**Nielsen Expands Addressable TV Testing**

Nielsen is testing its addressable TV ad platform with seven major TV programmers, including NBCUniversal, AMC Networks, Discovery and WarnerMedia, with a beta expected to last through the middle of the year. "Addressable TV offers the targetability of digital with the scale and brand safety of linear," AMC's Kim Kelleher said.

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[***https://www.broadcastingcable.com/news/networks-join-as-nielsen-launches-addressable-test***](https://www.broadcastingcable.com/news/networks-join-as-nielsen-launches-addressable-test)