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Samba TV To Open Nevada Office

Leading provider of real-time TV analytics to expand from San Francisco base with a facility in Incline Village, Nevada

San Francisco, April 28th – [Samba TV](#), the leading provider of real-time audience driven advertising and media analytics, today announced that it is opening an office in Incline Village, Nevada.

The office opening will help the company expand operations as it looks to accommodate rapid growth. The Nevada office will employ up to 30 new staff members who will help the company expand its capabilities in real-time TV analytics. At the same time, Samba TV is moving its datacenter to a state of the art facility at Supernap in Las Vegas to take advantage of the favorable business climate in Nevada and desirable, natural disaster-free geography.

Founded in 2008 by Ashwin Navin, David Harrison, Alvir Navin, Omar Zennadi and Todd Johnson, Samba TV will still maintain its current San Francisco office, located at 301 Brannan Street.

The announcement was made in conjunction with The Economic Development Authority of Western Nevada (EDAWN), which helped facilitate the move.

Ashwin Navin, President and CEO of Samba TV remarked, “With an attractive cost of living, world-class infrastructure and easy access to all the key markets across the country, Northern Nevada gives us an ideal place for key employees to be based and to attract new hires. We look forward to being a part of the business community in a State that provides a great platform for growth companies.”

“Samba TV’s expansion to Incline Village, Nevada is exciting and a confirmation that this is a great place for business and is among the rising trend of technology companies that are moving to the region”, said Mike Kazmierski, President and CEO of EDawn. “Nevada provides an opportunity for companies like Samba to grow and where their employees enjoy a quality of life that is truly unique.”

Through its portfolio of applications and TV platform technologies, Samba TV is built directly into a Smart TV or set-top box and recognizes onscreen content to help make relevant information available to users at their request. The company also provides analytics for broadcasters and advertisers, enabling a better understanding of the rapidly evolving audience for video across television, smart phones, tablets and personal computers. Samba TV applications are currently available on more than 36 million screens in 118 countries.

About Samba TV

Samba TV is the leading provider of audience powered advertising and analytics across all screens. Founded in 2008, the company's technology extracts viewership insights from social media, set-top boxes and connected devices. Hundreds of brands rely on Samba TV to connect their brand messages from television to digital devices, and understand the consumer journey from awareness-driving TV commercials to ultimate consumption of a product. Samba TV's software and applications are currently available on over 36 million screens in 118 countries. For more information, please visit <http://samba.tv> or follow @samba_tv on Twitter or Instagram

About EDawn:

The Economic Development Authority of Western Nevada is a private/ public partnership established in 1983 committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting newly forming companies, to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks.