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2026 REPORT

THE FUTURE, BY DESIGN REPORT

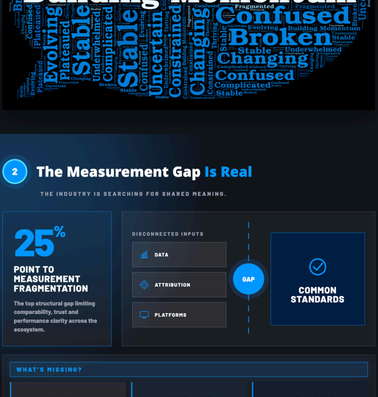
ENTERPRISE 2026 EVENT SOURCE DATA

200+ INDUSTRY LEADERS
ROUNDTABLES & PANEL DISCUSSIONS

150+ RESPONDENTS
SURVEY

1 Momentum exists. Structure is lagging.

THE CURRENT STATE OF DIGITAL ADVERTISING IN CANADA IS...



2 The Measurement Gap Is Real

THE INDUSTRY IS SEARCHING FOR SHARED MEANING.

25%

POINT TO MEASUREMENT FRAGMENTATION

The top structural gap limiting comparability, trust and performance clarity across the ecosystem.

DISCONNECTED INPUTS

- DATA
- ATTRIBUTION
- PLATFORMS

GAP

COMMON STANDARDS

WHAT'S MISSING?

1. **SHARED DEFINITIONS** common languages for value
2. **CONNECTED SYSTEMS** fewer disconnected truths
3. **ALIGNED INCENTIVES** reward real outcomes

> "We don't have a measurement problem. We have an incentive problem."
>
> ROUNDTABLE, OPPORTUNITIES CHAMBER

3 AI Runs on Human Intelligence

WHERE AI DISPLAYS REAL VALUE; WORKFLOW SUPPORT GUIDED BY HUMAN JUDGEMENT

51%

EXPECT 25-50% OF WORKFLOWS TO BE AI-ASSISTED

1. **WORKFLOW DESIGN** Redesigned workflows, not full replacement.
2. **AI LITERACY AND QUALITY CONTROL** Critical thinking and quality control across roles.

HUMAN-LED AI

2. **HUMAN JUDGEMENT AND OVERSIGHT** Governance and accountability stay central.

> "AI needs HI—human intelligence embedded across direction, validation, and accountability."
>
> ROUNDTABLE, POLICY CHAMBER

4 Efficiency Should Not Be the Enemy of Trust & Quality

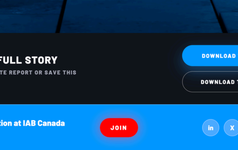
THE MOST CHALLENGING TRADEOFFS FACING THE MARKET

1 MOST CITED	SPEED	VS	QUALITY
2	PERSONALIZATION	VS	PRIVACY
3	AUTOMATION	VS	CONTROL
4	AUTOMATION	VS	QUALITY

> "Focus on quality and real business outcomes."
>
> SURVEY RESPONSE, MEASUREMENT AND OUTCOMES

5 Industry Is Conceding Control to Consumers

WHO SHOULD HAVE MORE CONTROL IN THE FUTURE ECOSYSTEM?



> "The audience is still the asset. If trust erodes, everything erodes."
>
> ROUNDTABLE, POLICY CHAMBER

6 What Comes Next for the Canadian Market

FIVE PRIORITIES FOR A FUTURE-READY OPERATING SYSTEM

- **CLEAR ACCOUNTABILITY** Responsibility for control, data, decisioning and outcomes.
- **TRANSPARENT VALUE EXCHANGE** Clearer consumer understanding of data use and value.
- **MEASUREMENT AND INCENTIVES** Connect activity, outcomes, business value and rewards.
- **HUMAN-LED AI** Oversight, workflow design, talent and quality control.
- **TRUSTED SUPPLY SIGNALS** Quality, relevance, originality and trusted environments.

Interoperability and shared standards across measurement, governance, talent, trust, and consumer experience are the building blocks of a future-ready Canadian digital advertising industry.

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EXPLORE THE FULL STORY

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