**Discussion of Advanced TV is Making Waves**

The industry may be putting faith and money in advanced TV, the new technology that includes advertising targeting internet-connected TVs and automated TV ad buying. AT&T has struck two multibillion-dollar deals to increase its advanced TV revenue, while TV networks are encouraging more features that are comparable to options on the web.

***eMarketer 10/29/18***

<https://www.emarketer.com/content/is-advanced-tv-poised-for-a-breakthrough>

Image credit:

<https://www.broadbandtvnews.com/wp-content/uploads/2011/09/LG_connectedtv.jpg>