**Nielsen Adds 15,000 Meters to Replace Diaries**

Nielsen is adding roughly 15,000 meters across 140 markets to replace paper diaries. "NAB is pleased to learn of Nielsen's planned implementation of electronic meters to more accurately reflect actual viewership of over-the-air broadcast TV stations," the National Association of Broadcasters' Dennis Wharton said of the move.

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<http://www.tvnewscheck.com/article/104153/nielsen-adding-meters-in-move-from-diaries>