**Nielsen To Incorporate First-Party Data From Live-Streaming Companies**

A close-up of a logo

Description automatically generatedNielsen says it will start incorporating first-party audience performance data from streaming companies for live events, a notable boon for Amazon which itself reported ratings that were nearly 18% higher than Nielsen's for the streamer's NFL Thursday Night Football package last season.

***Media Play 8.23.24***

[***https://www.mediaplaynews.com/nielsen-to-begin-tracking-prime-video-live-streaming/***](https://www.mediaplaynews.com/nielsen-to-begin-tracking-prime-video-live-streaming/)