**Nielsen to Add VOD Ratings to Planning Tool**

Nielsen says its syndicated VOD Content Ratings from nine networks — including Turner and Discovery Networks — will be included in Nielsen’s Media Impact, a tool media planners use to estimate audience reach, sales and brand equity before committing investment. The tool allows advertisers to reallocate their media mix.

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<https://www.mediapost.com/publications/article/304667/nielsen-to-include-vod-ratings-in-key-media-planni.html>