**Out-Of-Home Not Out Of Reach Any More**

Nielsen has been tracking out-of-home viewership with its Portable People Meters and, according to the measurement service, preliminary or “impact data” shows that it will boost the 18-49 demo ratings of stations in the top 25 markets by 14% and those of cable networks by 8%.

***TVNewsCheck 4.18.18***

<http://www.tvnewscheck.com/article/112875/outofhome-not-out-of-reach-any-more?utm_source=Listrak&utm_medium=Email&utm_term=Out-Of-Home+Not+Out+Of+Reach+Any+More&utm_campaign=Out-Of-Home+Not+Out+Of+Reach+Any+More>

Image credit:

[https://i.amz.mshcdn.com/6bPwCbcMuvnEgNXvZaHNoOLFmmU=/fit-in/1200x9600/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fcard%2Fimage%2F185655%2FGettyImages-591749876.jpg](https://i.amz.mshcdn.com/6bPwCbcMuvnEgNXvZaHNoOLFmmU%3D/fit-in/1200x9600/https%3A//blueprint-api-production.s3.amazonaws.com/uploads/card/image/185655/GettyImages-591749876.jpg)