

DIVERSITY IS NOT JUST A HEADLINE.
IT'S THE FULL STORY.



No one watches television the same way, so it's important that programmers and advertisers understand what viewers are watching. Nielsen works hard to make certain our advanced ratings services represent the entire television audience.

We are committed to providing a level of accuracy and reliability that ensures no community is left out.

nielsen
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Every View Counts

To learn more, go to www.nielsen.com