Streaming’s Surge Fuels Frantic Measurement Updates, but a Solution Remains Elusive



If it wasn’t already clear from skyrocketing streaming statistics and the company-wide reorganizations that shook up executive suites across the television industry, streaming is very much the future. That means the push to bridge the measurement and currency gaps between traditional linear television and the rapidly accelerating streaming space has never been more frantic.

https://www.adweek.com/convergent-tv/streamings-surge-audience-measurement-solution-elusive/