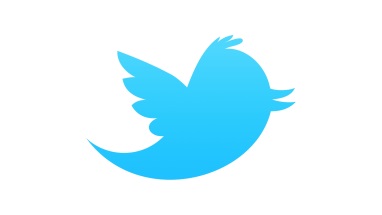
**Nielsen Ratings to Include Facebook and Twitter TV Chatter**

Nielsen has announced it will use the social chatter about television shows from Facebook and Twitter in its measurement system. “Social Content Ratings" is a move to counteract criticism that the company wasn't capturing digital viewing figures.

**The New York Times 1/20/16**

<http://www.nytimes.com/2016/01/20/business/media/nielsen-to-use-facebook-and-twitter-in-new-ratings-system.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&_r=0>