**Simultaneous Viewing’ may be Taking Toll on TV Ratings**

Nielsen and NFL executives wondering what the deal is with the continuing double-digit drops in primetime viewership of its games on broadcast TV, take heed. A new report from eMarketer finds that Americans are increasingly distracted by their second-screen viewing devices – think mobile phones and tablets – while watching television.

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<http://www.fiercecable.com/online-video/simultaneous-viewing-may-be-taking-toll-tv-ratings-report-suggests>