


Shoppable media helps brands monetize live events

Article



Nearly half of US adults who have made a purchase via shoppable commerce have done so on [social](#) media, according to our February 2024 survey conducted by [Bizrate Insights](#).

But budding partnerships between brands and streamers may shift more commerce toward [connected TV \(CTV\)](#) platforms, especially around live events.



- Paramount piloted a shoppable experience during the CMT Music Awards in April, using the Shopsense AI platform to enable viewers to shop for products and curated collections inspired by what stars are wearing on screen.
- NBCUniversal rolled out a new shoppable ad format ahead of this summer's Olympics, allowing viewers to purchase food, beverages, or other items for delivery.
- [Amazon](#) aired shoppable ads during its first Black Friday football game last year, something that it will most likely repeat this year now that Amazon Prime has launched shoppable ad units.

[Livestream](#) platforms like TalkShopLive can also help brands take advantage of live events like concerts or sporting events.

- Kate Hudson recently hosted a shoppable concert on TalkShopLive with Rolling Stone to promote her debut album "Glorious."
- Viewers could buy autographed CDs, vinyl copies, and merchandise via the livestream, which was also broadcast on Rolling Stone's website and Hudson's social media accounts.

Why we care: Shoppable media condenses the shopping journey, enabling consumers to transition from discovery to purchase more quickly.

- Among CTV users, 81% report their shopping decisions are influenced by TV and 63% often discover new brands and products through TV ads, according to a December 2023 survey from LG Ad Solutions.
- But TV doesn't just boost awareness—47% of consumers made a purchase after seeing a TV ad in the past three months.
- 98.4 million US consumers will make a purchase via shoppable media this year, a 4.4% increase over last year, per our forecast.

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