	15.1	–
1996	4.7	4.8	-0.5	5.6	4.5	–	14.3	–
1997	9.4	13.8	7.1	4.6	6.4	–	5.4	–
1998	8.5	5.1	20.3	9.0	7.8	–	22.6	142.5
1999	1.5	0.5	0.3	1.5	1.9	–	9.0	122.7
2000	3.0	3.1	6.0	0.1	2.1	–	5.4	92.9
2001	-13.3	-23.3	-34.8	1.8	2.0	–	4.3	-14.0
2002	0.1	-1.8	0.9	-0.1	0.5	–	-4.9	77.5
2003	3.2	-2.0	6.4	6.1	6.0	–	1.4	31.0
2004	2.4	1.3	4.1	2.4	-0.2	–	4.4	22.2
<b>CA\$ per capita at constant 2000 prices</b>								
1995	251.5	114.3	23.8	78.3	28.8	–	6.2	–
1996	260.7	118.6	23.4	81.8	29.8	–	7.0	–
1997	282.3	133.6	24.8	84.8	31.4	–	7.3	0.4
1998	303.5	139.1	29.6	91.5	33.6	–	8.9	0.8
1999	305.3	138.5	29.4	92.0	33.9	–	9.6	1.9
2000	311.7	141.5	30.9	91.4	34.3	–	10.0	3.6
2001	268.2	107.7	20.0	92.2	34.7	–	10.4	3.1
2002	266.2	104.9	20.0	91.5	34.6	–	9.8	5.4
2003	272.7	102.1	21.1	96.3	36.4	–	9.9	7.0
2004	275.4	102.0	21.7	97.3	35.8	–	10.2	8.4

## ADSPEND BY MEDIUM IN US\$/PURCHASING POWER PARITIES

	Total	Newspaper	Magazine	TV	Radio	Cinema	Outdoor	Internet
<b>US\$ million, current prices</b>								
1995	4,938.9	2,245.3	467.2	1,538.0	566.5	–	121.9	–
1996	5,289.9	2,406.6	475.4	1,660.2	605.2	–	142.5	–
1997	5,783.2	2,736.8	509.0	1,736.2	643.9	–	150.1	7.2
1998	5,917.7	2,711.4	577.3	1,784.5	654.3	–	173.6	16.5
1999	6,103.1	2,768.0	588.4	1,839.7	677.5	–	192.2	37.4
2000	6,459.0	2,932.0	640.9	1,892.9	710.9	–	208.2	74.1
2001	5,504.9	2,211.7	410.9	1,893.8	712.6	–	213.3	62.6
2002	5,558.8	2,191.0	418.3	1,910.0	722.6	–	204.7	112.2
2003	6,606.2	2,472.4	512.2	2,332.1	881.5	–	238.8	169.2
2004	7,418.7	2,748.6	585.1	2,620.1	964.6	–	273.6	226.7
<b>US\$, annual % change at current prices</b>								
1995	2.7	3.1	-3.5	4.2	0.3	–	17.0	–
1996	7.1	7.2	1.8	7.9	6.8	–	16.9	–
1997	9.3	13.7	7.1	4.6	6.4	–	5.4	–
1998	2.3	-0.9	13.4	2.8	1.6	–	15.7	128.7
1999	3.1	2.1	1.9	3.1	3.5	–	10.7	126.2
2000	5.8	5.9	8.9	2.9	4.9	–	8.3	98.3
2001	-14.8	-24.6	-35.9	..	0.2	–	2.5	-15.4
2002	1.0	-0.9	1.8	0.9	1.4	–	-4.1	79.1
2003	18.8	12.8	22.4	22.1	22.0	–	16.7	50.8
2004	12.3	11.2	14.2	12.3	9.4	–	14.5	34.0
<b>US\$ per capita at current prices</b>								
1995	168.3	76.5	15.9	52.4	19.3	–	4.2	–
1996	178.3	81.1	16.0	56.0	20.4	–	4.8	–
1997	193.1	91.4	17.0	58.0	21.5	–	5.0	0.2
1998	195.8	89.7	19.1	59.0	21.6	–	5.7	0.5
1999	200.0	90.7	19.3	60.3	22.2	–	6.3	1.2
2000	209.9	95.3	20.8	61.5	23.1	–	6.8	2.4
2001	177.5	71.3	13.2	61.1	23.0	–	6.9	2.0
2002	177.8	70.1	13.4	61.1	23.1	–	6.5	3.6
2003	209.7	78.5	16.3	74.0	28.0	–	7.6	5.4
2004	232.2	86.0	18.3	82.0	30.2	–	8.6	7.1
<b>PPPs million, current prices</b>								
1995	5,575.4	2,534.6	527.4	1,736.2	639.5	–	137.7	–
1996	5,951.3	2,707.5	534.9	1,867.7	680.8	–	160.3	–
1997	6,640.3	3,142.4	584.4	1,993.5	739.3	–	172.4	8.3
1998	7,394.4	3,388.0	721.4	2,229.8	817.6	–	216.9	20.6
1999	7,614.5	3,453.5	734.1	2,295.3	845.2	–	239.8	46.6
2000	7,909.3	3,590.4	784.8	2,318.0	870.5	–	255.0	90.7
2001	7,123.7	2,862.1	531.8	2,450.7	922.1	–	276.1	81.0
2002	7,332.8	2,890.2	551.8	2,519.6	953.2	–	270.0	147.9
2003	7,667.0	2,869.4	594.5	2,706.7	1,023.0	–	277.2	196.3
2004	8,029.9	2,975.0	633.3	2,836.0	1,044.0	–	296.1	245.4
<b>PPPs per capita at current prices</b>								
1995	190.0	86.4	18.0	59.2	21.8	–	4.7	–
1996	200.6	91.3	18.0	63.0	23.0	–	5.4	–
1997	221.7	104.9	19.5	66.6	24.7	–	5.8	0.3
1998	244.6	112.1	23.9	73.8	27.0	–	7.2	0.7
1999	249.6	113.2	24.1	75.2	27.7	–	7.9	1.5
2000	257.0	116.7	25.5	75.3	28.3	–	8.3	2.9
2001	229.6	92.3	17.1	79.0	29.7	–	8.9	2.6
2002	234.5	92.4	17.6	80.6	30.5	–	8.6	4.7
2003	243.3	91.1	18.9	85.9	32.5	–	8.8	6.2
2004	251.3	93.1	19.8	88.8	32.7	–	9.3	7.7

Note(s): The original data from which these figures are derived are collected from a rate card survey. The survey includes classified advertising figures, discounts off rate card and agency commission, but does not include production costs.

Source(s): TVB; The Kelsey Group; *European Advertising & Media Forecast 2005*, WARC.