



Springwise Access Only



[Innovation](#) > [Publishing & Media](#) > [Eye tracking technology provides extremely accurate viewing data](#)

EYE TRACKING TECHNOLOGY PROVIDES EXTREMELY ACCURATE VIEWING DATA



PUBLISHING & MEDIA

Boston based MIT startup, Vision Insights, monitors viewer reactions as they watch and provides broadcasters and programmers with highly in depth viewing data.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? [Sign in here](#)

