



NUMERIS

Make Your Opinion Count

This is Your Chance to Participate
in the TV and Radio Ratings





Numeris is a not-for-profit, member-owned organization, which has been operating since 1944.

We provide audience measurement information to broadcasters, advertisers, and agencies. By providing this important information, we help broadcasters deliver high quality and relevant programming that meets the needs and wants of Canadians.

To learn more about Numeris please visit our website at www.numeris.ca.

What Does Numeris do?

Have you ever wondered how radio and television stations know what programs are popular? They ask Numeris!

Numeris researches how many people tune into different radio, television and online programs. This research allows us to create what are often called ratings. Broadcasters use these ratings to make decisions about programming. We are the only company in Canada that provides these ratings.

To do this, we ask a group of people just like you to join our panel.

Why Should I Participate?

Information from our panelists affects programming decisions.

This is your chance to let broadcasters know which programs you enjoy on TV and on the radio.

Don't pass up this opportunity to be part of the panel that shapes the ratings!



Why was I Chosen?

Recently, you completed a telephone survey with Numeris.

Based on the information you gave us, your household was chosen to represent similar households in your area. Your participation in our panel is very important and it will help ensure that our ratings reflect the opinions of all Canadians.

How do I Participate?

Each member of your household will be given his or her own personal Meter that is the size of a small cellphone.

You simply wear the Meter or keep it with you wherever you go. It can be clipped to your belt, to another piece of clothing, or worn in many other ways.

To thank you for being a member of our panel, you will receive a cash gift when you first join. Each month we'll send you a cash reward just for keeping your personal Meter with you throughout the day. You will also have a chance to win exclusive prizes through special draws several times a year from Numeris.

Someone from our team will be calling you in the next few days to answer your questions and get you started on the panel. In the meantime, you can learn more about Numeris at

<https://www.numeris.ca/about/multimedia-panel> or scan the QR code below.



Scan here to learn more



How do the Meters Work?

The Meter picks up a silent broadcast signal which tells us the radio stations that you are listening to and the television programs that you are watching.

It is equipped with cellular phone components, but it is not a telephone. This technology allows your Meter to send your TV viewing and radio listening information to Numeris's main computer every day. When we get this information, we combine it with the information from other households in your area to produce the ratings.



Tips for Children

We understand that it may sometimes be difficult for small children to carry the Meter. Some options that we recommend include:

- Clipping the Meter to a toy or other item that your child will be carrying.
- Placing the Meter in your child's pocket.
- Placing the Meter in your child's school bag, lunch bag, or pencil case.
- Visit <https://www.numeris.ca/about/multimedia-panel> and watch the video under 'How Does it Work?'



You may also find that your child enjoys making a game of carrying the Meter and tracking his/her points.

Your Privacy

The information you provide to Numeris is confidential.

All the information we have collected, or will collect, from your household We combine your TV viewing and radio listening information with that of other panel members to produce ratings only about groups of people, not individuals.

The Meter is only used to identify the radio stations you are listening to or the television stations you are watching.

It does not pick up live human voices, telephone conversations, or other sounds. We do not share Personal Information with our members and licensees. Only aggregated, anonymized data are used. We may employ third party companies to facilitate specific services. They may have access to only the information needed and are obligated not to disclose or use it for any other purposes. If you have any questions please contact our Privacy Officer at privacy.officer@numeris.ca.

We Promise

1. You can leave the panel anytime and return the Meter to us.
2. Your participation is confidential and your information anonymized.
We only report about groups of people, not individuals. We will never include your personal information in our rating service.
3. We will never sell your personal information to a third party.
4. You will receive a cash reward as a token of our appreciation for wearing your personal Meter.
5. We will never try to sell you anything.
6. We will give you a toll-free number to call if you have any questions or problems.



If you wish to contact us:

English: 1-800-214-5226

French: 1-800-243-3226

