**TV Network Reps Say Nielsen Undercounted 2020 Viewers**

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Description automatically generatedExecutives from cable and broadcast television networks say that Nielsen likely undercounted audiences by up to 10% last year. They argue that the COVID-19 pandemic kept technicians from visiting participants, viewers watched programs outside of linear platforms and virus-related deaths may have affected household reliability.

***Variety 4.7.21***

[*https://variety.com/2021/tv/news/nielsen-tv-ratings-showdown-coronavirus-measurement-1234946023/*](https://variety.com/2021/tv/news/nielsen-tv-ratings-showdown-coronavirus-measurement-1234946023/)