**Out-Of-Home Not Out Of Reach Any More**

Nielsen has been tracking out-of-home viewership with its Portable People Meters and, according to the measurement service, preliminary or “impact data” shows that it will boost the 18-49 demo ratings of stations in the top 25 markets by 14% and those of cable networks by 8%.

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<http://www.tvnewscheck.com/article/112875/outofhome-not-out-of-reach-any-more?utm_source=Listrak&utm_medium=Email&utm_term=Out-Of-Home+Not+Out+Of+Reach+Any+More&utm_campaign=Out-Of-Home+Not+Out+Of+Reach+Any+More>

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