**Nielsen to Increase PPM Sample Size in 2017**

Nielsen has announced that it will be increasing its PPM sample size by 10% across 48 markets beginning in mid-2017. The company says it will take approximately 12 to 18 months to fully integrate the new panelists into the sample, resulting in more than 65,000 panelists contributing to the ratings each day.

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<http://www.insideradio.com/nielsen-says-it-will-increase-ppm-sample-size-by/article_25344f86-c799-11e6-82fb-57b659458234.html>