**Nielsen Offers a Preview of Total Audience Measurement**

Nielsen, following a two-year development period, in December plans to launch its total audience measurement metrics, which will measure viewing across traditional TV, DVRs, video on demand, connected TV devices, PCs and mobile devices. Preliminary testing for a drama series showed that 45% of an episode's viewers tuned in during its TV airing, with an additional 32% screening it on DVR within seven days and an additional 21% seeing the show through streaming, VOD or a connected TV device.

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<http://www.adweek.com/news/television/first-look-nielsen-s-total-audience-measurement-and-how-it-will-change-industry-167661>