



Silverpush. Silverpush makes available for application developers a 'Unique Audio Beacon' technology that enables mobile applications to listen for unique codes embedded into television audio signals in order to determine what television shows or advertisements are playing on a nearby television. This functionality is designed to run silently in the background, even while the user is not actively using the application. Using this technology, Silverpush could generate a detailed log of the television content viewed while a user's mobile phone was turned on."

SilverPush represented that its audio beacons were not currently embedded into any television programming aimed at U.S. households. The letter went on to say that, "However, if your application enabled third parties to monitor [television](#)-viewing habits of U.S. consumers and your statements or user interface stated or implied otherwise, this could constitute a violation of the Federal Trade Commission Act."

The letter said that "We would encourage you to disclose this fact to potential customers, empowering them to make an informed decision about what information to disclose in exchange for using your application."

The letter also said that, in the coming months, "Commission staff will continue to monitor your [mobile](#) application." They said they would encourage them to contact the senior attorney in their Division of Privacy and Identity Protection, if they had any questions.

SilverPush is described as "the go to platform" for companies to understand if their latest TV commercial made waves on social [media](#). The FTC is a bipartisan federal agency with a mission to protect consumers and promote competition.

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