**Nielsen: TV Usage Climbs In October**

Television usage climbed in October, rising 2.2% from the previous month and 2.8% year over year, Nielsen data indicates. Broadcast viewing was up 9.8% from September.

***Next TV/Broadcasting+Cable 11/17/22***

[*https://www.nexttv.com/news/streaming-broadcast-gain-share-as-tv-usage-grows-22-in-october?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\_medium=email&utm\_content=DFCDEDD3-5E9C-4EA6-B74E-398613F611FF&utm\_source=SmartBrief*](https://www.nexttv.com/news/streaming-broadcast-gain-share-as-tv-usage-grows-22-in-october?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=DFCDEDD3-5E9C-4EA6-B74E-398613F611FF&utm_source=SmartBrief)

*Image credit:*