

The Daily: Very specific 2023 predictions— Amazon redefines ads, BeReal's revenue model, and TV measurement

Audio

On today's episode, we discuss some predictions for 2023 that are too specific to be 100% certain but could still come true, including: what will happen with TV ad measurement's single currency, how BeReal will make money, how Amazon will redefine advertising, what a Walmart+ and Paramount+ tie-up would look like, and more. Tune in to the discussion with our analysts Debra Aho Williamson, Andrew Lipsman, and Paul Verna.



Subscribe to the “Behind the Numbers” podcast on [Apple Podcasts](#), [Spotify](#), [Pandora](#), [Stitcher](#), Podbean or wherever you listen to podcasts. [Follow us on Instagram](#)

Tinuiti is the largest independent performance marketing firm across Streaming TV and the Triopoly of Google, Meta, Amazon, with over 1,200 employees and \$3 billion in digital media under management. Tinuiti has industry-leading expertise in search, social, Amazon and marketplaces, addressable TV and mobile apps, Lifecycle Marketing, and more.