**The Tech Companies Tracking Actual TV Ad Views**

Companies such as TVision Insights are measuring consumers' reactions to content and ads via Microsoft Kinect devices on their televisions that track eye movement and facial expressions. Other companies, such as Symphony and RealityMine, are developing more targeted ways to track exactly what consumers are looking at when their televisions are on.

***The New York Times 2/25/17***

<https://www.nytimes.com/2017/02/25/business/media/tv-viewers-tracking-tools.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefsnl&_r=0>

Image source:

<http://www.tvisioninsights.com/wp-content/uploads/2015/08/infog1-04-01.png>