**Nielsen Adds Comcast, Charter to Streaming Ratings**

Comcast, Charter Spectrum and PlutoTV are among six new platforms on which Nielsen plans to measure viewership with its upcoming Streaming Video Ratings service. Nielsen's previously-released VOD measurement product evaluates activity for specific programs on Amazon Prime, Hulu, Disney+ and Netflix, and Streaming Video Ratings will cover those outlets as well.

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[***https://www.hollywoodreporter.com/news/nielsen-expands-streaming-measurement-efforts***](https://www.hollywoodreporter.com/news/nielsen-expands-streaming-measurement-efforts)