**Nielsen Retracts Decision to Delay Out-Of-Home Viewing In National TV Measure**

Nielsen decided to reverse a decision it had made with regard to out-of-home viewing: It will go ahead with a plan to integrate viewing from the likes of restaurants, bars and other locations into its national TV viewing metric starting this fall.

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<https://www.mediapost.com/publications/article/353554/nielsen-retracts-decision-to-delay-out-of-home-vie.html?utm_source=Listrak&utm_medium=Email&utm_term=Nielsen+Reverses+Course+On+OOH+Viewing&utm_campaign=Mission+Broadcasting+Buying+WPIX+From+Scripps>