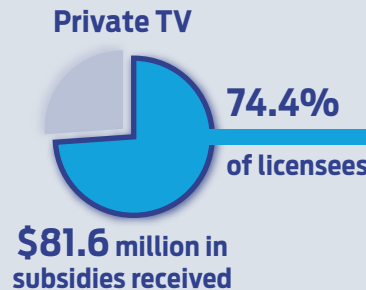
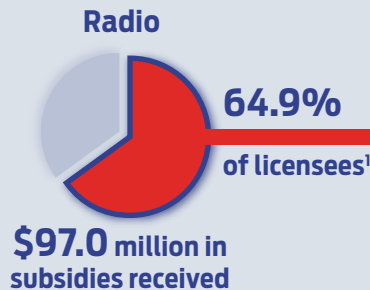


HEARD ON THE RADIO AND SEEN ON TV

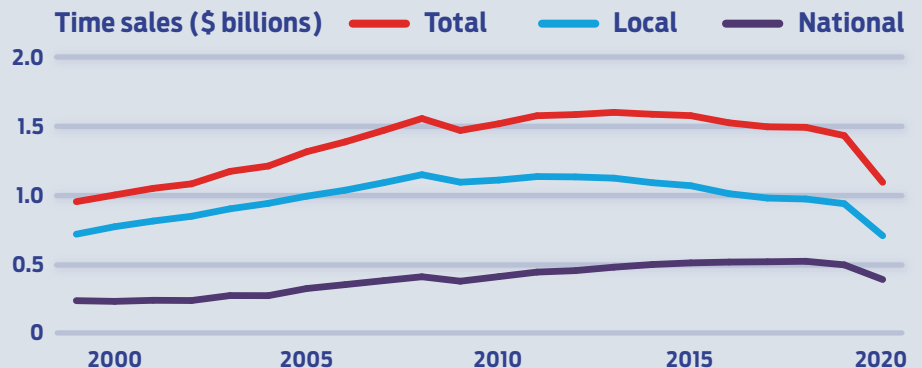
Radio and TV Broadcasting, 2020

COVID-19 subsidies



87% of all COVID-19 subsidies provided to radio and TV broadcasters were funded by the Canada Emergency Wage Subsidy program.

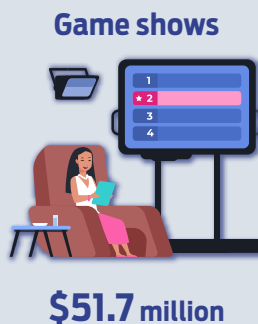
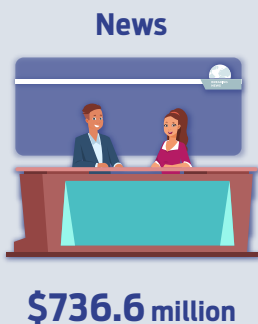
Private radio ad revenue (times sales) fell 23.5% in 2020; the lowest since 2003.



Television broadcasting

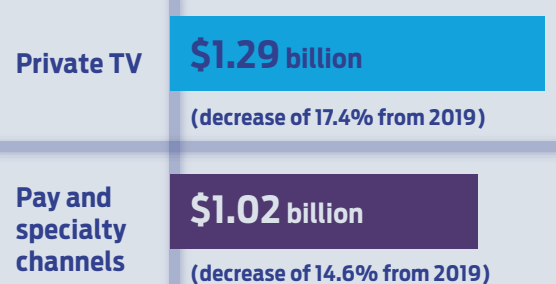
What do your favourite shows cost to produce?

Total programming and production expenses²



How much are ads worth?

Total advertising revenues by industry



1. Represents the number of licensees that reported receiving at least one COVID-19-related government subsidy.

2. Includes programs acquired from independent producers, other stations, affiliated production companies or program telecasts.

Source: Statistics Canada, Radio and Television Broadcasting Survey, 2020.

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