

# comScore releases the "2013 Canada Digital Future in Focus" Report

TORONTO, CANADA: comScore, Inc, a leader in measuring the digital world, today released the [2013 Canada Digital Future in Focus](#) report.



This annual report examines how the prevailing trends in web usage, online video, digital advertising, mobile, social media and e-commerce are defining the current Canadian marketplace and what these trends mean for the year ahead.

"2013 will be defined by the new media landscape that presents marketers with more opportunities to connect and engage with consumers than ever before," said Bryan Segal, Vice President, comScore Canada. "The growing number of digital platforms and continued adoption of mobile devices has brought to fruition an evolved consumer and more complex digital ecosystem. Advertisers, agencies and publishers alike must have a holistic understanding of how these puzzle pieces fit together if they are to prosper in the year ahead."

To download a complimentary copy of the 2013 Canada Digital Future in Focus report, please visit:  
<http://www.comscore.com/FutureinFocus2013>

Key takeaways from the 2013 Canada Digital Future in Focus include:

- Canada continues to be a leader in engagement, with users spending more than 41 hours per month online on their desktop computers, representing the second highest engagement across the globe. Canada ranks first in terms of monthly pages and visits per visitor.
- Online video is of growing importance to the digital ecosystem as long-form viewing and premium programming migrates online. Canadians rank second worldwide in terms of monthly hours of video viewing (25) and number of videos per viewer (291). The Entertainment category saw the largest growth in number of videos viewed versus year ago.
- The digital ad market is healthy and growing in Canada, with 724 billion display ad impressions in 2012, up 17% year-over-year. Social Media, Entertainment and Portal sites continue to account for the highest share of impressions.
- The rapid adoption of internet-enabled devices is contributing to a more fragmented digital media landscape. Smartphone subscribers grew by 17% in 2012, with Google Android now accounting for 40% of the market. Subscribers watching video on their mobile phones have increased 21 points in the last year, while search is the fastest-growing mobile content category.
- Social Media players are increasing their visitor base and engagement, while Facebook maintains its strong lead in the category. There are several rising stars to watch in 2013 - Twitter, LinkedIn, Tumblr, Pinterest and Instagram are all seeing strong visitor growth rates.
- Major industry verticals are experiencing growth in digital channels. Retail e-commerce reached \$22.3 billion dollars in Canada in 2012, up 10% versus year ago. Banking and Automotive content consumption and digital advertising are also experiencing gains across both desktop and mobile channels.

## Webinar - Canada Digital Future in Focus 2013: Trends Every Marketer Needs to Know

Join Darrick Li, Manager, Media Metrix Canada on Tuesday 19 March at 1400 ET (1900 GMT, 2100 South Africa), as he shares key insights from the 2013 Canada Digital Future in Focus and discusses what these trends mean for the year ahead. For more information and to register, please visit: <http://www.comscore.com/cdfif13>.

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