

New Industry Working Group Established to Support Radio Local+ Adoption

Industry-led group to provide recommendations ahead of Radio Local+ parallel data release this fall

Press Release

FOR IMMEDIATE RELEASE

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Numeris shares today the formation of an industry working group established to support the Canadian radio industry's transition to Radio Local+, Numeris' new hybrid radio measurement solution, developed in collaboration with StatsRadio, that will replace Online Radio Diary (ORD) in Fall 2026.

The working group brings together key industry stakeholders representing Canadian Radio broadcasters – Rogers Sports & Media, Canadian Broadcast Sales, Cogeco Media, Corus Entertainment, Stingray, Pattison Media and Target Broadcast Sales, as well as Radio Connects and Numeris. Together, the group will help build industry understanding, alignment and confidence as Canada transitions to a new radio measurement methodology. Part of its work will be to invite agency representatives to discuss and validate its recommendations, helping ensure broader industry alignment before they are finalized.

With a broad representation of the Radio broadcasting industry, the working group has been established to develop a common understanding of how audience delivery and inventory values translate from the current ORD methodology to Radio Local+. Through collaboration and industry expertise, the group will develop recommendations to help support a smooth transition and provide guidance for broadcasters, agencies and advertisers as they prepare to work with the new measurement currency.



"The transition to Radio Local+ is a significant milestone for the Canadian radio industry," said Caroline Gianias, President of Radio Connects. "The formation of this working group demonstrates our industry's commitment to working together to support a successful transition. By bringing together key stakeholders from across the radio ecosystem, we can provide valuable context and recommendations as they begin evaluating the new methodology. This collaborative approach will help promote alignment, reduce uncertainty, and build confidence in Radio Local+ as the industry's future measurement currency for local markets."

Supported by Numeris, the working group will examine how audience delivery and inventory values translate from the current ORD methodology to Radio Local+. The group will identify opportunities to minimize disruption to existing trading practices while promoting consistency in how audience changes are interpreted across markets. Its recommendations will help provide the industry with guidance and context to better understand methodological differences and avoid misinterpretation of results.

The working group intends to make its recommendations available early fall, coinciding with industry access to Radio Local+ Spring parallel data. Providing recommendations at the same time the industry receives access to the data will help ensure broadcasters, rep houses, agencies and advertisers have the context and guidance needed to evaluate the new measurement framework and prepare for the official transition later in the year.



"Radio Local+ represents an important evolution in how radio audiences are measured in Canada," said Mike Viner, Director, National Advertising, Rogers Sports & Media and Chair of the Audio Executive Committee (AEC).



"At Numeris, our role is to bring the industry together around trusted, future-ready measurement solutions," said Alicia Olson-Keating, President and CEO of Numeris. "The Working Group reflects that commitment by fostering collaboration, alignment and shared understanding as Canada transitions to Radio Local+."

Radio Local+ is a foundational milestone in Numeris' broader Audio Strategy, which is focused on modernizing audio measurement in Canada through stronger data integration, greater stability and more comprehensive insight into how Canadians listen across platforms. By advancing a more robust and future-ready measurement framework, Radio Local+ will help support the industry's ongoing evolution and strengthen confidence in audio as a trusted, measurable and valuable medium.

About Radio Local+

Radio Local+ is Numeris' new hybrid radio measurement solution, developed in collaboration with StatsRadio, combining panel and survey data with census-level streaming data and advanced modelling, to measure total radio consumption across both over-the-air and streaming platforms. The solution provides a more stable, representative and future-ready measurement framework that reflects how Canadians listen to radio today and serves as a foundational milestone in Numeris' broader Audio Strategy.

About Numeris

Numeris is a leading audience data company curating data and insights that make sense of media behaviours in a cross-platform, cross-media world. Fully compliant with Canadian privacy and data protection laws, Numeris uses sophisticated data tracking and measurement technologies to holistically measure linear and digital consumption. Trusted and governed by Canada's media industry, Numeris develops and delivers transparent, standardized audience data solutions that answer local needs while remaining aligned with global standards. www.numeris.ca

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