
Numeris Introduces Radio Local+, Marking A New Era for the Industry

Press Release
FOR IMMEDIATE RELEASE
Toronto, ON – Aug 04, 2026

Numeris today announced the launch of a new hybrid radio measurement approach for local markets—Radio Local+—marking a pivotal step forward in how audiences will be measured across Canada and a foundational milestone in the company’s broader Audio Strategy. This new approach will become the official currency for local radio measurement, with its first release scheduled for December 2026, replacing long-standing Online Radio Diary methodology.



“We are fundamentally modernizing how local radio is measured,” said Dr. Derrick Gray, Chief Research & Operations Officer at Numeris. “By integrating people-based listening behaviours with census-level streaming data, we are delivering a more complete and reliable view of radio consumption—one that provides a strong foundation for the industry moving forward.”

Building on Numeris’ continuous improvement framework, this transformation reflects both the rapid evolution of audio consumption and the growing need for measurement that keeps pace. As listening expands across broadcast and streaming, platforms and devices, the industry requires a system that more accurately reflects how Canadians engage with radio today, while reducing volatility and improving consistency across markets.

The new hybrid model, developed by Numeris in partnership with StatsRadio, combines people-based listening behaviours with census-level streaming data and advanced modelling to deliver a more stable and representative view of radio consumption in local markets. It also introduces more frequent reporting, with four releases annually—doubling the current cadence—to provide timelier, actionable insights for the industry. This enhanced foundation positions radio for the future, with planned advancements such as minute-level listening data and impressions-based metrics that will further align radio measurement with evolving cross-media standards and advertiser needs.


 **STINGRAY**

“This is an exciting time for radio and audio in Canada,” said Steve Jones, President, Stingray Radio, and Numeris Board Member. “This evolution will strengthen confidence in our medium and give broadcasters a more powerful way to demonstrate the value they deliver, as well as give agencies and advertisers more confidence in the numbers.”

As the first step in Numeris’ Audio Strategy, and built in close partnership with the industry, this approach is designed to support a more unified and future-ready audio measurement ecosystem, with the flexibility to adapt alongside the industry through continuous improvement and innovation.



“This is a defining milestone for Numeris and for the Canadian audio industry,” said Alicia Olson-Keating, President and CEO of Numeris. “Audio is a vital and evolving medium, and this transformation reflects our commitment to building a measurement system that not only meets today’s needs but continues to adapt and improve over time. The new measurement has been approved, but the critical part of the evolution is in front of us. We need to share the data, educate the industry, and mobilize the buy side and the sales side with a focused and immersive roll-out over the next 6 months and beyond.”

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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