

Key takeaways:

- Dongles are DEAD because the TV manufacturers want them gone.
- ACR, or automatic content recognition, which can improve advertising results. It captures pixels from viewers' shows and compares them with a database to tell what they're watching across any service, live or recorded."
- TV makers have a natural advantage in the world of FASTs and ACR data, because they get to users first, before the apps,
- The most profitable part of selling a TV is no longer selling the hardware. Selling advertisements will soon dwarf the profits made by selling the TV's.