

VIZIO is Pushing for Household Targeted Ads on Smart TVs

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Tracking people on the internet is easy using cookies, but on **televisions** there's no such equivalent. However, TV manufacturer Vizio is aiming to change that by introducing a new standard that allows for targeted advertising per household.

As **Reuters reports**, Vizio wants to offer per-household targeted advertising through its Smart TVs. In order to do that it is partnering with nine companies from both the media and advertising sectors. Those companies include Comcast's NBCUniversal, CBS Corp, and AT&T's Xandr, and the new consortium they have formed is called Project OAR (Open Addressable Ready).

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