

Radio Local+ Technical FAQs for Broadcasters who Participated in the Spring 2026 Test

1. Existing Setup for Spring 2026 Test

We participated in the Spring Test. Do we need to do anything new?

If your streaming logs are already connected, tagging remains operational, and no significant changes have been made to your streaming environment, no major implementation work should be required. However, broadcasters remain responsible for ongoing compliance with all Radio Local+ measurement requirements.

Will our existing StatsRadio connection continue to be used?

Yes. Existing integrations established during the Spring Test are expected to continue to support Radio Local+ measurement, subject to ongoing validation.

Do we need to reimplement tagging?

Not typically. If tagging is already in place and functioning correctly, no additional implementation should be required unless there are platform changes or specific requests from StatsRadio.

2. Implementation, Access, and August 31 Timeline

What happens if we cannot provide StatsRadio access to our streaming logs by the start of the August 31 measurement period?

Broadcasters should make every effort to provide StatsRadio with access to their streaming logs and complete all implementation requirements before the start of the measurement period. If access is not established by August 31, Numeris and StatsRadio will work with the broadcaster to complete the connection as quickly as possible. However, the station may not be measured for some or all weeks at the beginning of the measurement period, which could impact reportability.

Our station participated in the Spring Test but has not yet granted permanent access to StatsRadio. Are we still okay for August 31?

Participation in the Spring Test does not automatically guarantee readiness for commercial measurement. Broadcasters should ensure that all required data access, permissions, tagging, and ongoing data delivery processes remain in place and operational prior to the start of the measurement period.

What should we do if we believe we will miss the August 31 deadline?

Broadcasters should notify Numeris as soon as possible. Early communication allows Numeris and StatsRadio to assess available options, identify potential recovery mechanisms, and minimize any impact on measurement and reporting.

Can we still be included in the release if StatsRadio gains access to our logs after August 31?

Potentially. Inclusion will depend on when access is established, whether historical streaming data is available, and whether sufficient usable data is collected during the measurement period to support audience reporting. Broadcasters should not assume inclusion in a release until implementation and data validation have been completed.

If we are late completing implementation, will we miss the entire measurement period?

Not necessarily. The impact will depend on the timing of implementation, the availability of historical data, and the amount of usable data collected during the measurement period. However, delays may result in missing measured weeks and could affect inclusion in the final reported results.

If we miss the entire measurement period, will we still have access to data?

Broadcasters are required to provide their streaming logs in order to receive Radio Local+ data. As a general rule, Broadcasters who miss a measurement period, due to their failure to provide the information required for the Radio Local + subscription within the timelines stipulated, will be restricted from being provided with access to data during that timeframe. Numeris will consider circumstances on a case-by-case basis where the gap in measurement is due to technical issues or other factors reasonably beyond the control of the Broadcaster.

3. Station, Stream, and Provider Changes

What happens if we change streaming providers after launch?

Any change to your streaming provider, player, or streaming infrastructure should be communicated immediately to StatsRadio. Changes may impact the existing integration and could require additional validation before measurement can continue uninterrupted.

What if we launch a new stream, HD channel, or station?

New stations or streams should be communicated as early as possible and preferably at least six weeks before the desired measurement period to allow setup and validation.

What if our station changes name, branding, frequency, or call letters?

Any branding or station information changes should be communicated at least 6 weeks prior to the first day of the measurement period to Numeris and StatsRadio to ensure reporting accuracy. Any changes after this period will be reflected in the following measurement period.

4. Data Delivery, Missing Logs, and Technical Issues

Do we need to retain backup log data?

Yes. If doable, Broadcasters must retain backup streaming log and analytics data for a minimum of 28 days.

If we miss the beginning of the survey period, can historical data be recovered?

Possibly. When doable, Broadcasters are required to retain backup streaming log and analytics data for at least 28 days after broadcast. If historical data is available and can be successfully transferred and processed, Numeris and StatsRadio will assess whether it can be incorporated into the measurement process. However, successful recovery and inclusion cannot be guaranteed.

What happens if data stops flowing temporarily?

Temporary interruptions may impact reporting for affected weeks. Broadcasters should notify Numeris and StatsRadio immediately and work with StatsRadio to restore data collection as quickly as possible.

Will Numeris notify us if there are missing logs or data delivery issues?

Numeris and StatsRadio will work with Broadcasters to identify and resolve issues; however, Broadcasters are expected to actively monitor their own implementation and notify Numeris of known outages.

What happens if we miss one week of streaming data?

Missing data may impact measurement and audience reporting for that week. The impact will depend on the nature and duration of the interruption.

What happens if we miss several weeks of data during a measurement period?

Failure to provide ongoing data may affect inclusion in reporting and could result in a measurement period not being reportable.

What happens if a technical issue occurs that is outside our control?

Numeris and StatsRadio will work with Broadcasters to resolve issues as quickly as possible, but complete and timely data remains necessary to support audience reporting.

Will QA be done by StatsRadio before launch to make sure they do receive my streaming log?

Yes. StatsRadio will conduct quality assurance (QA) activities prior to launch to validate the reception, processing, and integration of streaming logs. QA will not be limited to the pre-launch period; it will continue on an ongoing basis after launch to help ensure the continued quality and integrity of the data.

Should any issues be identified that could affect the reception or processing of streaming logs, they will be communicated to the impacted broadcasters in a timely manner, along with any recommended follow-up actions or resolution plans.

5. Reportability and Release Inclusion

Could an existing participant be excluded from a release?

Potentially. Ongoing compliance with the measurement requirements is required. Significant or prolonged failures in data delivery may affect reportability in a measurement period.

Is there a minimum number of measured weeks required to be included in a release?

Radio Local+ requires ongoing participation and data delivery throughout the measurement period. Broadcasters should provide complete data for all measured weeks.

Who do I contact if I need help?

Broadcasters should contact their Numeris Client Success team, who will coordinate with StatsRadio as required.