**Nielsen Integrates Out-Of-Home Metrics With Viewership Stats**

Nielsen is going to start integrating out-of-home viewing statistics into its national TV ratings next fall, with local ratings picking up OOH viewing this October. Scott Brown, an executive at the ratings giant, says that "some networks in the sports genre see approximately 11% of their total audience on average comprised of out of home viewing," and that audiences for news networks are 7% OOH.

***Variety online 9/9/19***

<https://variety.com/2019/tv/news/out-of-home-audiences-nielsen-tv-ratings-2020-1203328231/>

Image credit:

<https://www.nielsen.com/wp-content/uploads/sites/3/2019/03/out-of-home-graphic1.png>