

# MEASUREMENT

## An Overview of Canadian Audio Measurement



Visit Our Website:  
[www.radioconnects.ca](http://www.radioconnects.ca)



# Introduction

Broadcast media in Canada is one of the few media choices that uses 3rd party measurement to generate audience data used as currency in the buying and selling of media.

Live Broadcast Radio, whether consumed on a standard radio or a digital device like a smart speaker or smartphone, is measured differently than on-demand digital audio delivered by a digital platform.

Live Broadcast Radio measurement is conducted by two third parties in Canada. Both Numeris and radioCount provide independent measurement of Canadian member stations.

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# 1. Numeris

Numeris provides data on broadcast measurement and consumer behaviour. They are a tripartite non-profit organization that provides audience and ratings data to Canadian broadcasters, advertisers, and other broadcast-related organizations in both English and French Canada.

They use sophisticated measurement technologies and services to gather information on audience tuning behaviors.

The ratings and audience data generated is used as the basis for developing media currency in the broadcast landscape.

[Get more info @numeris.ca](https://www.numeris.ca)

Currently Numeris deploys two different methodologies to measure audio in Canada:



**PORTABLE PEOPLE METERS**  
(PPMs)



**ONLINE DIARIES**

# Portable People Meters

PPMs are small, wearable devices that capture inaudible codes embedded in the audio of radio and TV broadcasts.

The Numeris PPM panel is made up of over 4,560 households totaling over 8,700 Canadians.

The Meter Panel consists of randomly selected Canadian households, and Numeris requests that individual members carry a PPM to track their radio listening and TV viewing habits.

The PPM is designed to pick up codes regardless of the specific device being used to consume the media.

PPMs automatically download the data at the end of each day, and Numeris processes and releases the information to its clients. The meters passively collect measurement every day of the year, crediting listening and viewing by the minute.

Numeris releases Radio PPM Data in 13-week cycles for:

**MONTREAL E/F | TORONTO | CALGARY | EDMONTON | VANCOUVER**



## 2023-2024 Radio Diary Measured Markets

Fall 2023 Release - December 7, 2023  
(measurement from November 7, 2022 - November 5, 2023\*)

Spring 2024 Release - May 30, 2024  
(measurement from May 1, 2023 - April 28, 2024\*)

Market No.	Central Market Description	12+ Population
<b>NEWFOUNDLAND</b>		
9	St John's	198,570
<b>NOVA SCOTIA</b>		
2080	Halifax	451,100
<b>NEW BRUNSWICK</b>		
3009	Moncton	164,680
<b>QUEBEC</b>		
4199	Quebec	764,910
4120	Saguenay	151,020
4339	Sherbrooke	237,260
4659	Trois-Rivières	150,710
<b>ONTARIO</b>		
5239	Barrie	220,520
5269	Hamilton	743,920
5109	Kingston	160,800
5339	Kitchener-Cambridge-Waterloo	560,780
5369	London	509,770
5071	Ottawa-Gatineau Anglo	1,024,920
5072	Ottawa-Gatineau Franco	378,190
5299	St Catharines-Niagara	400,220
5479	Sudbury	155,760
5409	Windsor	382,600
<b>MANITOBA</b>		
6119	Winnipeg	795,690
<b>SASKATCHEWAN</b>		
7069	Regina	237,720
7109	Saskatoon	302,970
<b>BRITISH COLUMBIA</b>		
9230	Kelowna	218,020
9119	Victoria	402,830

\*Excluding the last week of January, first week of July and last two weeks of December.

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# Online Diaries

In 22 markets, Numeris measures weekly listening, excluding the last week of January, the first week of July and the last two weeks of December.

Participants in each measured market are asked to record the radio stations they listen to, the times they listen, and the duration of their listening sessions in an online diary over a specified period of time, typically one week.

The data is then categorized by Numeris into average quarter-hour periods (AQH) for each day of the week between 5 AM and 1 AM. Diary measurement credits 15 minutes of listening for each diary entry.

Numeris historically used a combination of paper and online diaries for measurement. Since 2020, most diaries are now completed online.

Numeris typically releases the data in the Spring and Fall.

# 2. radioCount

The radioCount approach uses a combination of telephone interviews and e-surveys to deliver ratings and audience data in Canadian radio markets not measured by Numeris. To ensure a broad representation of radio listening within a market, only one person per household is permitted to participate.

Participants are asked about their radio listening over the past 24 hours, with unaided station identification.

For each station that the participant indicated they listened to, radioCount records tuning times and session durations at the quarter hour level, followed by a short list of qualitative questions. radioCount releases data in the fall based on an 8-week measurement period. Some markets are measured continuously throughout the year.

The collected data is used to determine a station's listener profile, audience reach within the measured market, time spent listening, market share, and commonly used statistics.

Get more info [@radiocount.ca](mailto:info@radiocount.ca)

The graphic displays the radioCount 2023-24 Market List. It features the radioCount logo at the top, followed by the title '2023-24 Market List'. Below this, it specifies two survey release periods: 'October/Fall 2023 Survey Release' (Thursday, November 23, 2023) and 'April/Spring 2024 Survey Release' (Thursday, May 23, 2024). A note states: 'Continuously measured markets include Fall and Spring currency releases and monthly non-currency data.' A table follows, listing 20 markets with columns for 'Market', 'Prov.', 'Fall', and 'Continuous'. The 'Fall' column has checkmarks for all listed markets, while the 'Continuous' column has checkmarks for Belleville, Peterborough, North Bay, and Thunder Bay. At the bottom, it says 'Visit [www.radiocount.ca](http://www.radiocount.ca) for more details' and '© radioCount 2023'.

Market	Prov.	Fall	Continuous
Charlottetown	PE	✓	
Saint John	NB	✓	
Fredericton	NB	✓	
Sydney	NS	✓	
Belleville	ON		✓
Cornwall	ON	✓	
Guelph	ON	✓	
Peterborough	ON		✓
Chatham	ON	✓	
Sarnia	ON	✓	
Wingham	ON	✓	
Owen Sound	ON	✓	
Pembroke	ON	✓	
North Bay	ON		✓
Timmins	ON	✓	
Thunder Bay	ON		✓
Brandon	MB	✓	
Lethbridge	AB	✓	
Red Deer	AB	✓	
Chilliwack	BC	✓	
Kamloops	BC	✓	
Prince George	BC	✓	

# Continuous Measurement

In a fast-changing media landscape where fresh data is of paramount importance,

Numeris and radioCount (in some of their markets), use continuous measurement to bring year-round recruitment and measurement to the Canadian AM/FM Radio landscape.

Continuous measurement improves the stability of Radio ratings, reducing their susceptibility to fluctuations.

Using a 12-month rolling average of continuous measurement smooths out peaks and valleys, resulting in a continuous refresh of the market's performance.



# Broadcast vs. Digital Audio Measurement

Numeris and radioCount use households and panels to determine listening to a station and their methodology is consistent.

Audio streaming refers to the audio signals listened to over a digital device, regardless of where the signal originates from, whether a terrestrial broadcaster or a music streaming platform.

Digital Audio can be streamed or downloaded. The technical distinctions between streaming and downloading are virtually invisible to the listener but can impact the way they are measured.

Digital Audio whether streamed or downloaded is of course delivered 1:1.

Streamed audio is delivered over a continuous connection between the audio source and the listener and measurement of audience and reporting of impressions commence at the beginning of listening and ends when the listener ends the listening session.

Podcasts listenership is based on different calculations that can include download of a podcast, subscriptions to a podcast, playback of the actual podcast, all of which are determined by the podcast distributor or network and may not be consistent.





# Broadcast vs. Digital Audio Measurement



For broadcasters in PPM markets, their digital signals are encoded for capture by the PPM device and are reported in the total tuning audience. Broadcasters can also provide streaming data delivered through their station apps or website and provide the same metrics as the digital pure plays.



Real-time reporting of impressions starts when a digital connection is initiated at the beginning of a session and ends when the connection stops. Metrics for digital audio focus on unique streams, total listening hours, and active sessions.



The podcast market is fragmented across multiple platforms. Each platform may use different metrics or methodologies to generate audience data therefore making standardized reporting difficult. However, the use of a combination of download numbers, unique downloads, listens, subscriber numbers, and audience surveys is providing podcasters with an increasingly complete picture of their audiences.



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