

Amazon Makes Video Inventory Available to Outside DSPs

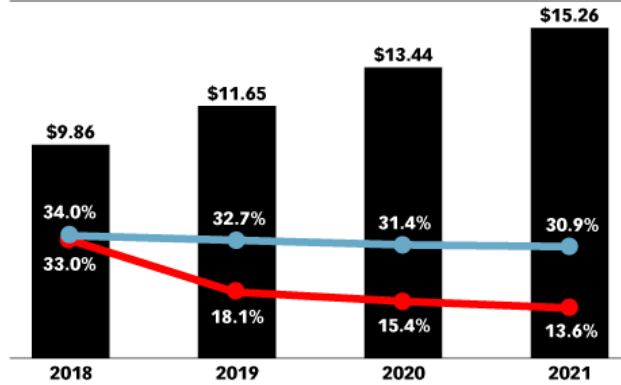
AUDIO |

eMarketer Editors

Principal analyst Lauren Fisher joins guest host and fellow principal analyst Nicole Perrin to discuss Amazon's plans to offer video ad inventory to demand-side platforms dataxu and The Trade Desk. They also talk about our new programmatic fee estimates, Microsoft's purchase of ad-tech firm PromoteIQ and Facebook's offer to pay for news.

US Programmatic Digital Display Ad Fees, 2018-2021

billions, % change and % of nonsocial programmatic display spending



■ Programmatic digital display ad fees
■ % change ■ % of nonsocial programmatic display spending

Note: includes the portion of programmatic display ad spending that is paid to technology and software intermediaries to execute the transaction before the publisher receives the spending as ad revenues
Source: eMarketer, July 2019

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