**Nielsen's Miniature Meter is a "Game Changer"**

Nielsen is experimenting with a smaller-sized Portable People Meter that could be embedded into wearables. The stylish new prototypes are a "game changer" because they measure beyond just radio, writes Charlie Sislen of Research Director.

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<http://www.insideradio.com/free/nielsen-looks-to-change-game-with-next-gen-ppm/article_3fda7168-3ecb-11e7-a71b-7bfb87282ad0.html>

Image credit:

<http://archive.wired.com/images/article/magazine/1509/st_arbitron_f.jpg>