**Nielsen To Incorporate First-Party Data From Live-Streaming Companies**

Nielsen says it will start incorporating first-party audience performance data from streaming companies for live events, a notable boon for Amazon which itself reported ratings that were nearly 18% higher than Nielsen's for the streamer's NFL Thursday Night Football package last season.

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[***https://www.mediaplaynews.com/nielsen-to-begin-tracking-prime-video-live-streaming/***](https://www.mediaplaynews.com/nielsen-to-begin-tracking-prime-video-live-streaming/)