

Nielsen to begin counting broadband viewing homes

February 21 2013

The company that measures television viewership will soon begin counting people who watch programming through broadband instead of a traditional broadcast or cable hook-up.

The move announced Thursday by Nielsen is a significant step toward recognizing a world where the definition of TV viewing is swiftly changing. For many years, roughly 99 percent of homes in the U.S. had televisions that received service through broadcast, cable or [satellite signals](#).

Now the number of homes without such service is 4.2 percent—and growing each year. Most of those homes have TVs, however, and their owners watch programming through [game consoles](#) or services like [Netflix](#) and Amazon. Starting September, Nielsen will begin tracking the habits of these homes.

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