

# Disney and The Trade Desk strike a landmark streaming ad deal

Article

**The news:** Disney has cemented a landmark deal with adtech firm **The Trade Desk** to develop an ad platform that will allow advertisers to automate targeted ads across Disney's many linear and digital video channels, heating up the already-intense [ad-supported streaming race](#).

**How it works:** The deal lies at the intersection of several trends in digital advertising, addressing privacy concerns, targetability, and the growing streaming audience in one fell

swoop.

- The partnership will see **Disney** combine user data from **Clean Room**—its privacy-focused, first-party walled garden of data—with The Trade Desk’s **Unified ID 2.0** initiative, a purported replacement for third-party cookies that’s already been adopted by **Nielsen, LiveRamp, and Criteo**.
- The announcement comes ahead of the much-anticipated rollout of ads on **Disney+**, and seeks not only to equip the streaming service with a more robust ad platform than its competitors, but also to create a new standard for advertising identifiers as the industry scrambles to find a universal solution.

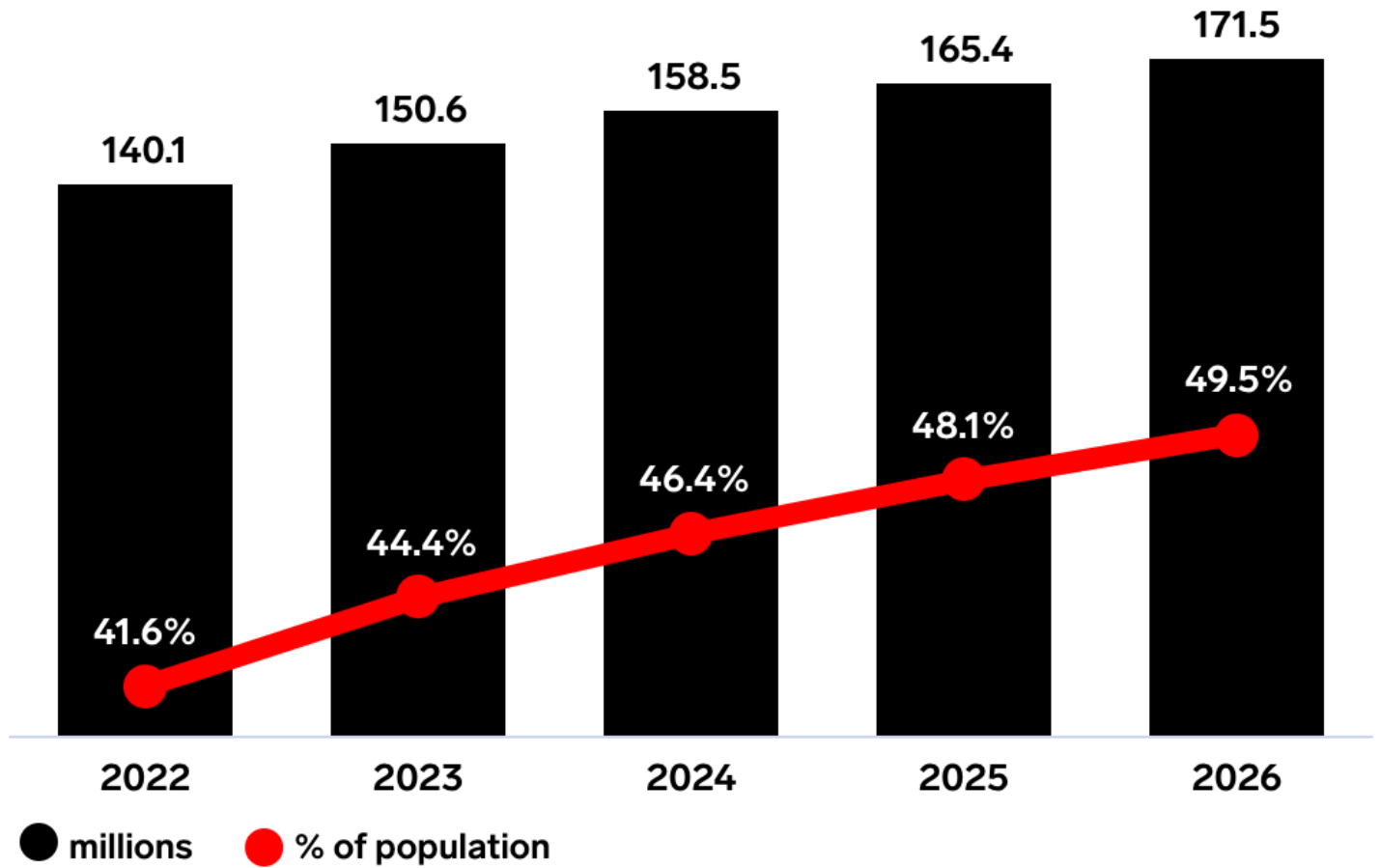
**Disney’s edge:** With a broad range of content and highly targetable ad platform, Disney can offer advertisers unique ways to reach specific customers without ever leaving its ecosystem.

- The announcement puts Disney ahead of **Netflix** in the race to launch an ad-supported tier. The longtime streaming giant hurried to announce ads earlier this year to soften the blow of its first subscriber loss in a decade, and said it would seek out adtech partners rather than develop its own platform.
- Disney’s move lands somewhere in the middle, splitting the burden of developing an ad platform between itself and The Trade Desk. Netflix’s short timetable—the company may [launch ads as soon as Q4](#)—and historical resistance to ads may limit its options for partnerships.

**Looking forward:** Disney’s deal will increase anticipation for the launch of Disney+ ads and could prompt other streaming services that already have ad-supported tiers to seek similar partnerships to match its targeting ability.

# AVOD Viewers

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