

Amazon will earn over \$14 billion in net US digital ad revenues this year

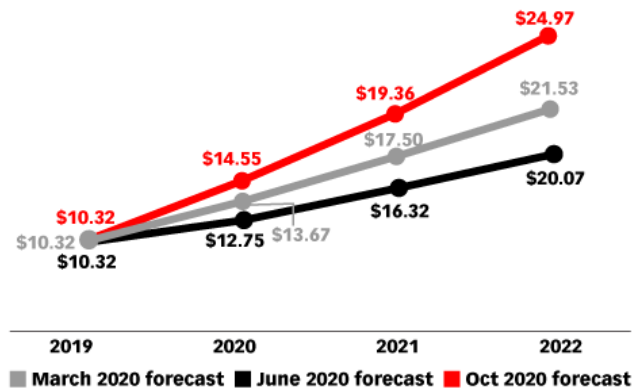
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eMarketer Editors

Amid the pandemic, Amazon's ad revenues along with its retail sales have increased as consumers continue to shift to ecommerce at elevated rates. We now forecast even faster growth this year for Amazon's US ad business than we had expected in March.

How Has the Forecast for US Net Amazon Ad Revenues Changed?

billions, 2019-2022



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

Source: eMarketer, Oct 2020

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Amazon has a unique place in our US digital ad revenue breakout: It's the only company for which we revised our 2020 estimate upward between March and October. We now expect Amazon to earn \$14.55 billion in net US digital ad revenues in 2020.

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