**Targeted TV Ads Joining Nielsen Data Family**

Nielsen is integrating viewership data from 55 million Vizio smart TVs and DIRECTV and DISH set-top boxes to its national TV ratings of 100,000 households to open the door to addressable ad delivery and tracking. "This will be one of those grand scenarios where networks are happy, agencies are happy and ultimately the consumer gets a better experience down the line with ads that are more relevant to them," says Nielsen's Scott Brown.

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<https://variety.com/2020/tv/news/nielsen-measurement-addressable-advertising-tv-ratings-1234826721/>