**Nielsen Announces National Out-Of-Home Ratings System**

Nielsen on Monday announced a national out-of-home measurement service that will use its portable people meter technology. The sample will consist of more than 75,000 panelists in 44 US markets, a sample size that will "project out-of-home viewing in over half of [the] US population."

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[***http://www.broadcastingcable.com/news/currency/nielsen-launching-out-home-ratings/160606***](http://www.broadcastingcable.com/news/currency/nielsen-launching-out-home-ratings/160606)