**Nielsen Intros Wearables, Works On Engagement**

Nielsen is rolling out wristband, clip and pendant versions of its PPM devices, and estimates that it will give them to between half and three-quarters of people on its panels before 2023. The ratings firm also reports that it's investigating ways to increase engagement among younger demographics.

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[*https://radioink.com/2022/04/01/nielsen-wearables-to-be-rolled-out-this-year/*](https://radioink.com/2022/04/01/nielsen-wearables-to-be-rolled-out-this-year/)

*Image credit:*

[*https://www.thewrap.com/wp-content/uploads/2021/08/BeFunky-collage-2021-08-03T161928.748-1-936x527.jpg*](https://www.thewrap.com/wp-content/uploads/2021/08/BeFunky-collage-2021-08-03T161928.748-1-936x527.jpg)