



# Looking Ahead to 2025


The year of transformation and opportunity

As we look ahead to 2025, the industry is poised for transformative change across key areas. Here's a fresh perspective on five critical categories and the top trends shaping them:




## Policies impacting advertising in Canada continue to pose challenges

- DST looms over the industry impacting businesses of all sizes.
- Impending tariffs will take a toll on consumer buying habits and will impact our overall economy.
- The proroguing of Parliament has stalled key legislative files, including Bill C-27, leaving PIPEDA in force until 2026.
- Privacy compliance across multiple jurisdictions is imperative. While we await a new federal privacy law in Canada, we must comply with Law 25, the GDPR and an increase in US requirements. Companies will continue developing innovative solutions to meet these critical standards.



## Artificial Intelligence remains to be a dominant topic

- Big Tech is likely to initiate mergers and acquisitions in the AI sector.
- Ad creatives are shifting their reliance toward more privacy-compliant data, with personalization increasingly giving way to cohort-based targeting.



## Automation to optimize how we strategize and measure media

- Automated systems will refine ad spend, reduce waste, and minimize fraud, driving a more transparent media buying process.
- Vanity metrics like reach will give way to metrics that emphasize real business outcomes.



## Buying and Selling media adapting

- Self-service platforms will cater to small businesses, reducing reliance on large advertisers.
- Automation will streamline sales operations, leading to leaner teams and higher efficiency.
- Consumer-first approaches will position publishers as challengers to Big Tech.
- The reunification of creative and media silos will deliver more cohesive campaigns.



## Shifting budgets in Media Channels

- Verticals like Retail Media that leverage first-party data will thrive, with privacy compliance becoming a non-negotiable.
- Retail media, especially shoppable ads will blur the lines between brand-building and performance.
- Connected TV is leading with engaging ad formats
- The creator economy will thrive further, solidifying its importance in both branding and performance advertising.
- Underserved channels, such as podcasting, will gain funding and attention as strategies adapt.