**Move To Modernize Ratings Collection Draws Mixed Reviews**

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Description automatically generatedSome broadcasters are welcoming Nielsen's decision to sunset paper viewing diaries in favor of a diary available on mobile devices, while others have questioned if the shift will address existing issues with Nielsen metrics. Nielsen has planned several rounds of testing for the new tool -- dubbed mSurvey, which is set to go live in the second half of 2025.

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[*https://www.insideradio.com/free/broadcasters-applaud-move-to-mobile-diary-but-have-some-reservations/article\_6aaa01cc-34f3-11ee-aee3-0b16d8c25865.html*](https://www.insideradio.com/free/broadcasters-applaud-move-to-mobile-diary-but-have-some-reservations/article_6aaa01cc-34f3-11ee-aee3-0b16d8c25865.html)