

Amazon's first-ever smart TVs will provide leverage in both the CTV space and TV measurement

Article

The news: Amazon's first-ever smart TVs, the **Fire TV Omni Series**, will propel the company to disruptor status in both the CTV and TV measurement spaces.

- Two models will be available in October: the **Fire TV 4-Series** beginning at \$369.99, and the **Fire TV Omni Series** beginning at \$409.99.
- The Fire TV Omni Series will connect to existing Amazon smart home technologies like **Alexa** and **Ring**, a major selling point for existing Amazon customers.

The CTV opportunity: Amazon's Fire TV products have already made a mark in the CTV space, and CTV adoption as a whole is on the rise.

- Used by 85.5 million people in the US, we estimate, Fire TV is the No. 3 most-used CTV product behind general smart TVs and **Roku**. Connectivity with existing Amazon services and smart home products will help propel it to become an even larger player.
- CTVs aren't the future anymore; they're the norm. We estimate that 82.9% of US households will have a CTV in 2021, and 87.0% will own one by 2025.
- Amazon didn't need to make actual TVs to compete with CTV manufacturers. We expect that Amazon's Fire TV products will reach 30.3% of the US population—or 45.3% of all CTV users—by 2025.

But it's not just about selling TV sets: Going beyond consumers, the opportunity in measurement is also significant.

- **Nielsen's** Media Rating Council accreditation troubles and growing calls for more flexible, customizable measurement standards have **created space for several new competitors to emerge across both linear and digital TV**.
- Among those competitors are Roku and Amazon, who have **flexed their large customer bases** to advertisers by creating free, ad-supported channels on their platforms.
- Smart TV manufacturers like **Samsung** and **LG** have already made an imprint in measurement by selling their large troves of anonymized, automatic content recognition (ACR) data to advertisers.

The leg up for Amazon is exclusivity: Amazon is the gatekeeper to a city-sized walled garden of data that includes not just viewership metrics, but also online shopping habits, Alexa data, and more.

- By holding these insights close to its chest, Amazon can attract major advertising partners who will have exclusive access to a wealth of user data.