**Nielsen Offers Big Insight Into Netflix Ratings**

Content owners are about to get a lot more insight into viewership of shows on Netflix, which has long held such sought-after ratings data close to the vest. Nielsen is offering a new service that will let media subscribers see how many people watched their shows — and their rivals’ shows — on Netflix.

***The Wall Street Journal 10.28.17***

<https://www.wsj.com/articles/nielsen-offers-broad-insight-into-netflix-ratings-1508320800>