**Nielsen Expands Viewing Data with Total Use of Television**

Nielsen will make data for connected devices available to clients beginning April 25 with its new Total Use of Television measurement. TUT includes data from more than 50,000 TV-connected devices, including game consoles and streaming video devices, across 40,000 households.

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[***http://www.broadcastingcable.com/news/currency/nielsen-adds-info-connected-tv-devices/154901***](http://www.broadcastingcable.com/news/currency/nielsen-adds-info-connected-tv-devices/154901)