Numeris and NLogic Advance Cross-Platform Ad Measurement with Linear TV Integration in AudienceProject

Press Release

Toronto, ON – June 10, 2026

Numeris and NLogic today announced the introduction of Canada's currency TAM data into the AudienceProject solution, enabling advertisers to measure campaign performance across both linear TV and digital channels in a single offering.

Previously available for most digital platforms, this enhancement now extends ad measurement to linear TV, allowing marketers to view deduplicated reach, frequency, and total ad impressions across their full video campaign investment. By closing long-standing gaps between linear and digital reporting, the solution delivers a more complete and accurate view of campaign performance across channels.

"As media continues to fragment, bringing linear and digital measurement closer together is critical. With linear TV now available as part of the AudienceProject solution, we're giving advertisers a unified view of video campaign performance—helping them better understand total reach across platforms and channels, reduce wasted frequency, and make more informed decisions."

Sue Haas
Chief Growth Officer, Numeris | NLogic

The announcement reflects Numeris' and NLogic's continued focus on advancing cross-platform capabilities and reducing reliance on siloed measurement approaches. As advertisers face increasing pressure to bring clarity across fragmented channels, the ability to measure total video campaign impact is essential to effective media planning and accountability.

Andrea Hunt, President of the Association of Canadian Advertisers, emphasized what this means for the industry:

"Fragmented measurement leads to fragmented decisions. A unified, deduplicated view across linear and digital gives marketers the clarity to optimize spend, improve efficiency, and prove ROI."

Andrea Hunt
President & CEO, Association of Canadian Advertisers

In parallel, Numeris TV audience segments—previously available exclusively in The Trade Desk—are now also accessible through leading DSP platforms StackAdapt and Google DV360, giving advertisers more ways to activate against trusted Canadian TV viewing behaviours on programmatic channels.

With the addition of StackAdapt and DV360, advertisers can seamlessly target key viewing cohorts—including heavy, medium, and light TV viewers, as well as non linear TV consumers—helping sharpen audience strategy, extend streaming reach, and bring greater control to cross-screen exposure as linear and streaming continue to converge.

Together, these advancements mark an important step toward a more connected, transparent, and actionable cross-platform media ecosystem.

About Numeris
Numeris is a leading audience data company curating data and insights that makes 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. As a not-for-profit Joint Industry Committee (JIC), and by and for the Canadian media industry, Numeris leads the development and delivery of transparent and standardized audience data solutions that answer local needs while being aligned to global standards. www.numeris.ca.

About NLogic
NLogic, a subsidiary of Numeris, is Canada's leading provider of TV, radio, and cross-platform audience and advertising data solutions. With decades of experience, NLogic helps organizations drive more effective advertising strategies through trusted data, software, and analytics tools. Visit www.nlogic.ca.

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