

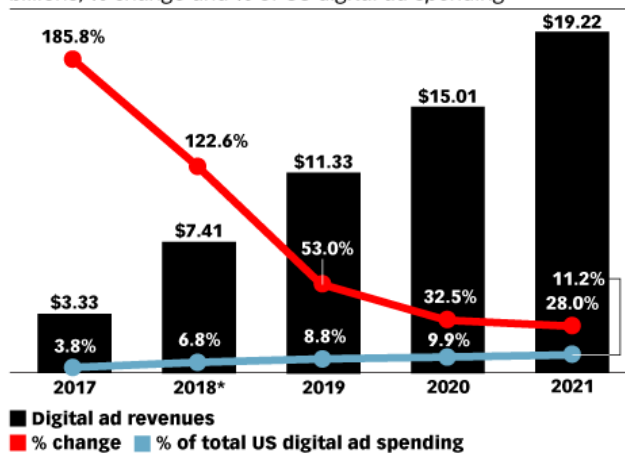
What if Amazon Let You Buy from a TV Ad?

AUDIO |

eMarketer Editors

eMarketer principal analyst Andrew Lipsman [explains how Amazon can potentially upend the TV world](#) and the company's latest plans, including opening a new grocery store chain and installing Amazon Go in airports and theaters.

US Net Digital Ad Revenues at Amazon, 2017-2021
billions, % change and % of US digital ad spending



*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; *in 2018, Amazon changed how it accounted for advertising revenues to comply with ASC Topic 606*

Source: eMarketer, Feb 2019

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