

Radio Local+ FAQ

Overview

What is Radio Local+?

Radio Local+ is Numeris' new local radio measurement solution designed to replace the Online Radio Diary (ORD) methodology. It combines survey data, panel insights, streaming data from participating Canadian radio broadcasters, and advanced modelling to estimate total radio listening across both over-the-air and streaming platforms.

The result is a more stable, modern and representative measurement system that better reflects how Canadians consume radio today.

Why is Numeris replacing Online Radio Diary (ORD)?

ORD has served the industry well for many years, but it faces increasing challenges, including declining response rates, difficulty recruiting younger audiences, higher variability in audience estimates and rising costs.

Radio Local+ was developed to create a more sustainable, future-ready measurement solution that better reflects today's listening environment and supports ongoing innovation.

Methodology

What makes Radio Local+ a hybrid measurement solution?

Radio Local+ combines multiple sources of listening data into a single measurement solution.

- **Surveys & panels:**
To understand demographics and how people use streaming vs. over-the-air radio across the week by station and time of day
- **Streaming data:**
To provide a reliable, census-style baseline of radio listening (not skewed by heavy users or sample bias)
- **Modelling:**
To combine survey, panel, and streaming data to estimate total radio consumption by demographic (streaming + over-the-air)

Will Radio Local+ measure both over-the-air and streaming listening?

Yes. Radio Local+ is designed to estimate total radio consumption by combining both over-the-air and streaming listening.

Streaming data from participating Canadian radio broadcasters is used as an important input, while surveys and modelling provide the demographic and behavioural information needed to create a complete view of total radio audiences.

Why are panels and surveys still needed if streaming data is available?

Streaming data provides scale, but it cannot identify who is listening, their demographics, or whether multiple people are listening together. It also only represents a small, albeit growing, portion of total radio consumption.

Panels and surveys provide the people-based information required to understand audience composition and listening behaviours. Bringing these sources together creates a more complete and representative audience measurement solution.

How was Radio Local+ developed?

Radio Local+ was developed through extensive collaboration with broadcasters, agencies, research committees, industry working groups and Numeris governance bodies.

Feedback from the Audio Executive Committee, Radio Advisory Committee and industry stakeholders helped shape and refine the methodology throughout its development process.

Benefits & Audience Impact

How does Radio Local+ improve audience stability?

Radio Local+ incorporates streaming data from participating Canadian radio broadcasters as a census-like source of listening alongside survey and panel data. Because streaming data is not sample based, it helps reduce volatility caused by sample fluctuations, heavy listeners entering or leaving the sample, and declining response rates.

This produces more stable audience estimates and fewer dramatic changes from release to release.

Will Radio Local+ better represent younger audiences?

Yes. One of the challenges with diary-based measurement is recruiting younger participants. The hybrid methodology helps create a sample that more closely reflects the actual population and is less dependent on traditional survey participation alone.

As a result, audience estimates for younger and older demographics may differ from those currently reported in ORD.

Why might Reach increase under Radio Local+?

Radio Local+ incorporates passive, census-like streaming data from participating Canadian radio broadcasters alongside traditional research sources. Passive measurement is often able to capture listening that may not be fully reported through recall-based methods.

As a result, overall reach levels may increase in some markets compared with ORD.

Will station rankings change under Radio Local+?

As with any methodology transition, some changes in station rankings may occur.

Because Radio Local+ measures listening differently from ORD and incorporates passive streaming data, some shifts in audience estimates and rankings are expected. Users should evaluate performance within the new methodology rather than directly comparing rankings to historical diary results.

Why do some markets show larger differences than others?

Different listening behaviours, audience profiles, levels of streaming adoption and sample characteristics can produce varying impacts across markets.

Radio Local+ introduces a fundamentally different methodology than ORD, so some markets may experience larger changes than others. Numeris has conducted extensive validation and review to ensure the methodology performs within established statistical criteria.

What changes should I expect?

While the measurement methodology is changing, many aspects of how you access and use the data will remain familiar.

1. The same 22 markets currently reported in Online Radio Diary (ORD) will remain accessible through the same software, with the same statistics.
2. With the launch of Radio Local+, data releases will increase to 4 times per year vs. the current cadence of 2 times per year.
3. Data releases in Radio Local+ will be based on 13-week averages similar to the meter markets
4. Data will be available for ages 18+.
5. There will be fewer demographic and qualitative questions available.
6. Because this is a new methodology, Radio Local+ represents a break in trend from ORD and should not be directly compared to historical Diary results.

Validation & Governance

Has the new methodology been independently reviewed?

Yes. Numeris engaged Centre d'études des supports de publicité (CESP), an internationally recognized media measurement auditor, to review the methodology and enhancements made to the Radio Local+ approach.

The methodology was also reviewed through Numeris governance committees, including the Radio Advisory Committee (RAC) and Audio Executive Committee (AEC), and tested through a full parallel run before approval.

Has Radio Local+ been fully validated against existing radio measurement?

Yes. Radio Local+ underwent a full parallel run across the current diary markets and was reviewed by Numeris governance committees and an independent auditor. The evaluation criteria established by the industry were met, with most stations falling within the expected confidence intervals for both Reach and AQH ratings.

Technical Questions

Could VPN usage impact audience measurement?

Numeris reviewed this concern as part of the evaluation process.

Based on available research, Numeris estimates that only a very small percentage of listening could potentially be impacted by VPN usage. While no system can completely eliminate this possibility, Numeris believes any impact on audience estimates is likely minimal and not material to reported results.

Numeris will continue to monitor technological developments and evaluate opportunities for further enhancements.

Do different streaming providers affect measurement results?

Radio Local+ uses a consistent processing methodology regardless of the streaming provider used by a broadcaster.

While broadcasters may use different streaming platforms, streaming session logs follow industry-standard formats. Hybrid Radio Measurement applies the same processing and quality controls across all participating broadcasters, helping ensure consistency across the marketplace.

Does Radio Local+ work equally well for stations using custom streaming platforms?

Numeris reviewed whether stations using custom streaming platforms produced systematically different results than stations using more common streaming providers.

The analysis did not identify any consistent pattern suggesting that custom platforms receive preferential treatment or are measured differently. Results across both groups performed similarly against the validation criteria.

Could demographic differences between app listeners and web listeners affect the results?

Radio Local+ does not rely solely on digital analytics for demographic measurement.

Digital analytics are used as one input, but the primary source of demographic calibration comes from survey and panel data. This calibration process helps ensure that differences between app and web users do not introduce systematic demographic bias into the final audience estimates.

Why are listening sessions shorter than three minutes excluded?

Very short listening sessions represent a large percentage of recorded sessions but a very small proportion of total listening time.

Sessions under three minutes account for approximately 36% of sessions but only about 1.4% of total listening duration. For the initial release, these sessions are excluded due to data quality and technical consistency considerations.

Numeris will continue working with our Partner to evaluate whether this threshold can be lowered in future releases while maintaining data quality.

Implementation & Transition

When will I receive access to Radio Local+ data?

Parallel run results will be made available to subscribers before the first official release.

This early access period, with Spring 2026 data, will allow broadcasters, agencies and advertisers to analyze the new data, understand any impacts, and prepare for the transition.

What is the timeline for the first official Radio Local+ release?

Radio Local+ measurement begins with the 2026–27 broadcast year.

The first official reporting period will be based on a 13-week measurement window, with the first release expected to coincide with the first Radio Meter release in December 2026.

Will ORD continue alongside Radio Local+?

No. Following implementation, Radio Local+ will replace the Online Radio Diary methodology.

ORD will not be conducted in Fall 2026 and Radio Local+ will become the official local radio measurement service moving forward.

Since measurement for Radio Local+ will commence at the start of the new Broadcast Year, which is after the Spring 2026 ORD release, there will be no measurement over the summer of 2026.

How should I prepare for this change?

The best way to prepare is to become familiar with Radio Local+ before the first official release. We recommend that users:

1. Review the parallel data when it becomes available.
2. Attend upcoming webinars and educational sessions.
3. Discuss the transition with your Account Manager.
4. Begin preparing internal stakeholders for a break in trend from ORD.

Numeris will provide support, tools and educational resources throughout the transition to help ensure a smooth adoption of Radio Local+.

What should I focus on when reviewing parallel data?

Clients should focus on understanding how the new methodology behaves, identifying differences from ORD and evaluating how the more stable measurement framework may affect planning and trading decisions.

Because Radio Local+ represents a new methodology, comparisons should focus on understanding patterns and trends within the new dataset rather than attempting direct comparisons to historical ORD results.

As this is a break in trend, will an interpretation guide be provided in advance, along with warnings about the differences between the two methodologies and their results, in order to avoid confusion in the market and erroneous conclusions?

An Industry Working Group has been established specifically to support the industry's transition to the new methodology. Chaired by Mike Viner (AEC Chair) and comprised of key AEC broadcaster stakeholders, RadioConnect and Numeris representatives, the Working Group will help build a common understanding of how audience delivery and inventory values translate from the current ORD methodology to Radio Local+. Supported by Numeris, the Working Group will provide recommendations to help build industry alignment and confidence in the new methodology, including identifying opportunities to minimize disruption to existing trading practices and promoting consistency in how audience changes are interpreted across markets. This work will help ensure the industry has the guidance and context needed to understand methodological differences and avoid misinterpretation of results.

Where can I learn about the new methodology?

Stay tuned for details about our upcoming webinar in August.

Future Roadmap

Will Radio Local+ support more frequent reporting?

Yes. Radio Local+ will initially provide four releases per year, compared to two releases under the current diary system.

The new measurement framework also creates opportunities for future enhancements and more frequent reporting as the methodology evolves.

Is Radio Local+ the final stage of Numeris' Audio Strategy?

No. Radio Local+ is the first milestone in Numeris' broader Audio Strategy.

Phase 1 focuses on improving stability and replacing ORD. Phase 2 aims to unify radio measurement across markets, while Phase 3 focuses on developing national and provincial radio reach estimates. Together, these phases will create a more complete and unified view of radio audiences in Canada.

Will Radio Local+ expand to additional markets in the future?

Expanding measurement to additional markets is part of Numeris' long-term vision and will be explored in future phases of the Audio Strategy.

A unified radio measurement framework creates opportunities to extend coverage beyond the markets currently measured today.

What other improvements are coming?

Radio Local+ is the first milestone in Numeris' broader Audio Strategy.

The new measurement foundation creates opportunities for future enhancements, including:

1. More frequent reporting.
2. Closer alignment with Meter markets.

3. Minute-level listening data.
4. Impressions-based measurement.
5. Separate reporting option with data for ages 12-17.

Together, these enhancements will help create a more unified, flexible and future-ready audio measurement ecosystem that can continue evolving alongside industry needs, changing listening behaviours and emerging technologies. This commitment to continuous improvement is a key part of Numeris' long-term vision for audio measurement in Canada.

What future enhancements could Radio Local+ support?

Radio Local+ creates a foundation for future enhancements, including:

- Closer alignment with Meter markets
- Minute-level (AMA-based) reporting
- Impression-based metrics
- Expanded market coverage
- More frequent reporting
- National and provincial radio reach estimates

These enhancements form part of Numeris' broader Audio Strategy and long-term vision for a more unified audio ecosystem.

Is Radio Local+ a perfect measurement solution?

No measurement system is perfect. However, Numeris believes Radio Local+ represents a significant improvement over the current Online Radio Diary methodology. Radio Local+ provides a more future-ready measurement foundation that supports enhanced stability, incorporation of streaming listening, minute-level measurement opportunities, impression-based reporting, and future national reach capabilities. As the methodology evolves, additional improvements will continue to be made.