**Nielsen Adds YouTube, Hulu Audiences to TV Ratings**

Nielsen's official ratings now include viewing figures from YouTube and Hulu for shows watched on desktop and mobile that display the same ads as those on TV. The figures will be included in TV ratings for live and time-shifted viewing of shows watched within three to seven days of the original broadcast.

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<https://www.reuters.com/article/us-companies-nielsen-holdings-ratings-idUSKBN1AA1GV>