

2026

# VALUE OF CANADA'S PRIVATE BROADCASTERS



Canada's private broadcasters are cultural pillars and economic engines, generating billions through Canadian jobs, content investment, and local advertising. By keeping our media dollars in Canada, we sustain domestic production, grow homegrown talent, and strengthen Canada's economic sovereignty in a landscape increasingly dominated by foreign platforms.

**Canadians are tuning in.**

**RADIO**

**81%**

**TV**

**82%**

Weekly Linear Reach in 2025

**Canadians  
trust private  
broadcasters.**

Television remains the most trusted news source for Canadians, followed closely by radio and print.

**Over 700 private radio  
stations serve communities  
across Canada.**

**#1**

**PRESENTED BY**

Canadian Association  
of Broadcasters



# Canada's private broadcasters fuel growth, innovation, and sovereignty.

## \$12.1 billion

in 2025 GDP  
contribution

### Canadian Content

## \$2.8B

spent by private  
broadcasters in 2025

Private Radio: \$338M

Private TV: \$2.5B

### News Programming

## \$631 million

Spent on news  
and information  
programming  
in 2025

\$127M

Private Radio

\$504M

Private TV

*\* News programming only*

## Each \$1M in Canadian media ad spend adds \$1M to the GDP and supports \$630k in wages for Canadians.

Moreover, contributions to the Canadian media sector advance our cultural sovereignty, directly fund programming Canadians rely on, and develop homegrown talent.



## 45.7K

Jobs supported by private  
broadcasters in 2025

