

How measuring video ads is changing, Nielsen gets bought, and programmatic display in 2022

Audio



Learn about why video ad measurement is entering a new era. "In Other News," we discuss what new ownership at Nielsen means and what to expect from programmatic display in 2022. Tune in to the discussion with our analyst Evelyn Mitchell.

US Advertisers Who Are Satisfied with Their Campaign Measurement, by Media Type, April 2021

% of respondents



Source: Advertiser Perceptions, "Measurement Report 2021," Sep 9, 2021
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