**Viacom and TiVo Partner to Share Data with Advertisers**

TV advertisers crave data—and Viacom is about to give them access to a lot more of it. In a new partnership with TiVo, Viacom will be able to use TiVo data from set-top boxes in 2.3 million households to boost Viacom Vantage, its data tool which allows advertisers to target their buys based on consumer habits. This is the first time TiVo has partnered with a network or media company to share consumer data.

***Adweek 11.2.15***

<http://www.adweek.com/news/television/viacom-and-tivo-partner-share-data-advertisers-167891>