**Nielsen's Total Ad Ratings to Include YouTube, OTT**

Nielsen has teamed up with Google to add YouTube advertising to its Total Ad Ratings cross-platform measurement solution. The move accompanies Nielsen's announcement that it will now take mobile and over-the-top performance into all campaign metrics.

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[***https://www.mediapost.com/publications/article/330163/nielsen-adds-youtube-to-total-ad-ratings.html***](https://www.mediapost.com/publications/article/330163/nielsen-adds-youtube-to-total-ad-ratings.html)