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Planning & Research
Team

MEDIA CONSUMPTION REPORT

Atlantic Canada 2026

Media attention in Atlantic Canada is shifting.

For decades, media planners in search of scale knew to begin with linear TV and radio advertising in any instance where they needed to drive reach and results.

Over the past ten years, the spike in mobile screen adoption has created a seismic shift in Canadian consumers, presenting a new starting point for media planners in search of scale.

But what does that mean on a local level in Atlantic Canada?

The Panoply planning & research team combed through the latest data to surface the opportunities and risks created by evolving media consumption habits in the region over the past three years.

We know that audio, video, and display are all still at play in people's lives, but the mediums and platforms for how they consume them are shifting rapidly. This greatly impacts how brands should think about their media strategy in response.



Brand Opportunity

Media planning in Atlantic Canada requires precision, not just presence. **Panoply Media is here to show you how.**



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The Canada Story

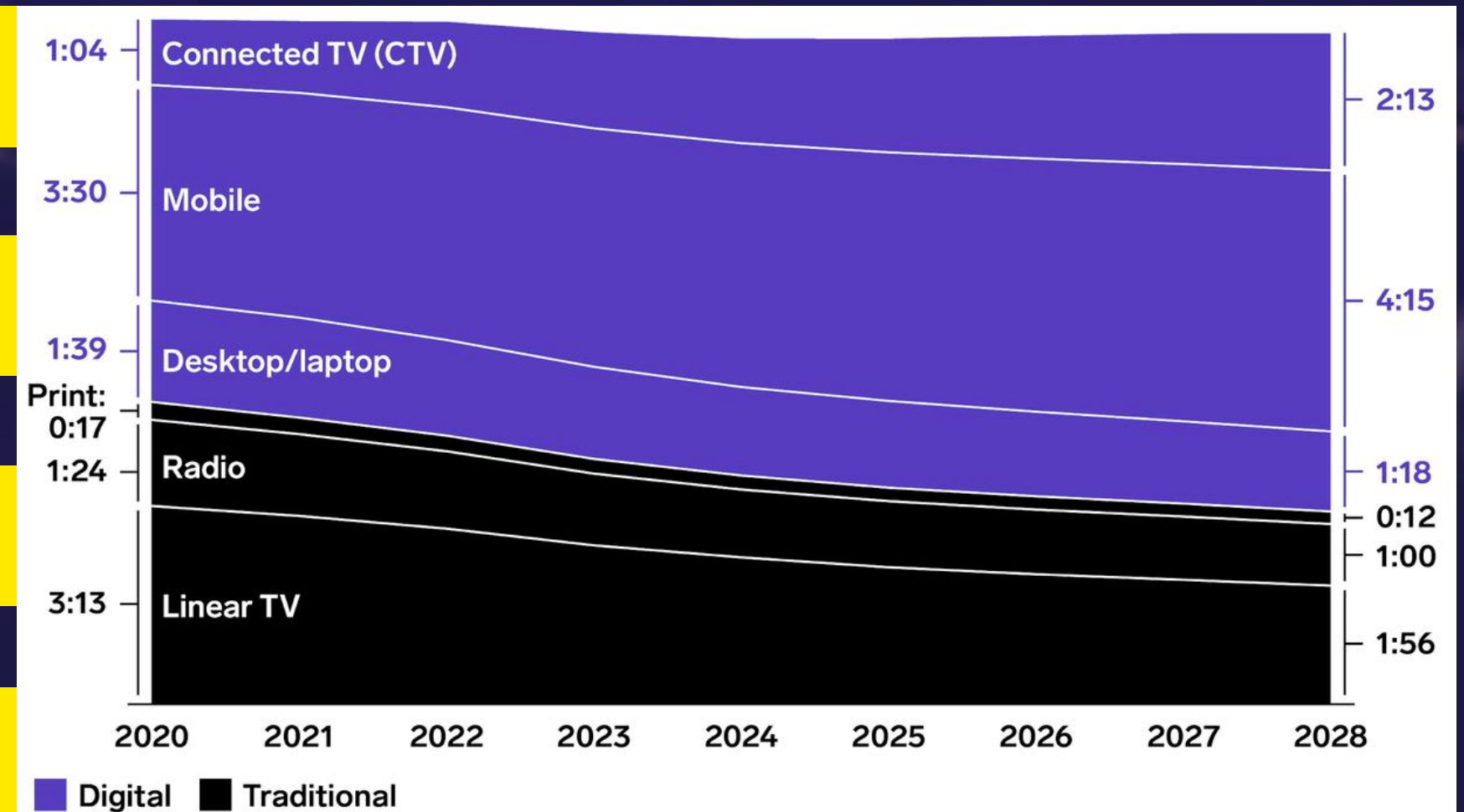
Nationally, time spent with media continues to shift from traditional to digital – with Connected TV (CTV) on track to surpass linear next year, and digital audio fast outpacing radio.

In 2026, **69% of all daily media time** is digital

Connected TV will surpass linear TV by **2027**

Digital audio **outpaces radio** for time spent

Adults now average **79 minutes-a-day** on social media



The Regional Media Shift

Media consumption habits in Atlantic Canada mirror national trends, with mobile becoming the dominant device and traditional channels eroding as people find new ways to consume content.



90%

of Atlantic Canadian adults
on mobile devices weekly

Up from 86% in 2023



-27%

decline in traditional live
broadcast TV viewership

Meanwhile, paid streaming options
viewership - Prime, Netflix, etc -
increased 17%



-26%

decline in traditional radio
listenership

Habits shifting towards free online
audio, with streaming audience
spiking 38%



-49%

decline in print newspaper
readership

Compounded by decreases in the
online consumption of the traditional
news digital editions

Media attention in Atlantic Canada hasn't shrunk, It has simply shifted.

Media strategies need to shift too.

69%
of daily media
time is now
digital

90%
on mobile
devices or social
media weekly

One Region - Two Speeds

The shift is regional – but velocity trends are provincial.

Nova Scotia

-27%

Live TV

17%

*Paid Video
Streaming*

38%

*Free Audio
Streamng*

New Brunswick

-40%

Live TV

35%

*Paid Video
Streaming*

72%

*Free Audio
Streaming*

Audio: Deeper Dive

Outside the workplace, traditional radio listenership is dropping, and podcasts are not the safety net many assumed.

Where Atlantic Canada listens to radio (weekly users, thousands)

In Vehicle -28%: Down 1687K to 1221K - the biggest source of radio's decline

At Home -16%: Down 1262K to 1055K - as hybrid work cuts into all day listening

At Work 9%: Up from 331K to 362K - as return to office grows this segment

Podcast Listenership - Atlantic Canada

-24%

Weekly listeners in the region fell, but steeper decline offset by growth in New Brunswick.

Podcasts and audio streaming behave differently.

Reach is NOT the Challenge

Attention is the *real* battleground.

In Atlantic Canada, **9 of 10 adults** are reachable weekly on mobile. The planning question is no longer CAN we reach them – instead, it's what's the optimal way?

The team at **Panoply Media** explore traditional and emerging platforms to **build 360 campaigns that surround the target audience.**

-33%

811K Reach

Live broadcast television

-24%

1,327K Reach

Traditional radio

-46%

448K Reach

Newspaper readership

44%

849K Reach

Free online streaming

35%

897K Reach

Free audio streaming

14%

2,074K Reach

Mobile internet & social

Key Takeaways

Video

Live TV loss is streaming
video's gain

Free, ad-supported online streaming
(+44% Atlantic) is absorbing more
attention than the premium tier.

Audio

Radio's floor is moving — but
audio is still a driver.

Digital audio options (free & paid) now
represent over 50% of the weekly
audio listenership..

Print

Online editions are not
picking up the slack

Newspaper readership is in decline —
and their digital formats are no longer
absorbing the audience.

The winners won't just follow the trendlines — they'll plan to the gaps.

The Opportunity For Your Brand



Mobile is king - but campaigns need a 360 degree approach

Internet and social use on mobile devices reaches 90% of adults across the region weekly. The new challenge isn't reach, it's competing for attention on a saturated channel. And while audiences on more traditional platforms may be shrinking, they still pack a punch in terms of standing out and achieving scale.



Live TV campaigns MUST have a streaming twin

Live broadcast viewership fell 27% in three years, compounded by a drop-off in PVR activity. Meanwhile, free AND paid ad-supported streaming popularity surged. So plans which over-allocate to live TV are chasing a shrinking audience. Advertising on streaming channels is no longer a 'nice-to-have' option.



Radio still has scale, but the floor is moving

Radio reaches 1.3 million listeners weekly in Atlantic Canada and is still the largest audio channel. But free and paid streaming is growing quickly. Radio remains a really effective way to achieve scale, but campaigns should balance traditional media and digital delivery to achieve effectiveness.



Newspapers in freefall and no longer a standalone option

It's negative headlines for newspapers - down 49% in Nova Scotia and 41% in New Brunswick. Print campaigns now have roughly half the reach they had three years ago. This means brands cannot count on this as a standalone channel. Print media is now more of an optional add-on as part of a broader digital campaign.



Forest Kenney

"Media attention in Atlantic Canada is shifting. Media planning is no longer a case of 'can we reach them?' It's about how we show-up to win their attention in an increasingly saturated digital market.

This means planning with precision. Not just having a presence.

The winners in Atlantic Canada will be the brands which take a mobile-first strategy, but complement it with the best mix of platforms that line-up to the weekly behaviours of their core customers.

It's not 'one-size-fits all' in Atlantic Canada. Media habits are evolving at different speeds for different demographics, and strategies need to align with that velocity, or risk leaving valuable attention on the table."

Forest is Panoply Media's Senior Media Partner, Atlantic Canada, advancing the agency's strategic expansion across Canada and strengthening its regional presence.

Based in Halifax, Forest leads Panoply's business development efforts in the Maritimes, helping brands connect with audiences through integrated digital, out-of-home (OOH), and broadcast media strategies.

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Panoply Media

Founded in 2020, Panoply Media is a Canadian-based media agency specializing in strategic planning, audience segmentation and channel-agnostic media solutions.

With offices in Montreal, Halifax, and Quebec City, the agency emphasizes cross-channel communication to help brands leverage emerging media trends with impactful and memorable campaigns.

Focus: The agency offers 360-degree media strategy, focusing on data-driven planning, performance, and AI-powered innovation.

Leadership & Growth: Led by President and Co-founder Bobby Destounis, the agency has recently expanded its national presence with senior hires strengthening its AI and media strategy capabilities.

Services: Their expertise spans OOH, social media, performance marketing, and consulting for sectors including consumer goods, pharmaceutical, and entertainment.

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Thank you - Merci!

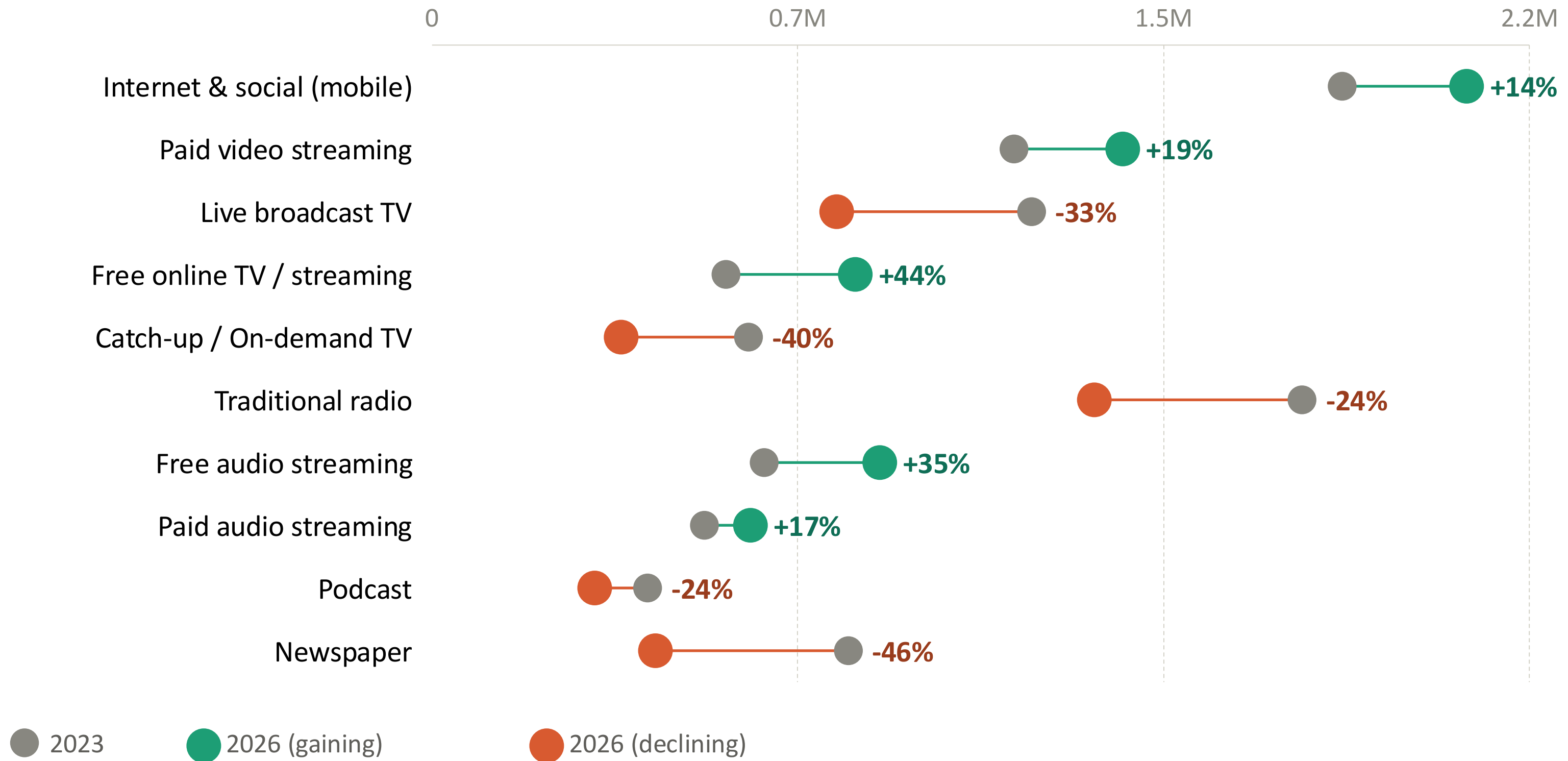
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APPENDIX

Where the Audience Went: Atlantic Canada

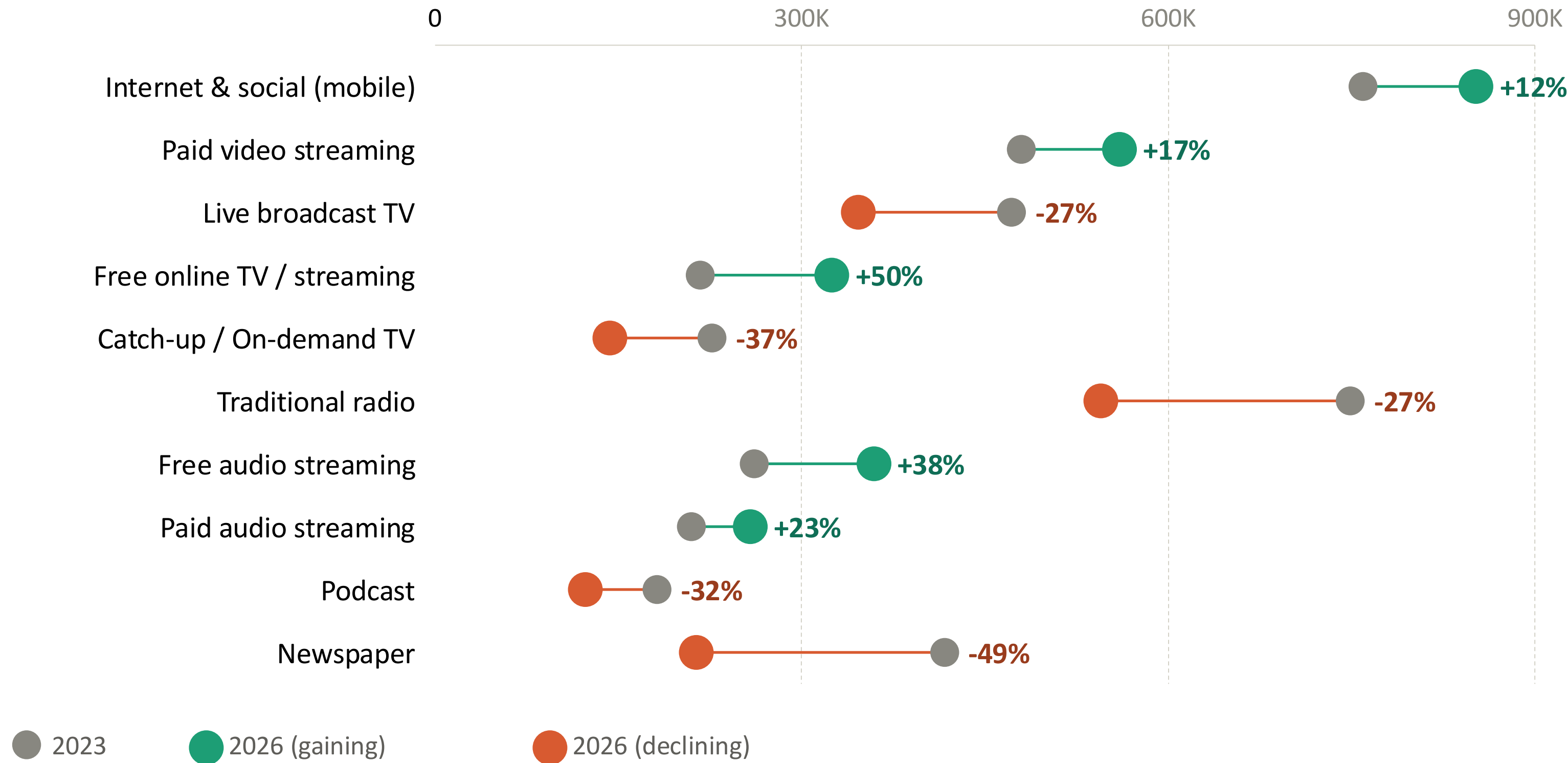
Weekly users by format (thousands), 2023 → 2026 — Atlantic region



Source: Vividata, Study of the Canadian Consumer Winter 2026.

Where the Audience Went: Nova Scotia

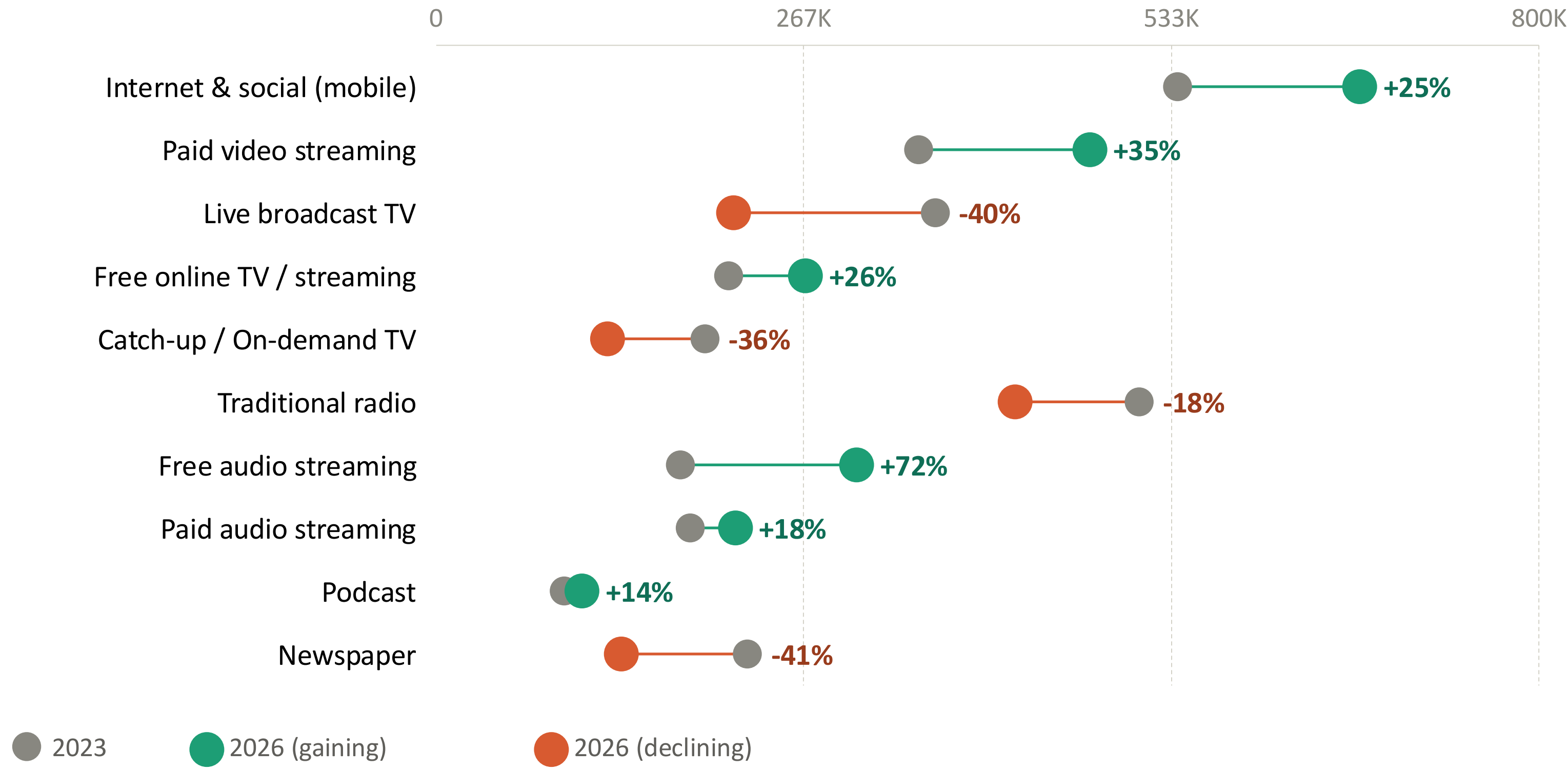
Weekly users by format (thousands), 2023 → 2026 — Nova Scotia



Source: Vividata, Study of the Canadian Consumer Winter 2026.

Where the Audience Went: New Brunswick

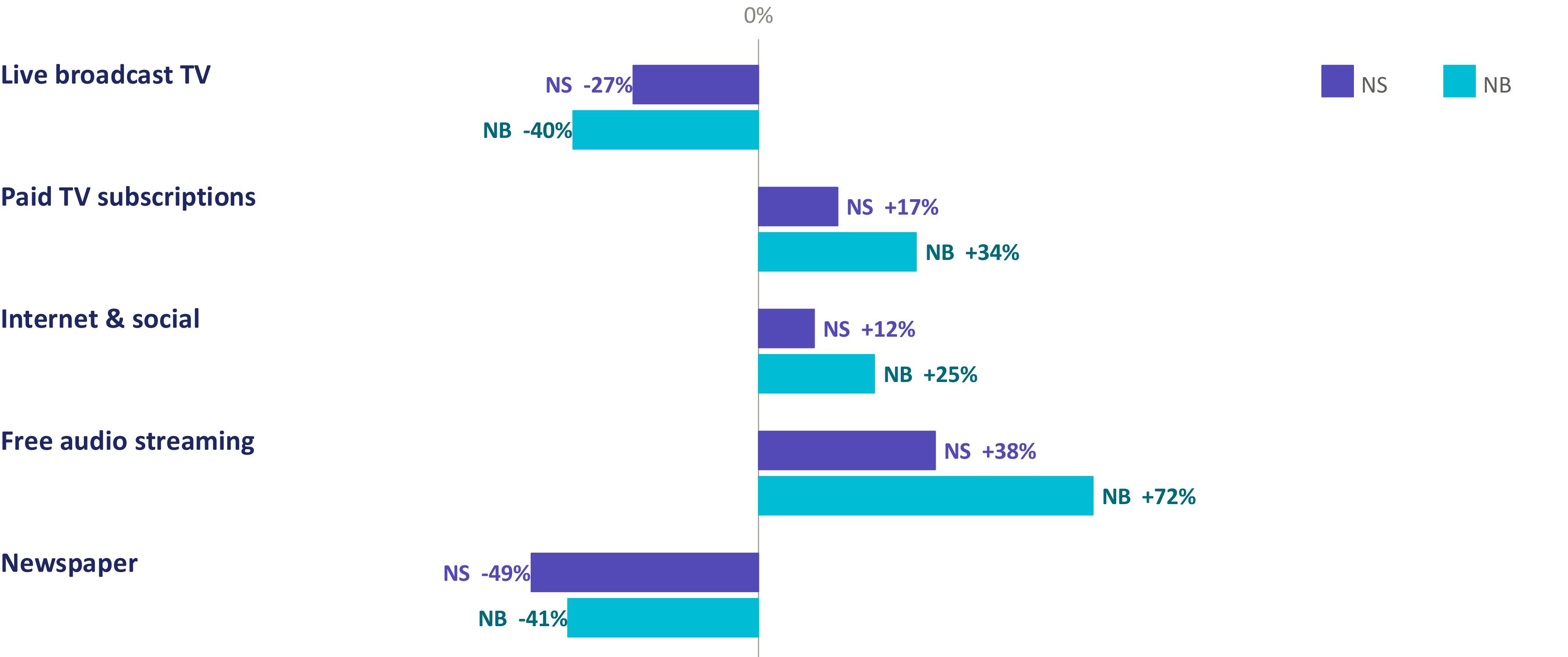
Weekly users by format (thousands), 2023 → 2026 — New Brunswick



Source: Vividata, Study of the Canadian Consumer Winter 2026.

New Brunswick shifts punctuate Regional Trends

Same direction, different speed — NB is catching up and in cases surpassing NS in the shift to digital



Of note: in 4 of 5 key categories, New Brunswick shifts are 50-100% more accelerated than in Nova Scotia.