

Paramount makes the VMAs shoppable amid broader live commerce push

Article

The news: Paramount Global is deepening its bet on live shopping with an expanded partnership with Shopsense AI.

- The two companies partnered to make the 2024 MTV VMAs shoppable, following a similar pilot that took place during April's CMAs.
- Viewers were able to use Shopsense's recently released AI-powered lens to take pictures of their favorite outfits and browse similar options suggested by the company's algorithm.
- The capability will be extended to other Paramount content "in the coming weeks and months," **John Halley**, president of Paramount Advertising, said in a press release.

The rationale: Paramount is one of a number of legacy media players—including **NBCU**—exploring shoppable TV as an additional revenue source.

- The idea is to **capitalize on the fact that viewers are increasingly on their phones while watching TV** and drive impulse purchases from audiences looking to mimic the styles of their favorite celebrities or characters.
- Unlike a similar shoppable initiative between **Walmart** and **Roku**, which required watchers to pause their shows to make a purchase from their TVs, **Paramount's goal is to offer a "complete lack of friction,"** Halley told CNBC, and make the act of browsing (or purchasing) an extension of viewers' existing behaviors.
- The more seamless the journey, the higher the potential revenues: Paramount not only gets a cut of each sale, but also if a user merely clicks on a product in some instances.

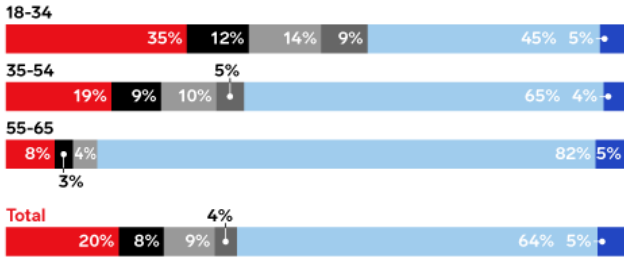
Our take: Consumers are gradually becoming more comfortable with the idea of shopping through their TVs.

- A January 2024 survey by LG Ad Solutions found that **roughly 3 in 10 CTV users (29%) made a purchase on their TVs in the previous three months**, while 48% of those who have seen a CTV ad with a QR code have scanned it at least once.
- While it's still early days, shoppable TV may leapfrog **livestream commerce** in popularity given that it's an extension of viewers' existing behaviors.

Go further: Read our [Shoppable Media Explainer 2024](#).

US Adults Who Have Made a Purchase via Shoppable Commerce, June 2024

% of respondents, by age



- Yes, through a social media platform (e.g., Instagram, TikTok, YouTube)
- Yes, on a retail website (e.g., a livestream on a shopping website)
- Yes, through a connected TV platform (e.g., Amazon Prime Video, Peacock, The Roku Channel)
- Yes, through a news media website (e.g., Wirecutter, BuzzFeed, Tasty)
- Yes, through other forms of shoppable media
- No, I have not made a purchase through shoppable media in the past year
- Don't know

Note: in the past year; numbers may not add up to 100% due to rounding; includes instant shopping through links in livestreams, social media and videos or scanning a QR code on TV; excludes cases where items can't be added to a cart; purchases can occur on the content platform, retailer's site, or third-party services like PayPal

Source: "EMARKETER Ecommerce Survey" conducted in June 2024 by Bizrate Insights, June 27, 2024

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