**Pluto Co-Founder Aims To Bring Free TV's To The Masses**

Pluto TV co-founder Ilya Pozin is reportedly bringing the concept of ad-supported free TV sets to fruition through his Teevee Corporation this year, according to Janko Roettgers's Lowpass newsletter. The TV sets would have a second display for ads that would be generated with the use of automatic content recognition tech, delivering ads relevant to the content being watched.

***TechHive 5.5.23***

[*https://www.techhive.com/article/1811734/free-ad-supported-tv-dont-laugh-someones-working-on-it.html*](https://www.techhive.com/article/1811734/free-ad-supported-tv-dont-laugh-someones-working-on-it.html)

*Image credit:*

[*https://csq.com/wp-content/uploads/2019/11/Ilya-Pozin.jpeg*](https://csq.com/wp-content/uploads/2019/11/Ilya-Pozin.jpeg)