**The First Batch of Total Content Ratings**

Initial data for CBS shows a 54 percent boost in viewership with VOD and DVR. Nielsen [made TCR available for release](http://www.medialifemagazine.com/nielsen-backtracks-total-content-ratings-rollout/) this month, and CBS has become the first network to share its ratings publicly. The network’s point: People are still watching TV, they’re just watching it differently, and these numbers prove that.

***MediaLife 3.7.17***

<http://www.medialifemagazine.com/first-batch-total-content-ratings/>