**Nielsen Lets Audio Clients View Competitors' Data**

Nielsen's Market-Wide Total Line Reporting lets audio clients see the broadcast-audio streaming data for other stations in their market. PPM clients could previously only view their own consumption, but streaming growth means a wider market view makes sense, says Nielsen exec Catherine Herkovic.

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[***https://www.radioworld.com/news-and-business/programming-and-sales/with-an-eye-on-streaming-nielsen-audio-launches-market-wide-tlr?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\_medium=email&utm\_content=A0F49DBD-6919-486B-AF0B-9AD66A6AC077&utm\_source=SmartBrief***](https://www.radioworld.com/news-and-business/programming-and-sales/with-an-eye-on-streaming-nielsen-audio-launches-market-wide-tlr?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=A0F49DBD-6919-486B-AF0B-9AD66A6AC077&utm_source=SmartBrief)