**Nielsen Service Connecting More Devices to Viewing Data**

Nielsen launched a data service that measures connected TV, linear TV, mobile and desktop audiences by marrying information from its People Meter panel with Gracenote's ACR technology that includes more than 4 million homes with LG smart TV sets. The service will use machine learning to analyze the behavioral data and apply it across mobile, desktop, linear and connected TV platforms.

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[***https://adexchanger.com/digital-tv/whats-in-a-currency-nielsen-releases-converged-linear-and-smart-tv-metric/***](https://adexchanger.com/digital-tv/whats-in-a-currency-nielsen-releases-converged-linear-and-smart-tv-metric/)