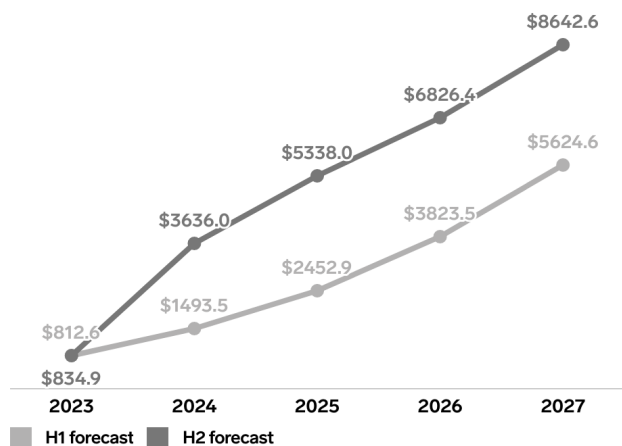


# Retail media dealmaking (and Prime Video's introduction of ads) has reshaped our CTV expectations

Article

- **The retail media CTV landscape has changed dramatically.** Since spring 2023, retail media CTV partnerships have multiplied. Most crucially, Amazon Prime Video reported it will introduce ads in 2024, Walmart and NBCU announced a partnership, Roku inked a deal with Best Buy, and Kroger linked up with Disney.
- **CTV ad spending will be nearly twice what we expected for 2025.** While CTV will constitute a single-digit percentage of overall retail media ad spending, we now expect it to comprise a high single-digit percentage, 7.9%, at the end of our forecast period in 2027.
- **What does it mean for advertisers?** The coordination required to leverage retail media networks for CTV ad buying is not insignificant. But for non-endemic brands, this could provide a huge opportunity to leverage retailers' first-party data in environments that are better suited to upper-funnel ads.

**Our 2024 Retail Media CTV Ad Spending Forecast Is 143% Higher Than It Was This Spring**  
*millions, 2023-2027*



*Note: digital advertising that appears on a retailer's on-premise signage, either in-store or in the immediately adjacent exterior (e.g., parking lot), appears on websites or apps that are primarily engaged in retail ecommerce, or is bought through a retailer's media network or demand-side platform (DSP)*  
 Source: Insider Intelligence | eMarketer Forecast, Nov 2023

Report by Max Willens Nov 08, 2023

# Retail Media Forecast H2 2023

