**Nielsen Delays Local Ratings Change Until Early 2016**

Nielsen reportedly has pushed back the launch of its updated local TV metrics, which would supplant its paper diary system, from Oct. 1 to January. The delay is being fueled by "significant feedback" from clients about the "viewer assignment" tools to calculate demographics for smaller-market stations using data from larger people-meter markets, Adam Buckman writes.

***TVNewsCheck 9/2/15***

<http://www.tvnewscheck.com/article/88138/nielsen-pushes-back-code-reader-rollout>