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Last month, Brad Danaher, our Director of TV Solutions, sat down for a chat with TechBytes to discuss the future of TV analytics, how the landscape has changed, and the biggest challenges facing the industry today.

Danaher shares his wisdom on how traditional TV is competing with digital platforms and identifies one of the biggest complications in reaching a target audience: identity linkage. Without identity resolution, marketers and brands miss out on opportunities to reach consumers through cross-channel campaigns.



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We've been an industry leader in consumer data for over 50 years. Put us to work for you. Read about our approach to identity resolution on our [website](#), or e-mail us at [experianmarketingsolutions@experian.com](mailto:experianmarketingsolutions@experian.com) to learn more.

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