**Roku Calls On Nielsen To Count Viewers Across Screens**

Nielsen will track viewership for streaming platform Roku across TV, computer and mobile screens under a new agreement. Reach data uses deduplicated audiences: those who don't see the same video on multiple platforms.

***Variety 9.29.22***

[*https://variety.com/2022/tv/news/nielsen-roku-measurement-cross-screen-viewership-1235387232/*](https://variety.com/2022/tv/news/nielsen-roku-measurement-cross-screen-viewership-1235387232/)

*Image credit:*

[*https://theconchtech.com/wp-content/uploads/2020/02/unnamed-1.jpg*](https://theconchtech.com/wp-content/uploads/2020/02/unnamed-1.jpg)