

# Cross-Platform Measurement Canadian Advancements

January 2024



# This is Canada



Population of  
**40.5**  
Million

**6**  
Time Zones

**2** Official  
Languages:  
English and French

More than  
**70%**  
Of the population  
live in urban areas

More than  
**90%**  
Of Canadians live within  
250 kms of the US Border

# Audience Measurement in Canada is provided by 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) operator,

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.

# Canada's Cross-Platform measurement initiative started in 2016

Over the last few years Video initiatives led the way for Numeris' Cross-Platform strategy - Starting with Video Content Cross-Platform Measurement:



2016

Started with a Working Committee in 2016 – RFP for technical partner



2017

Needs assessment - 53 individuals from 24 organizations



2018

Started to build Ontario and French Quebec Panel for Cross-Platform Video Content Measurement



2019

**Metrics Committee:** Metrics and standards identification for Cross-Platform Measurement  
**Hybrid TV Measurement:** Enhanced Television Measurement initiative quick-off - TV Panel Expansion by incorporating Return-Path-Data from Set-Top-Boxes

# Canada's Cross-Platform measurement initiative started in 2016

Over the last few years Video initiatives led the way for Numeris' Cross-Platform strategy - Starting with Content Cross-Platform Measurement:



**2021**

Cross-Platform Video Content Measurement launch - Ontario and French Quebec



**2022**

National Roll-out of Cross-Platform Video Content Measurement

**Industry Measurement Advisory Group creation:**  
To determine the requirements around Cross-Platform Video Ad Measurement for the Canadian Market



**2024**

Hybrid TV Measurement launch (Enhanced TAM)

# Numeris Panel

- Representative and balanced to the Canadian population – supported by an establishment survey
- Using:
  - Portable People Meters (PPMs) to measure live TV (TAM) on all screens and live Radio (RAM) on all devices, including catch-up television done via PVR up to 28 days
  - FocalMeters (FMs) to capture online digital consumption
- Virtual expansion to assign media activity from large data sets

- Measures all 2+
- Measures all devices
- Program and ad break measurement
- 15-second measurement reported to the minute level
- National, Provincial and Market level coverage
- Trendable: Access to daily, weekly and monthly data
- In and out of home measurement
- Reflective of all ways video/audio is consumed, including homes without TV/Radio

# Canadian Opportunity

## Canada is well positioned to implement Cross-Platform Ad measurement:

- Strong Panel already supporting Cross-Platform Video Content Measurement and Radio Measurement
- Hybrid Measurement for Television Measurement providing granularity and stability needed for Ad Measurement
- Ability to leverage Halo Solution
- On-going Establishment survey
- History of Collaboration