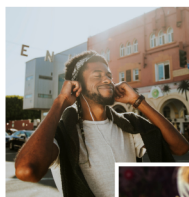


# Numeris selects technology partners for audio streaming service proof of concept



Numeris' cross-media audience measurement solution recognizes the changing media landscape with a focus on delivering complete and insightful radio & audio audience data providing context and value to radio broadcasters, agencies, advertisers and the Canadian media industry.



Numeris announced last Fall the first phase of our audio strategy integrating members' radio census streaming data with our radio meter service – "Making Radio Measurement Whole". This phase will calibrate radio PPM live streaming audiences using census data, ensuring we are capturing 100% of live stream radio tuning via any device.

Today, we are pleased to announce that Numeris has selected audio technology partners that will help us execute a proof of concept validating the design and methodology of this first phase. **Kantar Media** will support us with the methodology and data science, and **Triton Digital's Webcast Metrics®** will collect, filter, and standardize incoming census data.

The second phase of our audio strategy (which we have named "Same Ruler") will measure non-broadcaster publishers and streaming services. Work on this phase will start in 2022 and will use our existing PPM and online meter technology (via a single source Panel) to measure pure play audio streaming services, providing a full view of the audio landscape. This includes unduplicated audiences between radio and streaming services and insights by device.

Leveraging the technology and expertise from our advancements in video measurement, these audio measurement innovations and our single source panel will pave the way for holistic cross-media audience measurement for members and our industry.

Numeris is the source of truth for Canadian audio and video audience measurement, providing comprehensive consumer behavior intelligence data solutions. Using innovative data tracking, measurement technologies and methodologies, Numeris delivers a distinct and unduplicated view into Canadian video and audio consumption.

## KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people and inspire growth.**

Triton Digital® is the global technology and services leader to the digital audio and podcast industry. Operating in more than 80 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading online audio measurement service and Podcast Metrics, one of the first IAB certified podcast measurement services in the industry. With unparalleled integrity, excellence, teamwork, and accountability, Triton remains committed to connecting audio, audience, and advertisers to continuously fuel the growth of the global online industry. For more information, visit [www.TritonDigital.com](http://www.TritonDigital.com)