

## PRC, Nielsen, and Narrative to fuse data

The Publisher Research Council (PRC) and Nielsen will combine their two respective data sets Pams (Publisher Audience Measurement Survey) and CPS (Consumer Panel) with Narrative's online data to produce an integrated data set of print title and site brand consumption.

Fusion data fuses separate media assets together for the most granular view of consumers while providing cross-platform behaviour. The Pams documentation and all media software bureaus where the fused data will be available may be found on the [PRC website](#).

For more, visit: <https://www.bizcommunity.com>