**51% of Streamers Tune in to Local News**

Fifty-one percent of viewers who watch streaming content tune in to local news, Nielsen research has found. The study also found that 51% of viewers report using a mobile app to stream local news, and 40% noted the importance of using social media to obtain local information.

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<https://www.mediapost.com/publications/article/318859/streaming-usage-rises-especially-with-news.html>

Image credit:

<http://cdn.abclocal.go.com/images/wabc/cms_exf_2007/resources/inside_station/station_info/9044679_1280x720.jpg>