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## YouTube & Snapchat Join Numeris' National VAM Solution, Advancing its Vision for Full Cross-Platform Audience Reporting

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### Press Release

Toronto, ON – April 08, 2026

Numeris today announced that Snapchat and YouTube have officially subscribed to its National Video Audience Measurement (VAM) solution, building on Prime Video's inaugural participation in late 2025. These high-profile additions underscore the rapid momentum behind VAM as the industry's essential dataset for understanding how Canadian audiences engage with video—across every platform, device, and viewing environment—since its national launch last quarter.



“Our advertisers know that Snap captures a unique, highly engaged audience of more than 13 million monthly active users in Canada. By integrating with VAM, we are providing our clients with rigorous, third-party validation. This partnership unlocks a more complete, comparable view of performance, helping them plan smarter, optimize with confidence, and better understand the true impact of their investments across platforms.”

**Bob Cornwall**  
Country Manager, Canada, Snapchat

Building on these new and exciting platform partnerships, Numeris is accelerating its plan for direct first-party data integration, to unlock even deeper, more precise insights within VAM.



“We are thrilled to welcome Snapchat and YouTube to VAM. Our goal at Numeris is to create a universal third-party, transparent and trusted number to represent all video consumption in the Canadian market. To achieve this, we require participation and endorsement from all media owners, and these exciting new partnerships support our vision and demonstrate the value and strength of our VAM data to the industry. The Canadian market is asking for a level playing field for measurement, and we're building it.”

**Sue Haas**  
Chief Growth Officer, Numeris

VAM already delivers powerful insights, including duplication analysis across linear and digital video, share of viewing by device and platform (with demographic splits), detailed audience profiles by platform, and clear distinctions between light and heavy viewers across traditional and streaming video. Extending this further, NLogic's Video Planner, powered by VAM, unlocks advanced planning intelligence such as unduplicated reach and frequency across any video platform, projected campaign performance by demo and platform, buying-segment analysis, and dedicated breakouts for ad-supported video.



“Numeris' National VAM solution is becoming an important reference point for understanding video behaviour in Canada. With more services choosing to subscribe, it reinforces the value VAM brings to the entire industry. This shared, standardized view across linear and streaming supports more consistent planning and greater confidence in how we evaluate audiences.”

**Samantha Kelley**  
CEO, Touché! Canada

As adoption accelerates, Numeris will continue expanding VAM's capabilities in partnership with the industry, ensuring Canada moves toward a truly unified, cross-platform measurement standard that reflects how audiences watch today—and tomorrow.

### 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](http://www.numeris.ca).

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