**Parks Data Shows 63% Of Internet Homes Own Smart TVs**

Smart TVs are in 63% of households with internet access, Parks Associates reports, compared with 38% in 2015. One benefit includes "more control of the data in the home," says company leader Elizabeth Parks.

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[*https://www.mediapost.com/publications/article/381593/63-of-us-internet-homes-now-have-smart-tvs.html*](https://www.mediapost.com/publications/article/381593/63-of-us-internet-homes-now-have-smart-tvs.html)

*image credit:*

[*https://pisces.bbystatic.com/image2/BestBuy\_US/images/products/5684/5684501ld.jpg*](https://pisces.bbystatic.com/image2/BestBuy_US/images/products/5684/5684501ld.jpg)