**Nielsen Intros New Tools, Shows Streaming Growth**

Logo, company name

Description automatically generatedNielsen has introduced The Gauge, which provides a combined snapshot of linear and streaming television viewing, as well as new hardware that adds its Portable People Meter code to select radio equipment. The first report using The Gauge showed that more than two-thirds of viewers who use TV sets still watch linear programs, but that streaming is rising rapidly.

***Radio Ink 6.17.21***

[*https://radioink.com/2021/06/17/will-this-nielsen-change-lead-to-more-listening/*](https://radioink.com/2021/06/17/will-this-nielsen-change-lead-to-more-listening/)