**The Case for A Single Cross-Screen Audience Metric**

Amobee's Aleck Schleider explains why it's crucial for marketers to be able to measure audiences across all screens to shape media strategies, and predicts a single cross-screen metric could come from the combination of smart TV data and Nielsen's panel-based measurements. This would enable brands "to better optimize their campaigns because a holistic view will mean they're no longer addressing frequency capping, duplication and reach in the dark," he writes.

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<https://www.smartbrief.com/original/2020/04/your-media-plan-missing-audience-unless-you-measure-all-screens?utm_source=brief>

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