**Nielsen Looks to Use Cars as PPM Meters**

Nielsen acquired Gracenote in a $560 million deal and is researching ways to integrate its PPM system into over 100 million vehicles to use for audience measurement. The company aims to use Gracenote data to add "volume metrics" to its measurements to help stabilize ratings.

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<http://www.insideradio.com/nielsen-s-gracenote-could-turn-cars-into-ppms-on-wheels/article_b579afde-309c-11e7-96fc-d7dee4228704.html>