**How Smart TVs in Millions of U.S. Homes Track More Than What’s on Tonight**

Samba TV is one of the bigger companies that track viewer information to make personalized show recommendations. The company said it collected viewing data from 13.5 million smart TVs in the United States, and it has raised $40 million in venture funding from investors including Time Warner, the cable operator Liberty Global and the billionaire Mark Cuban.

***The New York Times 7.5.18***

<https://www.nytimes.com/2018/07/05/business/media/tv-viewer-tracking.html?rref=collection%2Fsectioncollection%2Fbusiness-media&action=click&contentCollection=media&region=stream&module=stream_unit&version=latest&contentPlacement=1&pgtype=sectionfront&utm_source=Listrak&utm_medium=Email&utm_term=How+Smart+TVs+In+Millions+Of+U.S.+Homes+Track+More+Than+What%e2%80%99s+On+Tonight&utm_campaign=3.0+Opportunities+Abound+In+Cars%2c+Highways>