



Connected Consumers

How to reach, engage, and inspire the streaming audience of today

March 2023





Agenda

1. **Audience:** Who are Connected Consumers, and why are they a valuable audience to reach and engage?
2. **Content:** What content, how, and why do Connected Consumers stream most?
3. **Ads:** How can brands engage and inspire Connected Consumers?



Audience

Who are Connected Consumers and Amazon Connected Customers, and why are they a valuable audience to reach and engage?



Definitions

The Amazon Connected Consumer Study reports on the following audience segments.

General Consumers

Represents all 1,000 consumers who participated in the survey.

Connected Consumers

Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly

Amazon Connected Customers

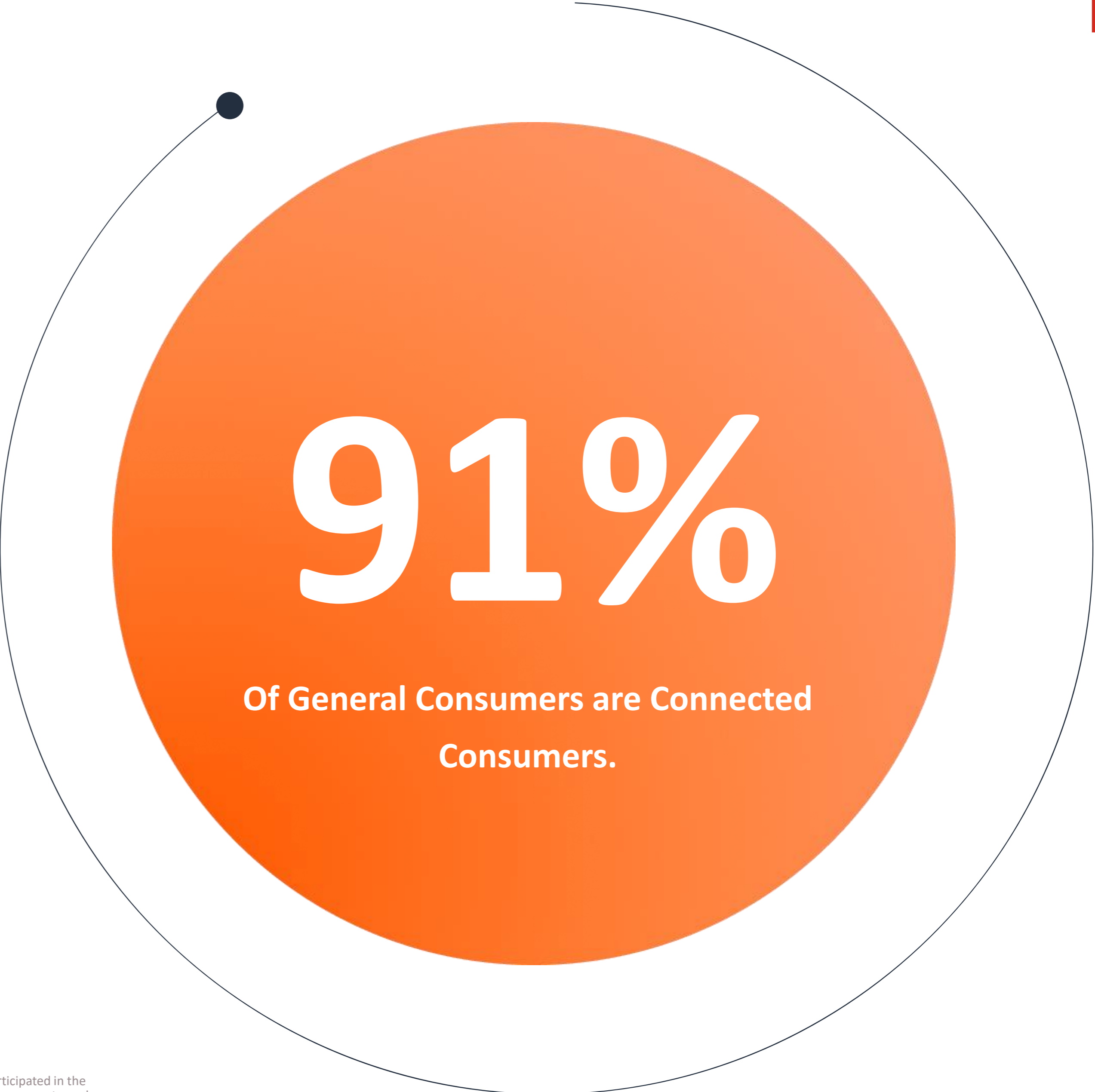
Represents a subgroup of Connected Consumers, including survey respondents who:

Uses Amazon Music (any device, any tier)
OR Owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video
OR Owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Twitch, or Prime Video monthly



A majority of general consumers are Connected Consumers

According to our survey, Connected Consumers now represent **91%** of General Consumers, indicating advertisers may need to reach these consumers to grow their business and reach their goals.



Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly.



Per our survey, almost 7 in 10 General Consumers are Amazon Connected Customers



Amazon Connected Customers

68% of General Consumers are Amazon Connected Customers.



Amazon Connected Video Customers

64% of General Consumers are Amazon Connected Video Customers (ACVC).
(68% of Connected Consumers are ACVC)

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. **ACC** = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. **ACVC** = Represents a subgroup of ACC, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly. **ACAC** = Represents a subgroup of ACC, including survey respondents who are potentially reachable by Amazon audio ads through the Amazon Music ad-supported tier, Alexa News, or Amazon Publisher Direct. **ACDC** = Represents a subgroup of ACC, including survey respondents potentially reachable by Amazon Connected Devices Ads, i.e. participants who reported owning and using one or more of the following: Amazon Prime Video, Echo Show, Fire TV, Fire Tablet.

According to our survey, Amazon Connected Customers are a valuable audience segment to reach and engage

+13%

Younger adult audience

Amazon Connected Customers are +13% more likely than General Consumers, and +10% more likely than other Connected Consumers to report being 18-34.

+4%

Household income \$40K+

Amazon Connected Customers are +4% more likely than General Consumers, and +4% more likely than other Connected Consumers to report having a household income of \$40k+.

+11%

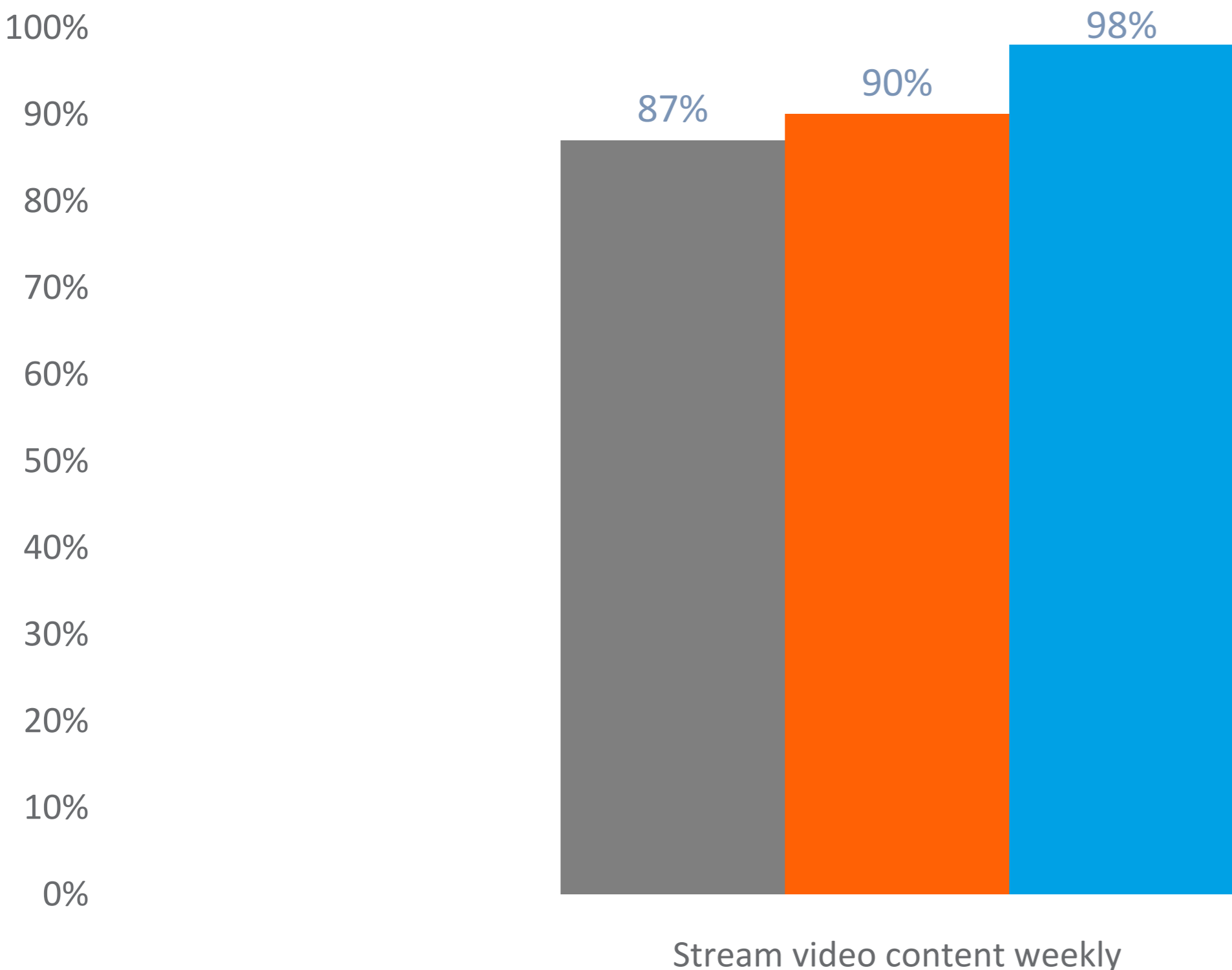
Parents

Amazon Connected Customers are +11% more likely than General Consumers, and +11% more likely than other Connected Consumers to report being parents.

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly.



Per survey, Amazon Connected Customers are heavy media streamers



■ General Consumer ■ Connected Consumer ■ Amazon Connected Customer

Amazon Connected Customers stream all media more frequently than other audience segments

Amazon Connected Customers stream more audio, video, gaming, and live-stream content than both General Consumers and other Connected Consumers. This means advertisers may improve their Connected Consumer reach by placing messaging on Amazon ad-supported content.

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly.



Amazon Connected Customers surveyed are in a stage of life where they are building brand loyalty

These numbers represent the difference between Amazon Connected Customers and General Consumers

+33%

Reported they plan to start a post high-school education.

+17%

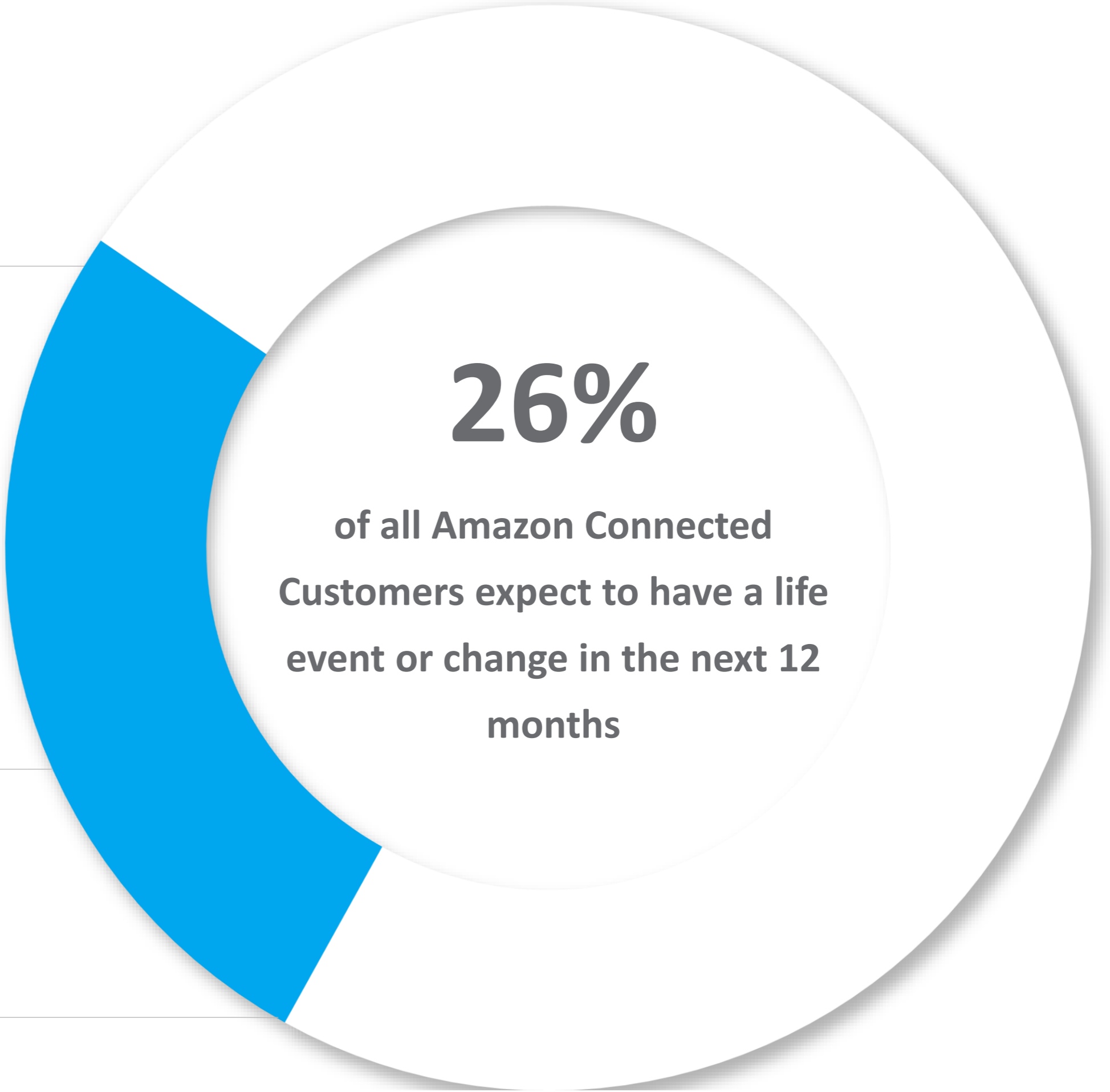
Reported they plan to start a business.

+17%

Reported they plan to buy a new home.

+17%

Reported they plan to start a new hobby.



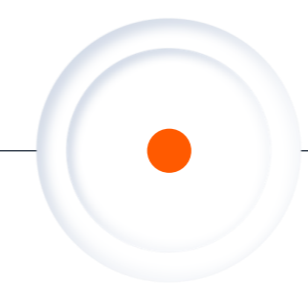
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41% of Amazon Connected Customers surveyed are recent hardlines customers*, 1.08x higher than total Connected Consumers

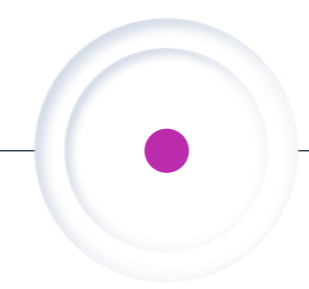


Index of Amazon Connected Customers vs. Connected Consumers who bought hardlines in the past three months:



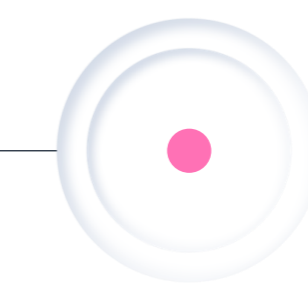
+15%

more likely to have bought **furniture** in the past three months



+7%

more likely to have bought **consumer electronics** in the past three months



+5%

more likely to have bought **tools & home improvements products** in the past three months

- General Consumers
- Connected Consumers
- Amazon Connected Customers

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. Hardlines customers refers to individuals who bought hardlines in the past three months.



Video

Amazon Connected Video Customers represents a subgroup of Amazon Connected Customers, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly.

According to our survey, Amazon Connected Video Customers are a valuable audience segment to reach and engage

+10%

Younger adult audience

Amazon Connected Video Customers are +10% more likely than General Consumers, and +10% more likely than other Connected Consumers to report being 18-34.

+3%

Household income \$40K+

Amazon Connected Video Customers are +3% more likely than General Consumers, and +1% more likely than other Connected Consumers to report having a household income of \$40k+.

+8%

Parents

Amazon Connected Video Customers are +8% more likely than General Consumers, and +11% more likely than other Connected Consumers to report being parents.

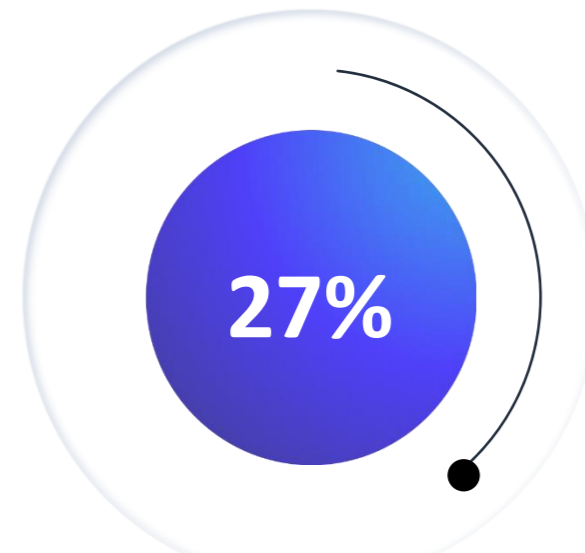
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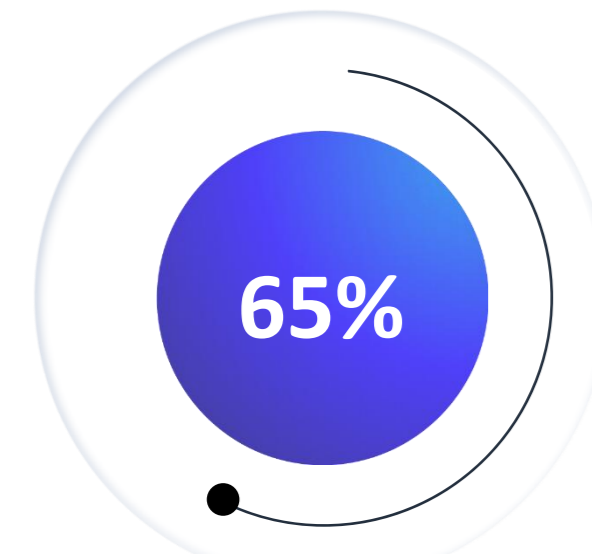
—
Per survey Twitch audiences are highly attractive and engaged
—



are Gen Z or Millennial



watch daily



watch for 10+ hours per week



are Men





45% of Amazon Connected Video Customers surveyed are “cord stackers” and they subscribe to 5 streaming services on average



—
45%
of ACVC are cord cutters meaning advertising on linear TV only will miss over 1/3rd of this valuable audience

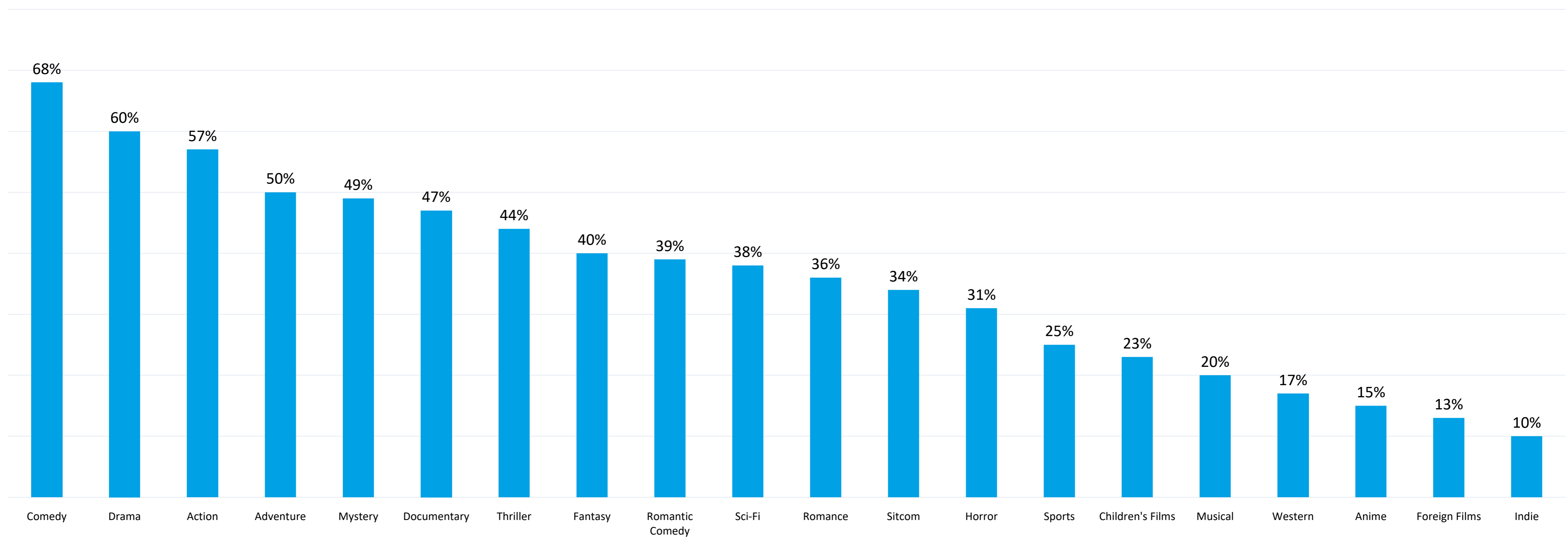
—
5
the average number of paid streaming services ACVC subscribe to versus 4 on average for CC overall

—
4
the average number of AVOD streaming services ACVC subscribe to versus 3 on average for CC overall

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACVC = Represents a subgroup of ACC, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly.



Amazon Connected Video Customers surveyed watch a variety of video content types



Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACVC = Represents a subgroup of ACC, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly.



Amazon Connected Video Customers are more likely to co-view than other Connected Consumers

36%

Of Amazon Connected Video Customers are co-viewing with another person.

With whom?

Family (96%)

Friends (23%)

Why?

64% Enjoy spending time with others

50% To share the watching experience with others

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. ACVC = Represents a subgroup of ACC, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly.



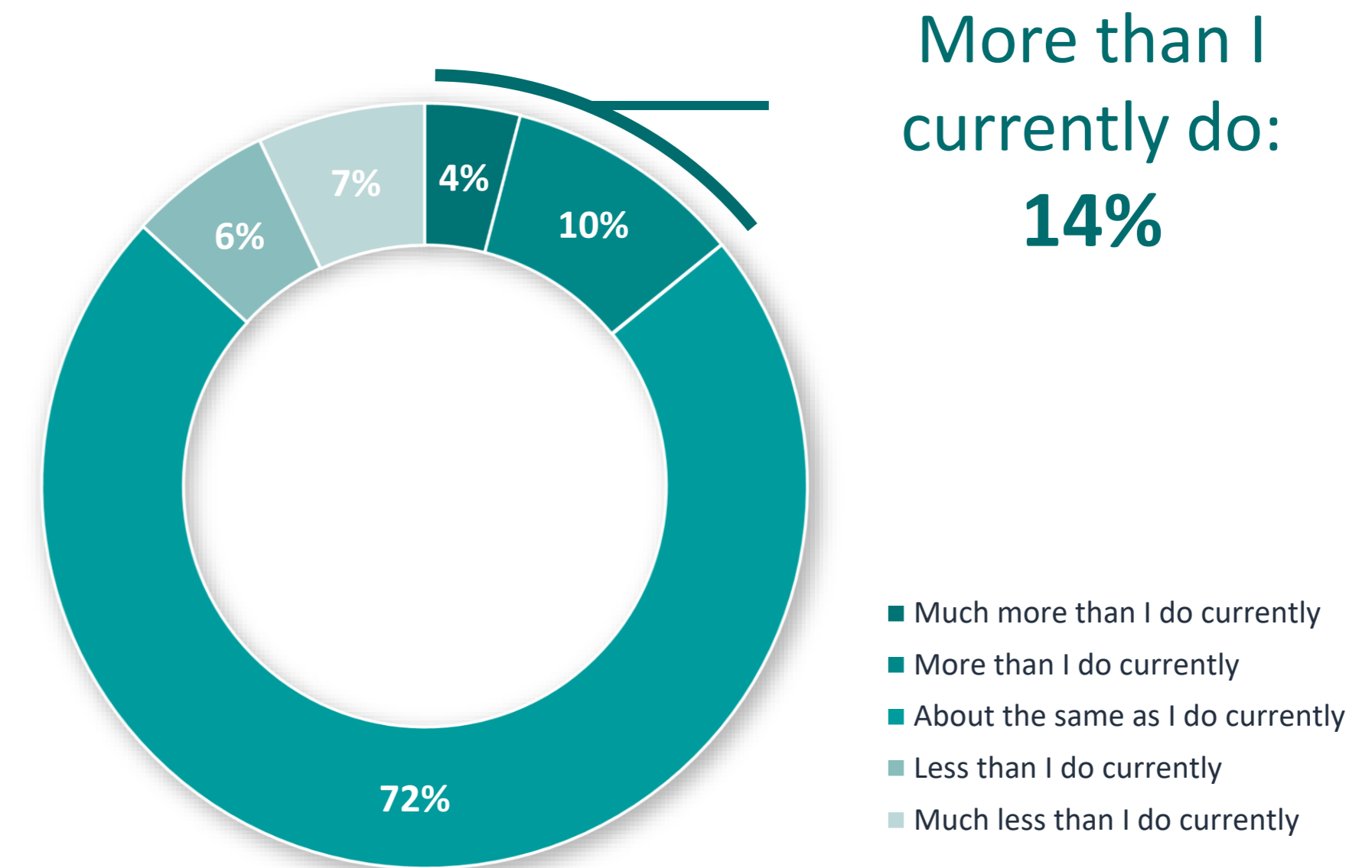
Per survey, reasons for subscription to a streaming video service

Wanted to watch a specific program (27%)

Wanted to avoid watching ads (25%)

Was offered a free trial (24%)

Per survey, streaming frequency in the next 3 months





Amazon Connected Video Customers surveyed are in a stage of life where they are building brand loyalty

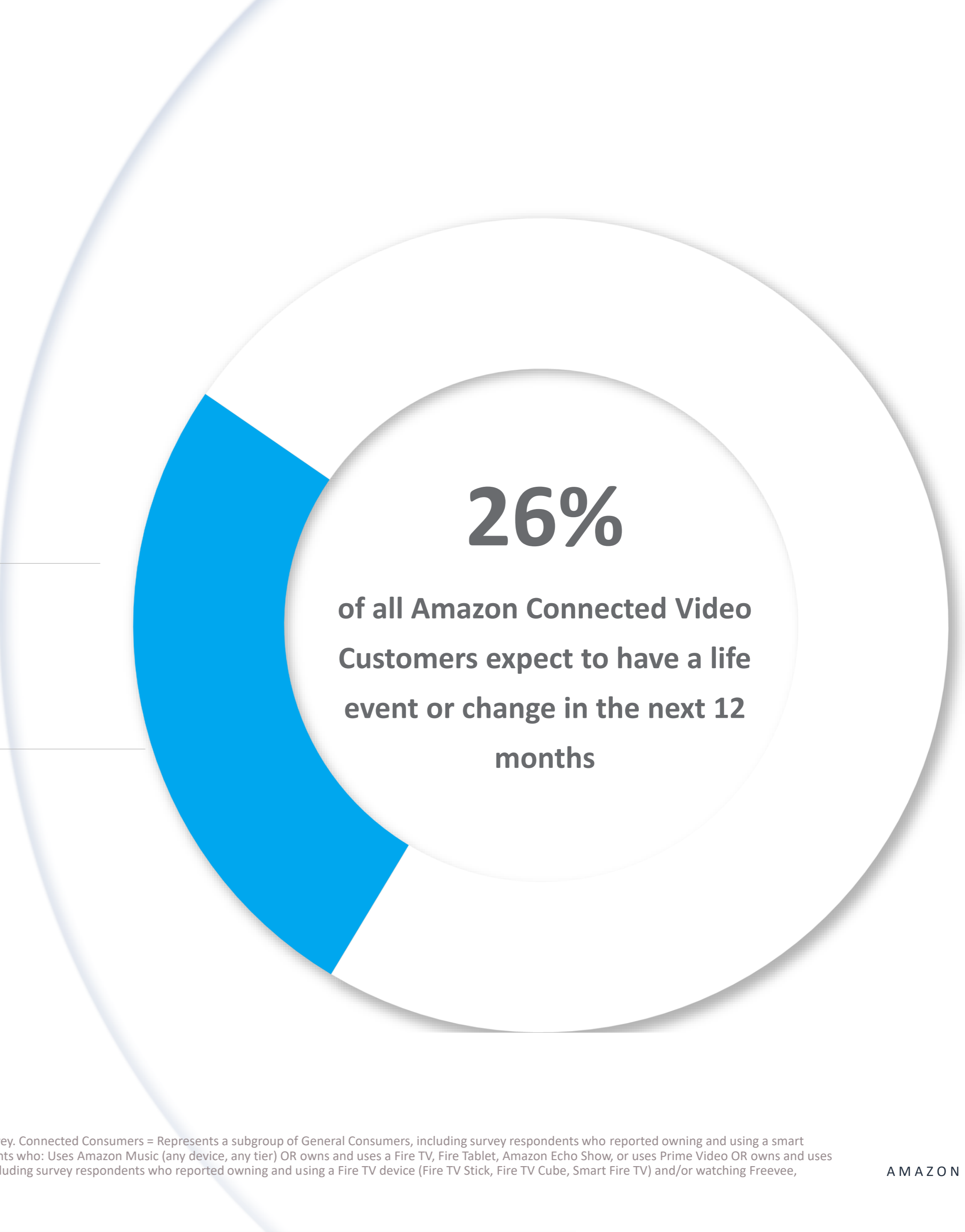
These numbers represent the difference between Amazon Connected Video Customers and General Consumers

+17%

Reported they plan to start a business.

+17%

Reported they plan to start a new hobby.



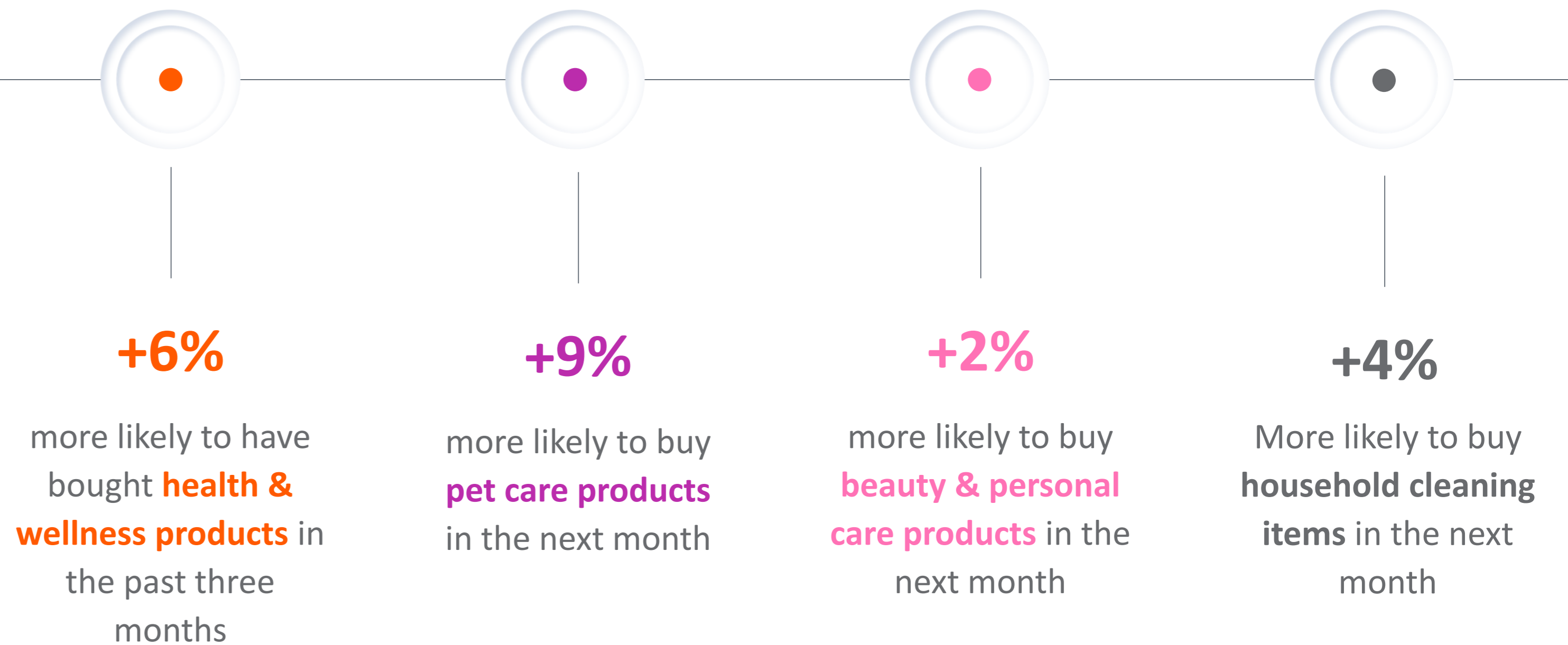
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92% of Amazon Connected Video Customers surveyed are recent CPG customers*; they particularly over-index on health & wellness versus overall Connected Consumers



Index of Amazon Connected Video Customers vs. Connected Consumers who bought CPG in the past three months



● General Consumers ● Connected Consumers ● Amazon Connected Video Customers

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. ACVC = Represents a subgroup of ACC, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly. CPG customers refers to individuals who bought CPG in the past three months.



Connected Consumers surveyed are watching ad-supported content



—
83%

Of Connected Consumers watch **ad-supported Streaming TV** content at least weekly

—
+8%

Amazon Connected Customers are **8% more likely to watch ad-supported Streaming TV** content than other Connected Consumers.



Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly.

—

According to our survey, the benefit of reaching audiences via streaming video advertising

96%

The proportion of Connected Consumers that use **streaming video services**.

Linear TV now only reaches 56% of them

51%

The proportion of Connected Consumers that still use paid **Linear TV** e.g., cable/satellite services

98%

The proportion of Amazon connected Video Customers (ACVC) that state they **stream video daily**.

55% of ACVC stream video on **Twitch TV**.

86%

The proportion of General Consumers that are **AVOD** (ad-enabled video on demand) users.



Devices

Amazon Connected Devices Customers represents a subgroup of Amazon Connected Customers, including survey respondents potentially reachable by Amazon Connected Devices Ads, i.e. participants who reported owning and using one or more of the following: Amazon Prime Video, Echo Show, Fire TV, Fire Tablet.



According to our survey, Amazon Connected Device Customers are a valuable audience segment to reach and engage

+6%

Younger adult audience

Amazon Connected Device Customers are +6% more likely than General Consumers, and +6% more likely than other Connected Consumers to report being 18-34.

+3%

Household income \$40K+

Amazon Connected Device Customers are +3% more likely than General Consumers, and +3% more likely than other Connected Consumers to report having a household income of \$40k+.

+11%

Parents

Amazon Connected Device Customers are +11% more likely than General Consumers, and +11% more likely than other Connected Consumers to report being parents.

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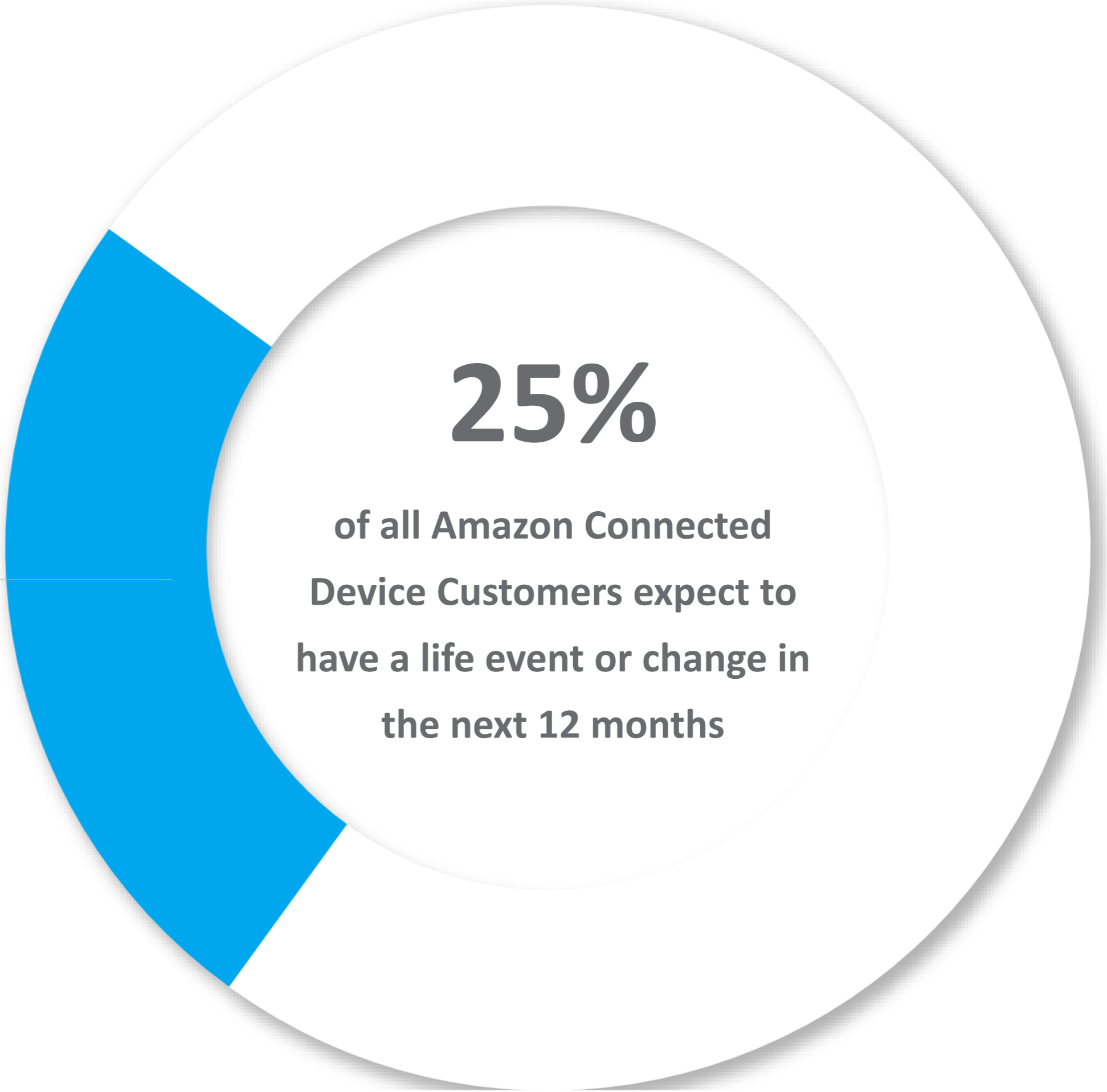


Amazon Connected Device Customers surveyed are in a stage of life where they are building brand loyalty

These numbers represent the difference between Amazon Connected Device Customers and General Consumers

+17%

Reported they plan to start a new hobby.



Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. ACDC = Represents a subgroup of ACC, including survey respondents potentially reachable by Amazon Connected Devices Ads, i.e. participants who reported owning and using one or more of the following: Amazon Prime Video, Echo Show, Fire TV, Fire Tablet.



22% of Amazon Connected Device Customers surveyed are recent Auto customers, which is 1.10 times higher than Connected Consumers

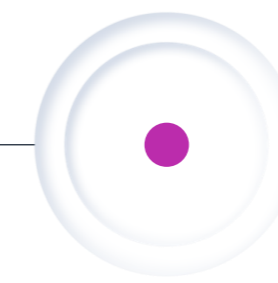


22%

of Amazon Connected Device Customers are Auto shoppers

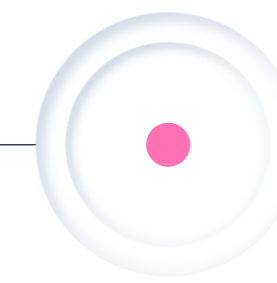
● General Consumers ● Connected Consumers ● Amazon Connected Device Customers

Index of Amazon connected Device Customers vs. Connected Consumers who bought a new car or car accessories in the past three months:



+10%

more likely to have bought a **car** in the past three months



+15%

more likely to have bought **automotive accessories** in the past three months

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. ACDC = Represents a subgroup of ACC, including survey respondents potentially reachable by Amazon Connected Devices Ads, i.e. participants who reported owning and using one or more of the following: Amazon Prime Video, Echo Show, Fire TV, Fire Tablet. Auto Customers refers to individuals who bought a new car or car accessories in the past three months.



Per survey, Amazon Connected Device Customers perceive Connected Devices Ad Experiences as interesting, relevant and persuasive



Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. ACDC = Represents a subgroup of ACC, including survey respondents potentially reachable by Amazon Connected Devices Ads, i.e. participants who reported owning and using one or more of the following: Amazon Prime Video, Echo Show, Fire TV, Fire Tablet.



Per survey, Amazon Connected Devices Customers are more likely to prefer interactive ads or ads that sponsor the content

Amazon Connected Devices Customers are more likely than General Consumers to report they are more likely to respond to ads with the following features:



Ad is interactive via remote control or voice-interactivity



Ad is a sponsor of the content I am watching, which has limited or no additional ads



An ad is featured in the content I am watching outside of a commercial break

Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. ACDC = Represents a subgroup of ACC, including survey respondents potentially reachable by Amazon Connected Devices Ads, i.e. participants who reported owning and using one or more of the following: Amazon Prime Video, Echo Show, Fire TV, Fire Tablet.



Surveyed Amazon Connected Device Customers (ACDC) who pay attention, take action and support non-video ads

	48 Amazon Echo Show	88 Amazon Smart Fire TV	121 Amazon Fire TV (Cube, Stick, etc.)	130 Amazon Music	67 Fire Tablet
% of ACDC are likely to pay attention to a banner ad	48%	39%	28%	22%	37%
% of ACDC are likely to interact with a banner ad	46%	36%	24%	22%	36%
% of ACDC are likely to support a brand from a banner ad	48%	35%	23%	24%	36%

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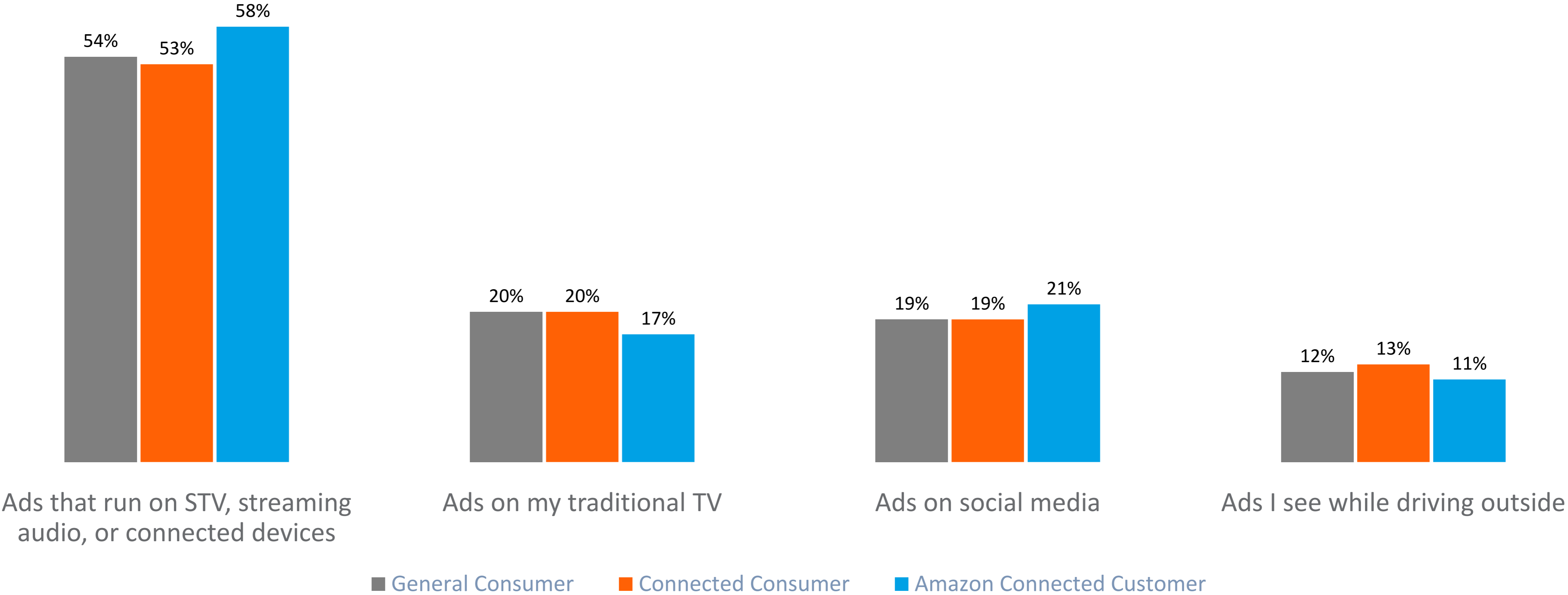


Ads

How can brands engage and inspire Connected Consumers and Amazon Connected Customers with ad messaging?



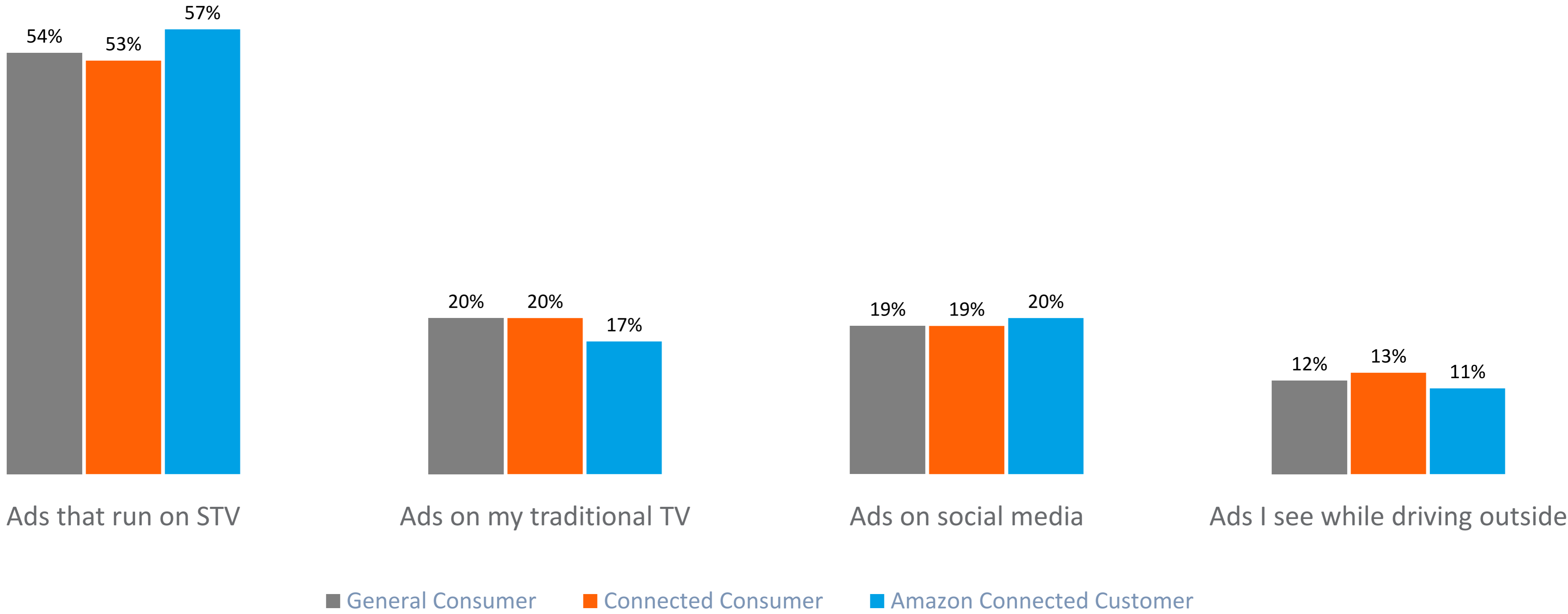
Amazon Connected Customers surveyed were more **receptive** to ads running on STV, audio, or connected devices than other ad types



Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly.



Per our survey, Amazon Connected Video Customers are more **receptive** to Streaming TV ads compared to other ad types



Source: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2023. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly. ACVC = Represents a subgroup of ACC, including survey respondents who reported owning and using a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watching Freevee, Twitch, or Prime Video monthly.



Amazon Connected Customers surveyed are more likely to prefer contextually and behaviorally-relevant ads

Amazon Connected Customers are more likely than General Consumers to report they are more likely to respond to ads with the following features:



Ad is relevant to me



Ad is for something I have shopped for



Ad is related to something I interacted with in the past



Ad is aligned to the content I am watching or listening to

Source: Kantar and Amazon Ads ConnectSource: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly.



Per survey, Amazon Connected Customers are more likely to prefer interactive ads or ads that sponsor the content

Amazon Connected Customers are more likely than General Consumers to report they are more likely to respond to ads with the following features:



Ad is interactive via remote control or voice-interactivity



Ad is a sponsor of the content I am watching, which has limited or no additional ads



An ad is featured in the content I am watching outside of a commercial break

Source: Kantar and Amazon Ads ConnectSource: Kantar and Amazon Ads Connected Consumers Study, CA, Dec 2022. General Consumers = Represents all 1,000 consumers who participated in the survey. Connected Consumers = Represents a subgroup of General Consumers, including survey respondents who reported owning and using a smart speaker, smart display, smart TV, or streaming device at least once monthly. ACC = Represents a subgroup of Connected Consumers, including survey respondents who: Uses Amazon Music (any device, any tier) OR owns and uses a Fire TV, Fire Tablet, Amazon Echo Show, or uses Prime Video OR owns and uses a Fire TV device (Fire TV Stick, Fire TV Cube, Smart Fire TV) and/or watches Freevee, Twitch, or Prime Video monthly.



Agenda

1. **Audience:** Who are Connected Consumers, and why are they a valuable audience to reach and engage?
2. **Content:** What content, how, and why do Connected Consumers stream most?
3. **Ads:** How can brands engage and inspire Connected Consumers?

To download an infographic with insights from this research, scan the QR code.

We value your feedback and would appreciate your responses to the short survey.

