**Nielsen Continues Testing of PPM Testing in Smartphones**

Nielsen continues to experiment with portable people meter technology in smartphones as a way to enhance ratings. The PPM technology, which would be used as a supplement to Nielsen's rating meters, faces two hurdles with microphones and battery life, and the company is making progress in both areas.

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<http://www.insideradio.com/free/nielsen-makes-progress-in-smartphone-ppm-tech/article_b051c5ca-ef23-11e5-abee-1b7e4a92b0f2.html>