

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.

Copyright 2013 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Nielsen to begin counting broadband viewing homes (2013, February 21) retrieved 20 March 2024 from <https://phys.org/news/2013-02-nielsen-broadband-viewing-homes.html>

| |
|--|
| <p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p> |
|--|