



Hybrid Measurement: The Next Step in the Evolution of Radio

Broad Challenges Facing Radio Measurement

In our previous [article](#), we highlighted the importance of Hybrid Measurement in today's rapidly changing media environment. Building on that foundation, this article explores how Hybrid Measurement provides meaningful benefits for the radio industry.





Radio remains an essential cornerstone of Canadian communities, delivering more than just entertainment and information—it fosters connection and unity within local markets. It creates a shared experience that brings listeners together and strengthens a sense of belonging across neighbourhoods and cities.

No matter how rapidly technology advances or listening habits shift, radio seamlessly adapts—meeting audiences in their homes, on the road, or wherever their day takes them.

As listening habits continue to evolve and audiences engage with audio in more varied ways, the radio industry faces an important opportunity: continuing to provide robust, representative insight into listening behaviour to support audio programming and strategic decision-making. Broadcasters benefit from deeper insight that helps ensure reported listening trends are consistent and reliable, so changes in the data reflect genuine shifts in audience behaviour rather than short-term fluctuations. With Canadians consuming audio across more platforms and in increasingly diverse patterns, sustaining a measurement solution that delivers dependable insight is essential to understanding radio's true reach, impact, and ongoing relevance.

Current State - Overview of Existing Methodologies

There are a few different ways to measure radio audiences in Canada, and Numeris currently uses two main methods: meter measurement and the Online Diary method.



Meter measurement passively captures the listening habits of panelists in the five largest metropolitan areas, providing granular data on how and when radio is consumed. In contrast, the Online Diary method invites individuals from 22 local markets to self-report their radio usage, offering valuable insights into regional listening trends. Both approaches are globally recognized for their effectiveness and offer unique strengths in understanding audience behaviour.

However, as Canadians increasingly engage with radio through a broad spectrum of platforms—including streaming applications, smart speakers, and on-demand podcasts—these traditional measurement techniques face limitations. Today's listeners tune in from virtually anywhere, at any time, often in ways that may challenge legacy solutions. Additionally, two disparate methodologies across different markets make it difficult to build a comprehensive, unified picture of radio listening.

Online Radio Diary Challenges

The Online Diary method faces its own unique challenges in today's environment. With more Canadians opting out of answering phone calls or completing listening diaries, participation rates continue to decline. This disengagement undermines the consistency and representativeness of the sample, resulting in greater fluctuations in the audience data from release to release.

How Hybrid Measurement Addresses Diary Challenges

The core strength of Hybrid Measurement lies in its ability to seamlessly unite diverse data streams, to create a comprehensive, future-proof system.

For local market measurement, this includes:



Streaming data from publishers and platforms



Surveys to understand listening habits and demographics



People-based panels to provide a “source of truth”



Analytics to model and calibrate the data

Streaming Data in isolation is not enough

While streaming data offers scale and granularity, it is limited because it operates at the device level, not the person level. This means streaming data cannot reveal:

- Who is listening
- Whether the listening is solo or co-listening
- Where the listening takes place (e.g., at work, at home, in the car)

Other sources, such as panels, are needed to provide additional insights:

- Who is listening
- Where they are listening
- How they are listening (over-the-air vs. streaming)
- What stations they are tuning into

By integrating these complementary sources, Hybrid Measurement delivers richer, more actionable audience insights and enhances cost efficiency through optimized data collection and streamlined analysis. As digital platforms and listening contexts continue to multiply, Hybrid Measurement ensures radio stays relevant, measurable, and positioned for future success in a rapidly changing audio landscape.



The Path Forward

As the audio landscape continues to evolve at a rapid pace, adopting a Hybrid Measurement approach moves beyond innovation—it becomes essential. This isn't a Canada specific issue, countries like France, Switzerland, Australia, and Spain are also experiencing similar pressures and have begun exploring Hybrid Measurement strategies.

Numeris is dedicated to future-proofing audio measurement, ensuring we capture the entire spectrum of listener behaviour. By integrating Hybrid Measurement strategies, we will guarantee our processes keep up with technological advancements and open exciting new avenues for growth and engagement across all markets. Remaining adaptable to industry developments allows us to lead confidently in an increasingly dynamic environment.

Looking to the future, we are actively developing our Radio Hybrid Measurement solution. Stay tuned for forthcoming updates as we drive innovation and set the standard for audience measurement in Canada.

To learn more about Hybrid Measurement including how it benefits TV and Video, check out our additional articles [here](#).

