

# As seen on TV and heard on the Radio

## Radio and Television Broadcasting, 2019

### What do your favourite shows cost?

Total programming and production expenses



### How much are ads worth?

Total advertising revenues by industry

Private TV

**\$1.56**  
billion

Pay and specialty channels

**\$1.19**  
billion

### What's playing on private Canadian radio stations?

Percentage of stations categorized by self-reported genre



**12.5%**  
Classic hits



**16.2%**  
Country

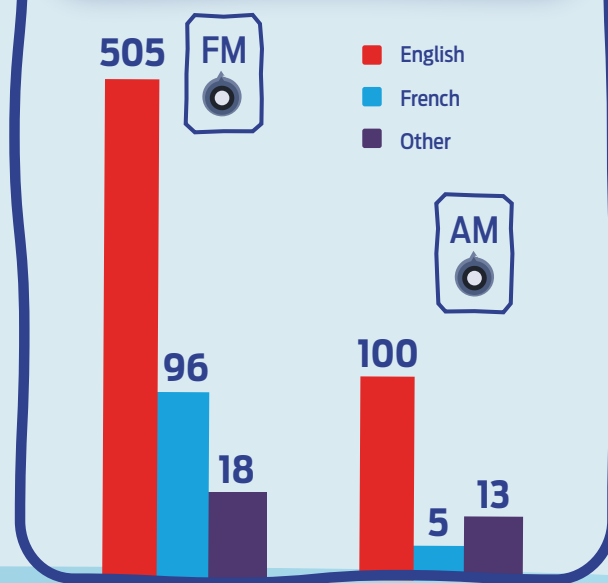


**11.8%**  
Mainstream rock



### Languages heard on Canadian airwaves

Private radio station counts by language and broadcast type



\* Accessibility costs include closed captioning, described video and dubbing.  
Source: Radio and Television Broadcasting Survey, 2019.

ISBN: 978-0-660-34725-7 | Catalogue number: 11-627-M  
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