**Nielsen Reports Broadcast, Cable Growth In August**

The audience for broadcast television increased 1.6% from July to August, Nielsen reports, and the format was the only one with comparatively greater viewing volume month to month. Sports programming and shows such as "Big Brother" contributed to the gain.

***Radio and Television Business Report 9/15/22***

[*https://www.rbr.com/nielsen-broadcasting-and-cable-show-signs-of-revival/*](https://www.rbr.com/nielsen-broadcasting-and-cable-show-signs-of-revival/)

*Image credit:*

[*http://rbr.com/wp-content/uploads/watching-tv3.jpg*](http://rbr.com/wp-content/uploads/watching-tv3.jpg)