**YouTube TV Now Part of Nielsen's Local Ratings**

YouTube TV will now be measured via Nielsen's local audience ratings, the companies announced. The partnership "will help local media buyers and sellers capture digital audiences, as well as provide advertisers a full account of all viewing activity, irrespective of distribution channel," said Nielsen Local's Jeff Wender.

***MediaPost Communications 5/22/18***

[***https://www.mediapost.com/publications/article/319628/nielsen-adds-youtube-tv-to-local-ratings.html***](https://www.mediapost.com/publications/article/319628/nielsen-adds-youtube-tv-to-local-ratings.html)