**Nielsen Will Offer Streaming Data Soon, Sources Say**

Logo, company name

Description automatically generatedNielsen will shortly start providing data on streaming viewership over connected TVs, insiders report, with an announcement likely today. Competition in the measurement sector has increased rapidly as more consumers watch streaming content.

***Variety 2/22/22***

[***https://variety.com/2022/tv/news/nielsen-streaming-data-tv-measurement-1235187821/***](https://variety.com/2022/tv/news/nielsen-streaming-data-tv-measurement-1235187821/)