**Nielsen's Total Audience Measurement is almost ready for prime time**

Ahead of Nielsen's rollout next year of its Total Audience Measurement, this article offers seven takeaways about the new ratings technology. Among them: The sample will increase from 25,000 homes to 40,000 homes; Nielsen will continue to use panels of real viewers to bolster the technology; and solutions are in the works for better measurement of viewership over Netflix and other streaming services.

***Broadcasting & Cable 11/30/15***

<http://www.broadcastingcable.com/news/currency/7-things-you-need-know-about-nielsen-s-new-tool/146053>