
MARKET FACTS!

MARKET FACT #47

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #47

80%

**of Canada's digital advertising
dollars went to GOOGLE and
FACEBOOK**

DATE: September 20, 2023

COMMENT: This level of market dominance can only be achieved by Monopolies, and in this case, The Duopoly (Google & Facebook) has taken 80% of Canada's ad dollars recently. As the source says, **in 2021–2022, the government of Canada spent \$11.4 million on Facebook and Instagram ads,** and \$64 million total on digital ads which is more than half of its annual ad budget. This means that both of these BIG TECH companies have even the Canadian government as customers, and have the power to control whether News in CANADA get shown or not (!). While taking money at the same time (!).

A MESSAGE FOR BRANDS

BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.



READ SOURCE