**Cable-Owned Ampersand Launches Total TV Measurement**

Ampersand, owned by Comcast, Charter Communications and Cox Communications, is offering a Total TV Measurement system that gathers viewing data from 40 million set-top boxes. The company aims to help coordinate campaigns across multiple platforms and cut down on the number of times viewers see the same advertisements.

***Next TV/Broadcasting+Cable 9.16.21***

[*https://www.nexttv.com/news/ampersand-offers-buyers-a-total-tv-measurement-solution*](https://www.nexttv.com/news/ampersand-offers-buyers-a-total-tv-measurement-solution)