**Watch Out Nielsen: ComScore, Rentrak Merge**

Audience measurement firm ComScore agreed to acquire rival Rentrak. ComScore, known for its Internet-traffic measurement capabilities, and Rentrak, which uses set-top box data to gauge television viewing, together create a more formidable competitor to Nielsen NV, the reigning behemoth in audience measurement in the U.S.

***The Wall Street Journal 9.30.15***

<http://www.wsj.com/articles/measurement-firm-comscore-to-acquire-rentrak-1443557042>