**Nielsen Partners with Comcast for Local TV Ratings**

Nielsen announced that it will be using data from Comcast's set-top boxes to enhance its local TV measurements. Data from Nielsen's local meters and from Comcast and other providers' set-top boxes will be used in 2018 to provide local market insights.

***Broadcasting & Cable 11/9/17***

[***http://www.broadcastingcable.com/news/currency/nielsen-include-comcast-set-top-box-data-ratings/169972***](http://www.broadcastingcable.com/news/currency/nielsen-include-comcast-set-top-box-data-ratings/169972)