**Nielsen Sets 2024 Target to Overhaul TV Ratings System**

Nielsen One, a unified measurement system that Nielsen plans to introduce in 2022, will incorporate computers and mobile devices in addition to televisions. The ratings giant expects companies to start implementing Nielsen One by fall 2024.

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<https://variety.com/2020/tv/news/nielsen-tv-ratings-overhaul-2024-cross-media-measurementt-1234848326/>