

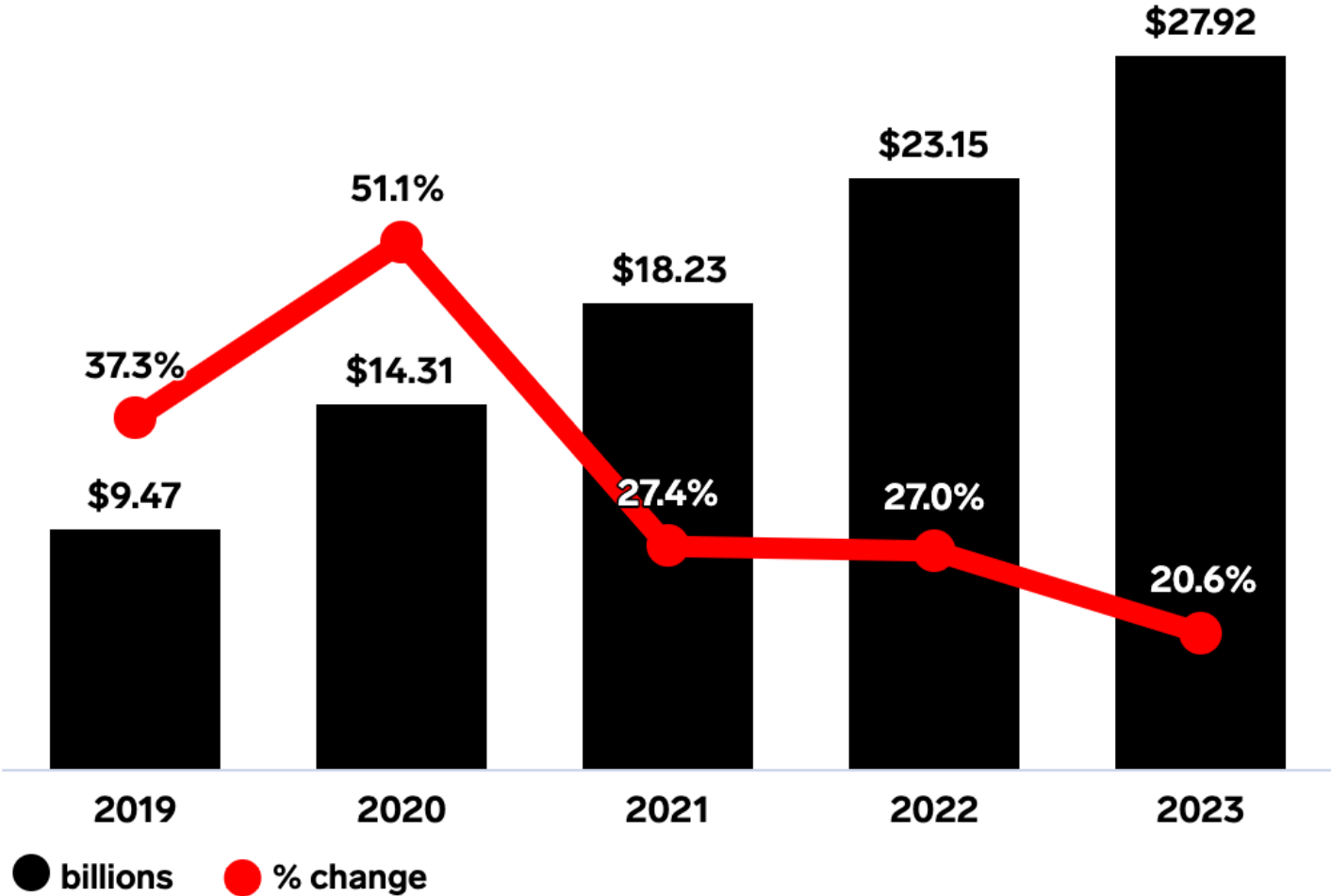
Amazon emerges as the third digital ad giant, who's No. 4, and Netflix gaming

Audio

On today's episode, we discuss Amazon's Q1 advertising performance, where its ad dollars are coming from, the retail media competitors to watch out for, and whether a fourth digital

ad giant will emerge. We then talk about why TV networks aren't prioritizing programmatic as they move into the world of streaming, Verizon's new digital out-of-home ads, and why Netflix might be preparing to venture into the video game universe. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

Amazon Ecommerce Channel Ad Revenues US, 2019-2023



Source: eMarketer, March 2021

eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Drive business growth with VTEX Commerce Platform.

*We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. **Check out how Motorola, Stanley Black & Decker, L'Oréal and other brands are growing with us.***