**Nielsen Changing How It Measures Ratings**

The company says it has answered the call by networks and ad agencies to provide “total audience data” that includes viewing on Internet-connected TV sets, digital devices and on screens seen outside the home.

***Los Angeles Times 8.7.17***

<http://www.latimes.com/business/hollywood/la-fi-ct-nielsen-ratings-tca-20170805-story.html#nt=oft13a-2gp1>