**Top 10 Movement in New Nielsen DMA Ranks**

Of Nielsen’s 210 Designated Market Areas, 47 increased their positions, while an equal number dropped in the new 2016-17 rankings. There were three changes in the top 10 markets, with Houston moving up two spots to No. 8, knocking Boston and Atlanta down one place each to 9 and 10, respectively. Of all the moves, the largest was Reno’s six-spot drop to 112, with Des Moines, Iowa, the biggest gainer, rising three slots to 69.

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