

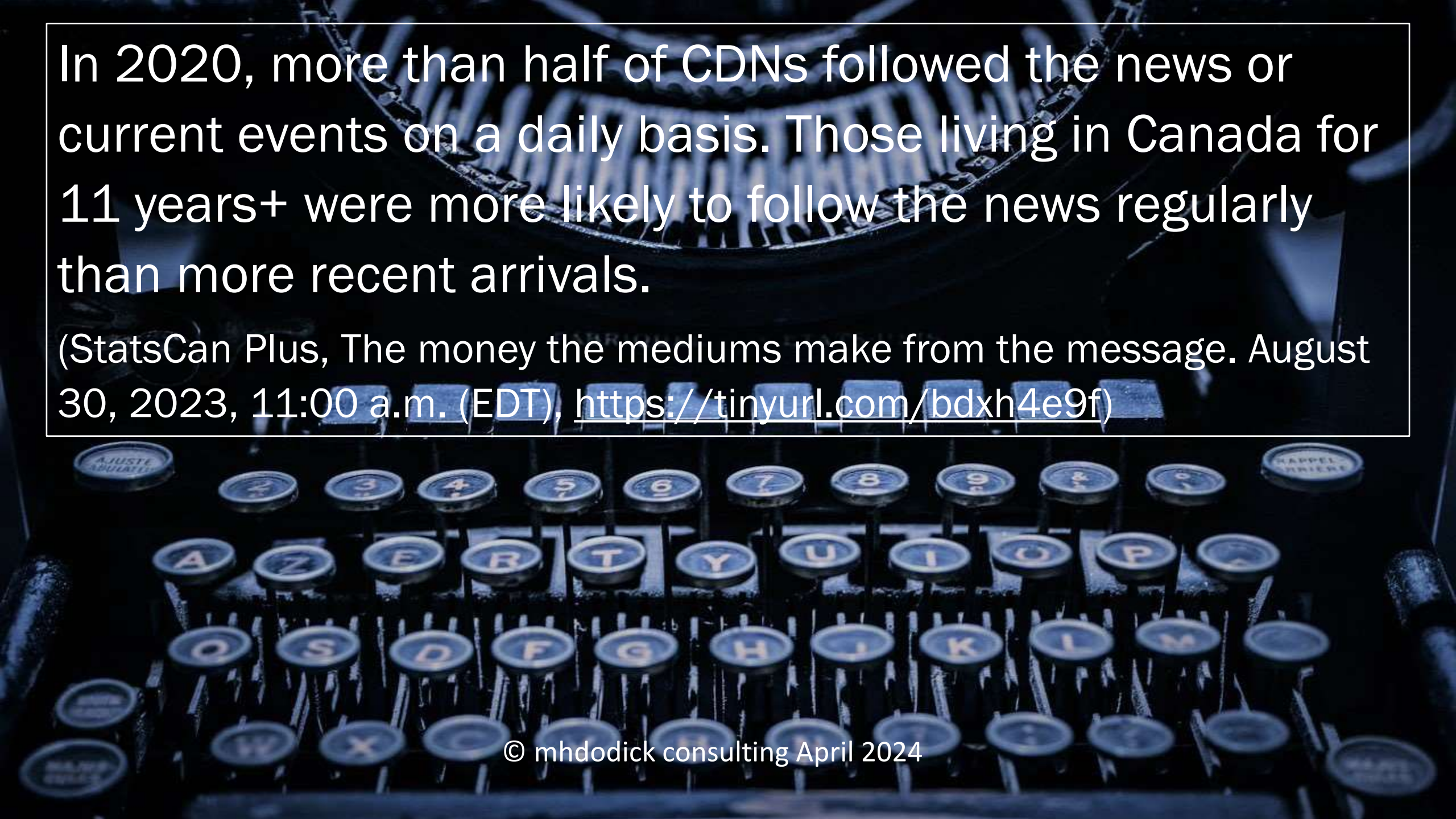
# Comms Savvy

Quick Hit Insights into  
Communications Media

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In 2020, more than half of Canadians followed the news or current events on a daily basis. Those living in Canada for 11 years+ were more likely to follow the news regularly than more recent arrivals.

(StatsCan Plus, The money the mediums make from the message. August 30, 2023, 11:00 a.m. (EDT), <https://tinyurl.com/bdxh4e9f>)



Overall, the most common media among Canadians for following news and current affairs: internet (80%), TV (67%), radio (40%), newspapers (36%) and magazines (11%). But among those with a university degree: Internet (90%), newspapers (46%) and magazines (17%) are tops.

(Statistics Canada, Media Consumption in Canada: Are Canadians in the Know? March 28, 2023. <https://bit.ly/44tn0Re>)



Trust in news is falling among English-speaking CDNs. Attitudes to publicly funded news services are also comparatively more negative, especially in the West. Francophones hold more positive views.

(Reuters Institute, Digital News Report. June 14, 2023. <http://tinyurl.com/yyyymkwm>)





Similar to other markets, newspapers in Canada are gradually being replaced by digital versions of longstanding print publications. For 2016–22, print circulation revenue declined by ~\$200M. (Statista, Newspapers in Canada - statistics & facts, Jan. 17, 2024, <http://tinyurl.com/bdcpr5rm> )


Print news declined as a source of news from ~40% in 2016 to 14% in 2023. (Reuters Digital News Report, Canada. June 14, 2023. <http://tinyurl.com/yyyymkwm>)



CANADA

The first radio newscast in Canada occurred in 1933; it came from the CDN Radio Broadcasting Corporation (CRBC), forerunner of CBC/Radio-Canada. (Your CBC/Radio-Canada / Through the Years. <https://tinyurl.com/mr9yxeu9>)





CBC's microwave network—from British Columbia to Nova Scotia—is 6,400 km, one of the world's longest.

(Britannica Money, Canadian Broadcasting Corporation.

<https://tinyurl.com/32xfe22e>)



In 2022, Canada had 965 radio stations. The number had been steadily increasing since 2015, but from 2019 to 2020, it declined by three.

(Statista, Number of radio stations in Canada from 2007 to 2022. July 14, 2023. <http://tinyurl.com/t75zac3x>)





Toronto-Hamilton was  
Canada's largest TV market in  
broadcast year 2022-23:  
~8.3M viewers. The  
metropolitan area recorded  
almost 2x as many viewers as  
second-ranked Montreal.

(Statista, Television in Canada - statistics &  
facts. June 14, 2023.

<http://tinyurl.com/4wbym9z6>)

About four-in-five Canadians (83%) watched streamed content online in 2020; over one-third (38%) watched more than 10 hours in a typical week. Video streaming has been rising in popularity in the last few years. A May 2023 survey found that a larger share of Canadians preferred video streaming.

(Statistics Canada, CDN Internet Use Survey, 2020. June 22, 2021. <https://tinyurl.com/3nby9ym7>. Statista, Video streaming in Canada - statistics & facts. Aug. 31, 2023. <https://tinyurl.com/yc2jkvzm>)



Canada has 34.47 million social media users; it is the third most popular online activity after email and online banking. The vast majority use social media daily. In 2022, CDNs used it for an average of ~1 hour, 53 minutes daily. Facebook dominates, with 78% of social media audiences using it.

(Statista, Social media usage in Canada – Statistics & Facts. Aug. 31, 2023. <https://tinyurl.com/5dwtubac>)



Podcast popularity tends to decline with age. The largest listener share in Canada is 35–54 (41%), followed by 18–34 (35%). Those 55+ accounted for 24%.

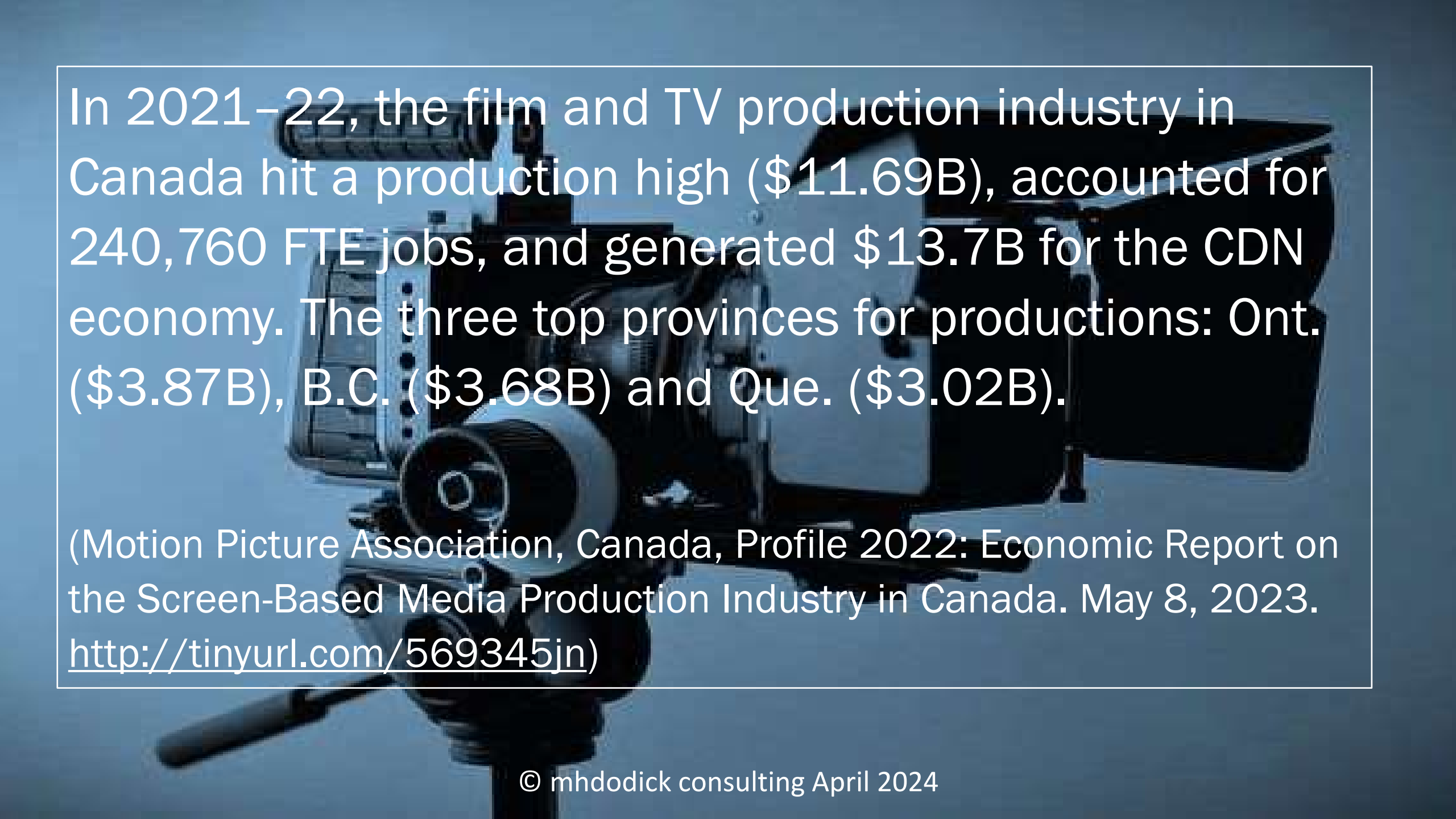
(Statista, Podcast Search Page. March 22, Oct. 15, 2021.

<http://tinyurl.com/bmz8w9ne>)



CDN music streaming sales stayed strong 2019–2021. However, in 2021, compact disc sales dropped 30.4% from 2019; digital download sales declined for albums (-31.8%) and singles (-34.0%). Sales of other formats, including vinyl records, rose to \$67.8 million in 2021.

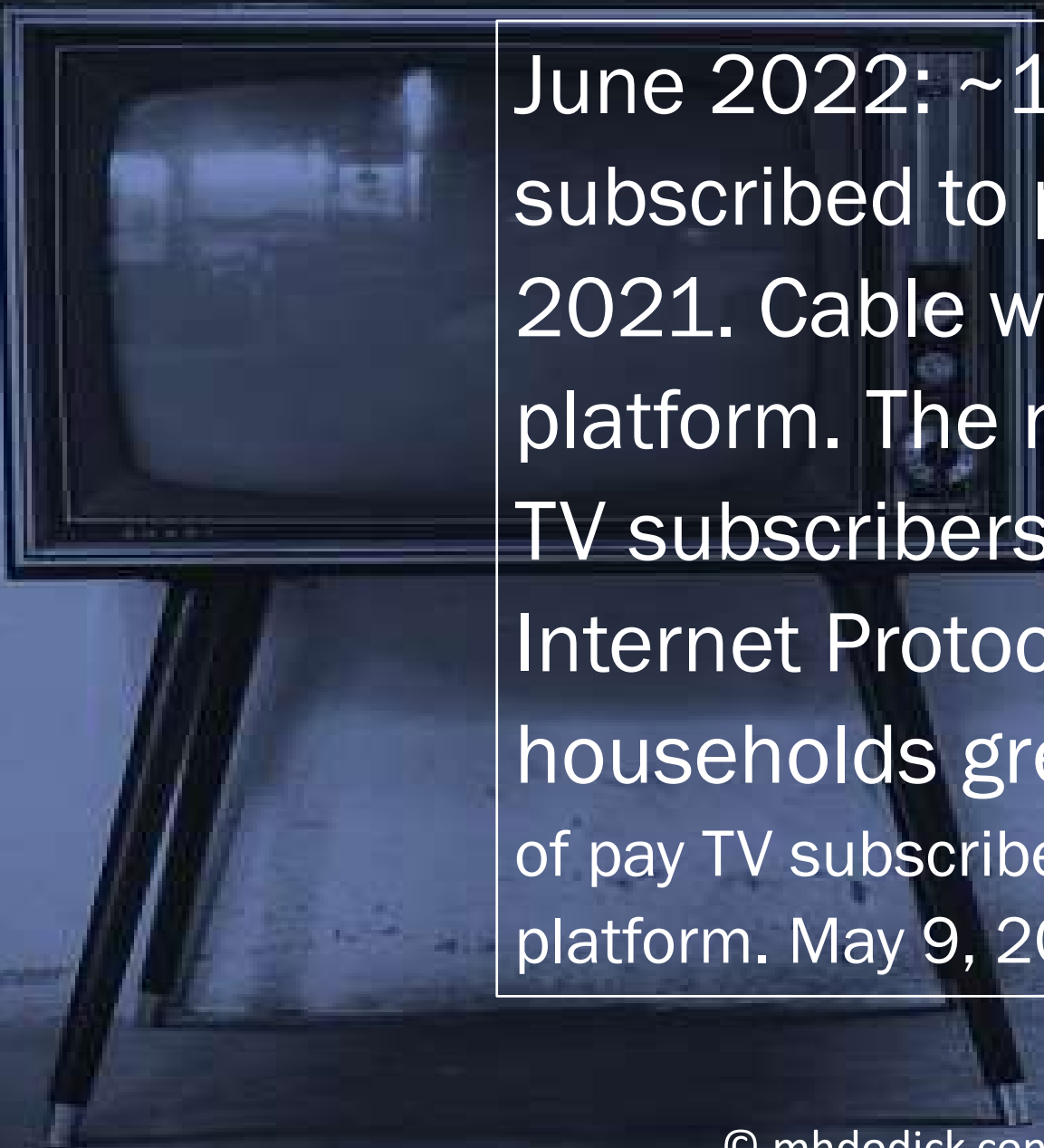
(Statistics Canada, Sound recording and music publishing, 2021. Released March 8, 2023. <https://tinyurl.com/3jvpez2u>)



In 2021–22, the film and TV production industry in Canada hit a production high (\$11.69B), accounted for 240,760 FTE jobs, and generated \$13.7B for the CDN economy. The three top provinces for productions: Ont. (\$3.87B), B.C. (\$3.68B) and Que. (\$3.02B).

(Motion Picture Association, Canada, Profile 2022: Economic Report on the Screen-Based Media Production Industry in Canada. May 8, 2023. <http://tinyurl.com/569345jn>)





June 2022: ~10.2M CDN households subscribed to pay TV versus ~10.4M in 2021. Cable was the most common platform. The number of cable and satellite TV subscribers fell, but telecom and Internet Protocol TV (IPTV) subscription households grew 2021–2022. (Statista, Number of pay TV subscribers in Canada 2021-2022, by platform. May 9, 2023. <https://tinyurl.com/ys45vnew>)



Canada Post had 3,630 corporately operated post offices (urban and rural) in 2022. Its volume mix continued to shift to parcels from mail everywhere across Canada. This was even more common in rural and remote areas. (Public Services and Procurement Canada, Canada Post Corporation overview: Committee of the Whole—May 19, 2022. <https://tinyurl.com/5dktck6a>)

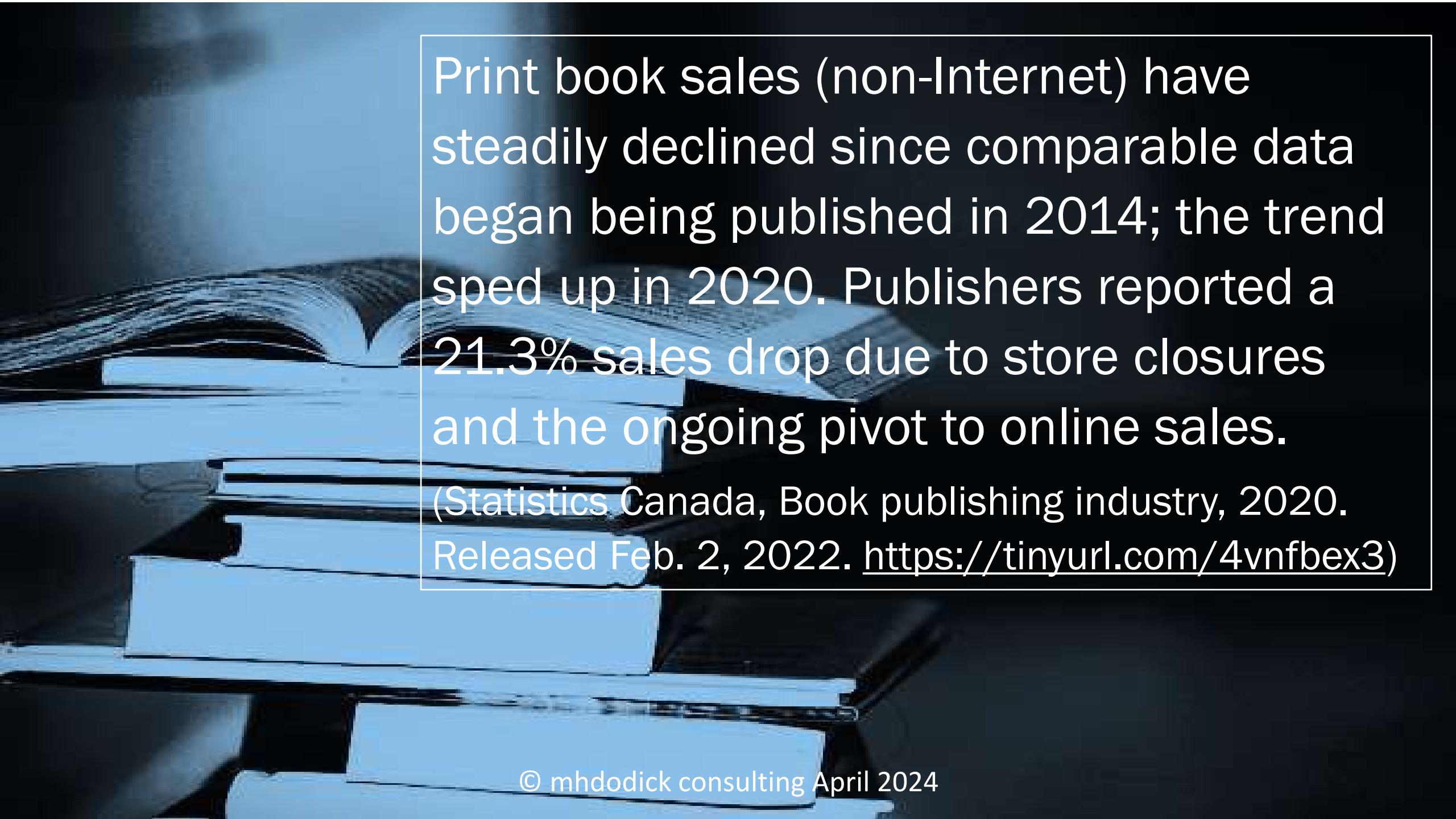




The printing industry in Canada has faced several challenges during the past decade, most notably rising competition from digital media. Revenue plummeted at a CAGR of 6.2% over the past five years.

(IBISWorld, Printing in Canada - Market Size, Industry Analysis, Trends and Forecasts (2024-2029). March 2024. <https://tinyurl.com/3chanerd>)






Print book sales (non-Internet) have steadily declined since comparable data began being published in 2014; the trend sped up in 2020. Publishers reported a 21.3% sales drop due to store closures and the ongoing pivot to online sales.

(Statistics Canada, Book publishing industry, 2020. Released Feb. 2, 2022. <https://tinyurl.com/4vnfbex3>)



Many CDN periodicals offer online subscriptions and digital versions of their print publications. In 2021, digital ad sales grew by \$7.6M; circulation sales, by \$5.9M. The share of digital-only titles increased by 1.6 percentage points to 11.1% of all titles in 2021 from 2019.

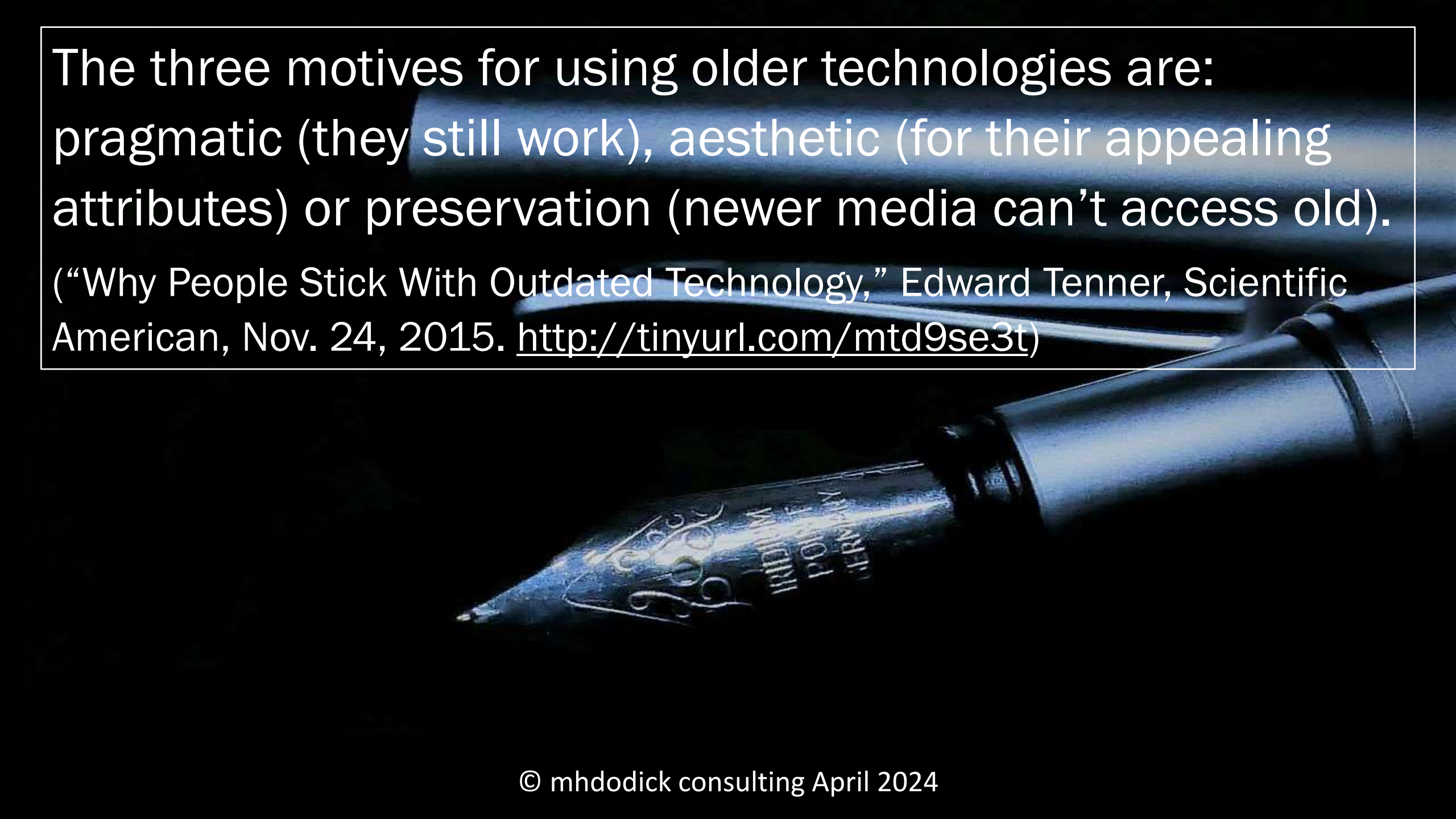
(StatsCan Plus, The money the mediums make from the message. August 30, 2023, 11:00 a.m. (EDT). <https://tinyurl.com/bdxh4e9f>)

A person is holding a tablet computer, which displays some text. The image is overlaid with a white text box containing statistics about e-book and internet sales of print books in Canada. The background is a blurred image of a person's hands holding the tablet.

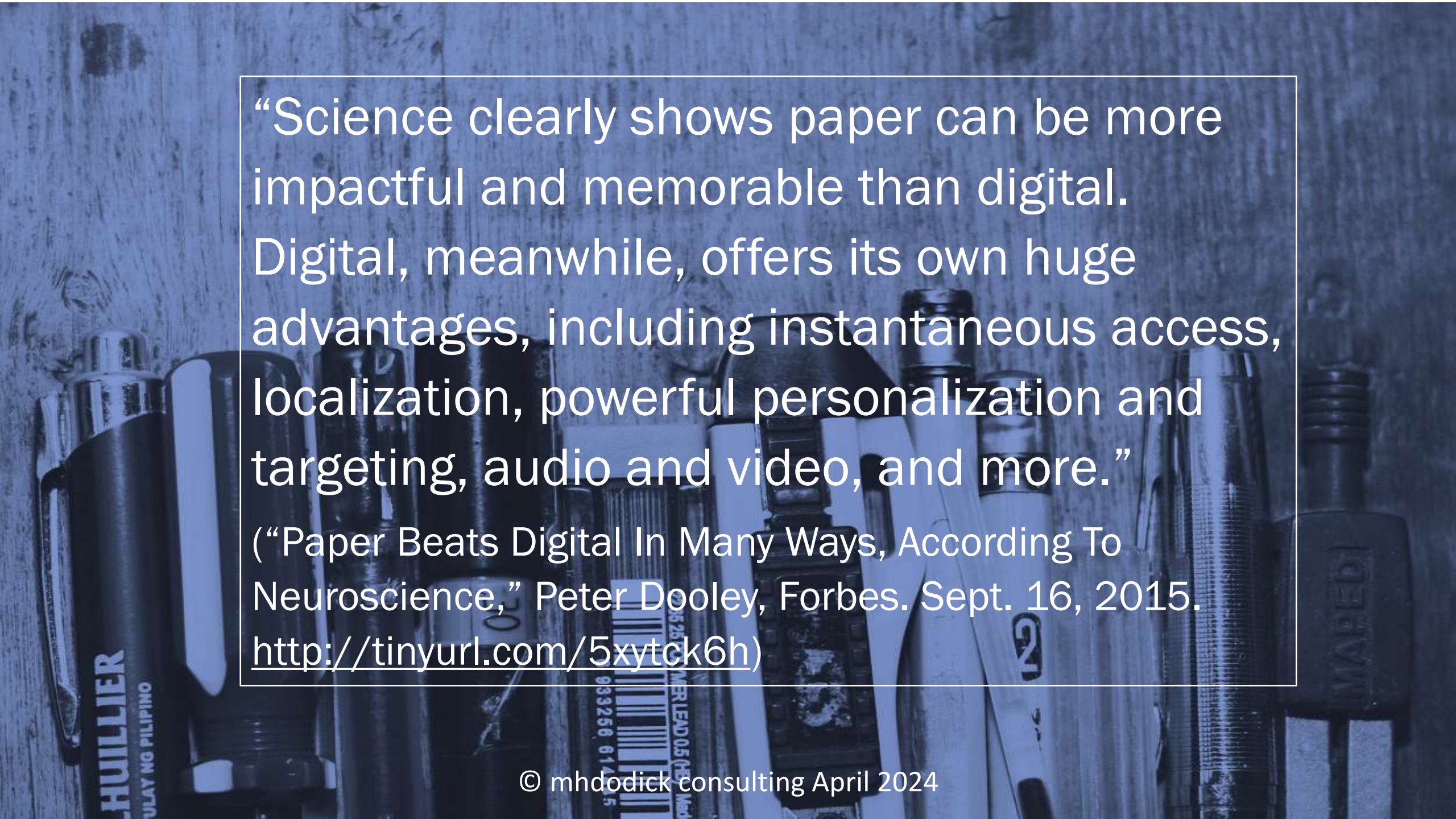
e-book sales grew 31.4% from 2018 to 2020 in Canada. E-book sales and internet sales of print books represented just under 40.0% of total book sales in 2020, up from 26.3% of total sales in 2016.

(Statistics Canada, Book publishing industry, 2020. Released Feb. 2, 2022. <https://tinyurl.com/4vnfbex3>)





The three motives for using older technologies are:  
pragmatic (they still work), aesthetic (for their appealing attributes) or preservation (newer media can't access old).  
("Why People Stick With Outdated Technology," Edward Tenner, Scientific American, Nov. 24, 2015. <http://tinyurl.com/mtd9se3t>)




“Science clearly shows paper can be more impactful and memorable than digital. Digital, meanwhile, offers its own huge advantages, including instantaneous access, localization, powerful personalization and targeting, audio and video, and more.”

(“Paper Beats Digital In Many Ways, According To Neuroscience,” Peter Dooley, Forbes. Sept. 16, 2015. <http://tinyurl.com/5xytck6h>)



The background of the slide features a close-up, artistic view of a camera lens. Light rays are visible, creating a bokeh effect. A white rectangular text box is overlaid on the lens, containing the main text. The text is in a clean, white, sans-serif font.

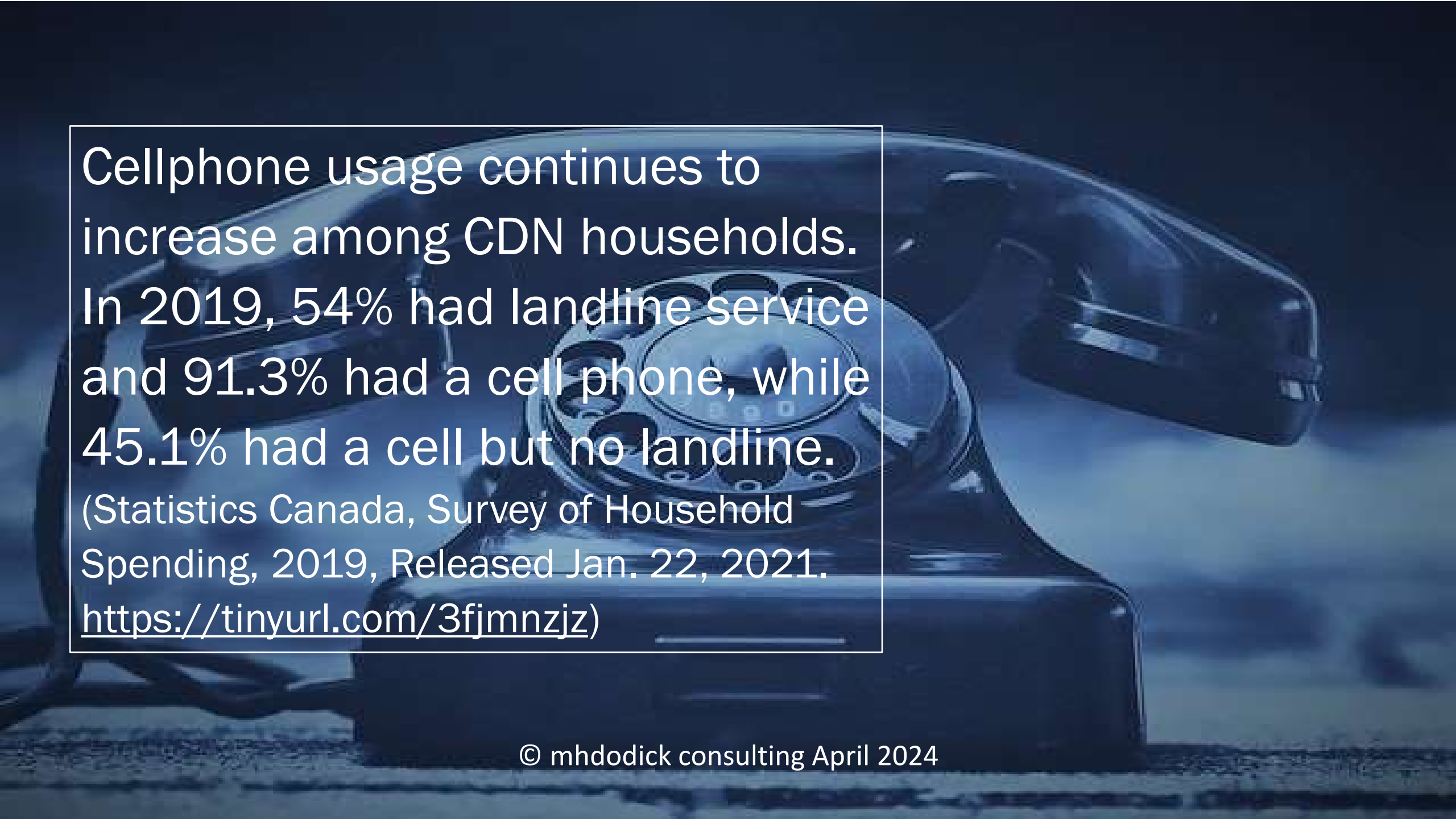
Between 2018 and 2023, the photography industry in Canada was reshaped by rapid advancements in digital photography technology. Independent photographers are now ~85% of the industry. Despite the rise of digital cameras, there's still demand for professional portraits.  
(IBISWorld, Photography in Canada - Market Size, Industry Analysis, Trends and Forecasts (2024-2029). Oct. 2023. <http://tinyurl.com/3te9ccz7>)



In recent years, market research companies in Canada have endured severe volatility and dampened demand as a result of changing economic conditions and the media landscape. Challenges from COVID-19 and a spike in inflationary pressures have also been challenging.

(Market Research in Canada - Market Size, Industry Analysis, Trends and Forecasts (2024-2029). Oct. 2023. <http://tinyurl.com/5emzrchz>)






Cellphone usage continues to increase among CDN households. In 2019, 54% had landline service and 91.3% had a cell phone, while 45.1% had a cell but no landline.

(Statistics Canada, Survey of Household Spending, 2019, Released Jan. 22, 2021.

<https://tinyurl.com/3fjmnzjz>)

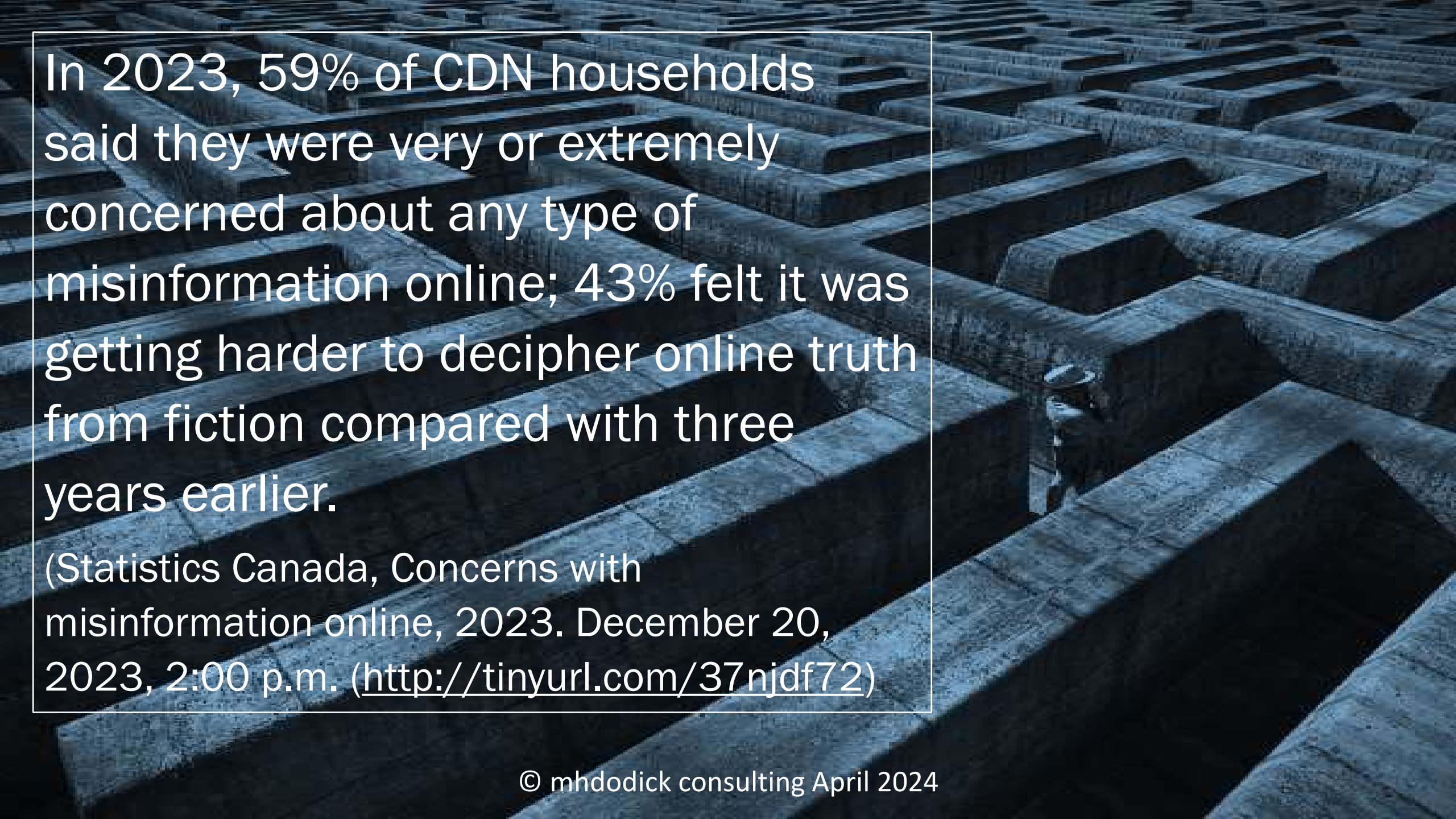


In 2021, 93.9% of CDN households reported having at least one cellphone, versus 89.4% in 2017. Households with a landline has declined consistently, from 63.3% in 2017 to less than half (47.4%) in 2021. (Statistics Canada, Landline use decreases amid growing cellphone ownership, December 20, 2023, 2:00 p.m. (EST). <http://tinyurl.com/5yve7w3j>)



In 2021, there were an estimated 1.88B websites globally. However, only a handful dominated global online consumption in 2022. The top seven sites by total monthly visits (billions) were: Google (88.4), YouTube (74.8), Facebook (10.7), Pornhub (10.2), Xvideos (8.7) Twitter (8.18) and Wikipedia (6.67).

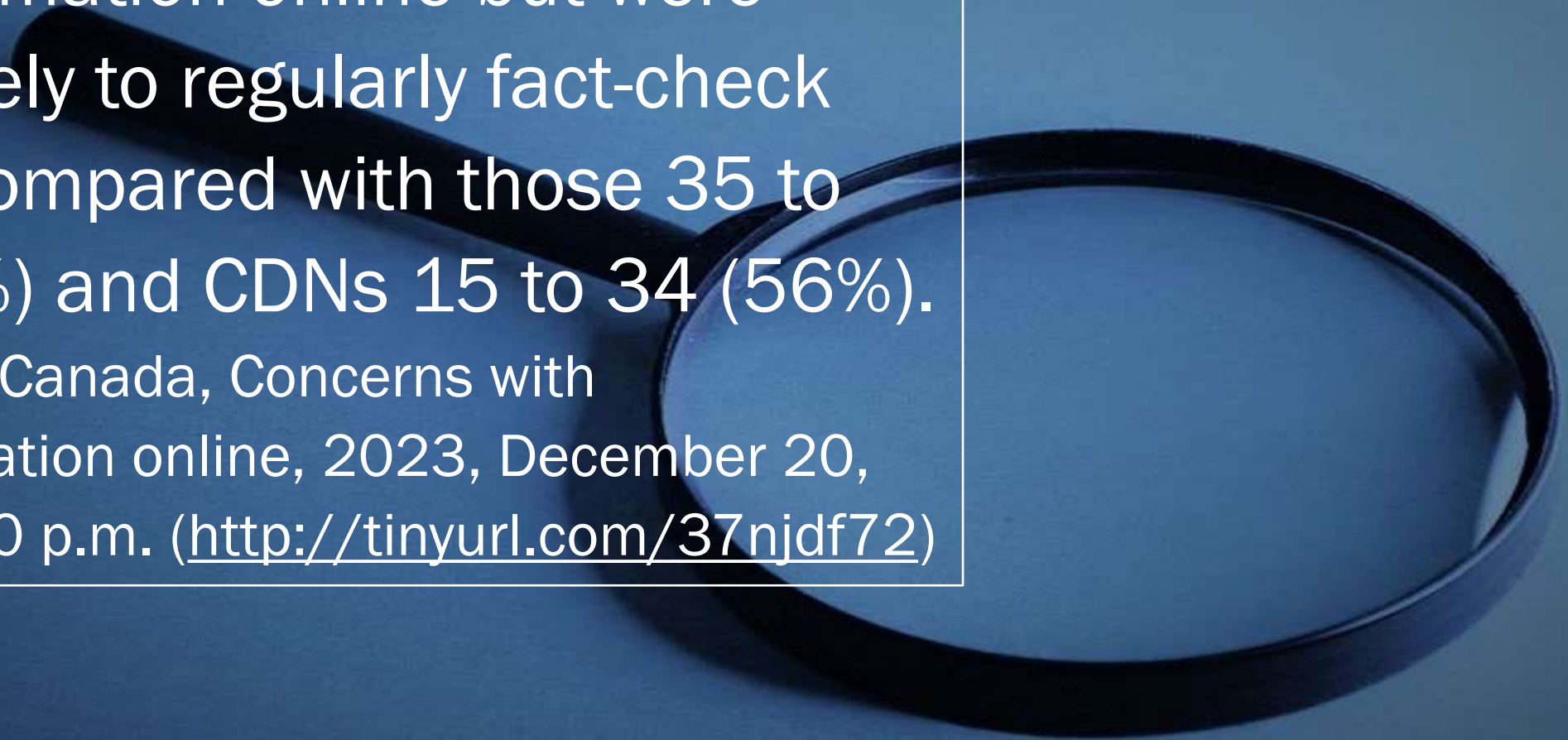
(This is how many websites there are, The World Economic Forum, Aug. 11, 2021, <http://tinyurl.com/3d4k9pfs>. Statista, Leading websites worldwide 2022, by monthly visits. Nov. 15, 2023. <http://tinyurl.com/59evymc>)

A person is seen from behind, walking through a complex, dark maze. The maze is constructed from stone or concrete walls, creating a labyrinthine path. The lighting is dim, with a blueish tint, emphasizing the complexity and potential for getting lost. The person is wearing a dark jacket and a hat, and their shadow is cast on the ground as they move forward.

In 2023, 59% of CDN households said they were very or extremely concerned about any type of misinformation online; 43% felt it was getting harder to decipher online truth from fiction compared with three years earlier.

(Statistics Canada, Concerns with misinformation online, 2023. December 20, 2023, 2:00 p.m. (<http://tinyurl.com/37njdf72>))





In 2023, CDN adults aged 55 and older were most concerned with misinformation online but were least likely to regularly fact-check (46%) compared with those 35 to 54 (58%) and CDNs 15 to 34 (56%). (Statistics Canada, Concerns with misinformation online, 2023, December 20, 2023, 2:00 p.m. (<http://tinyurl.com/37njdf72>))



About 68% of CDNs say they have noticed the role of artificial intelligence (AI) in online applications, e.g., chatbots (48%), recommendation algorithms that suggest content, products or services to users (48%) and content moderation (26%).

(Statistics Canada, CDN Internet Use Survey, 2020.

<https://tinyurl.com/3nby9ym7>. Statista, Video streaming in Canada - statistics & facts. Aug. 31, 2023. <https://tinyurl.com/yc2jkvzm>)



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