**MRC Approves Nielsen's Digital in TV Ratings**

The Media Rating Council has accredited Nielsen's Digital in TV Ratings measurement, which offers marketers data on consumers who watch linear TV on mobile and desktop. Nielsen also plans to seek MRC accreditation for its other offerings, including Digital Content Ratings.

***Variety 2/7/17***

<http://variety.com/2017/tv/news/nielsen-cross-measurement-digital-tv-ratings-1201979848/>