

Brand Adoption of Amazon Streaming Ads

By Russ Dieringer // August 11, 2025 // Benchmarks, Briefings, Research

***TL;DR:** Amazon Ads is growing fast and streaming TV could take it further. Most brands are just testing the waters, but the combination of massive authenticated reach and lower-funnel measurability makes this an emerging competitive edge opportunity for marketers.*

4 minute read

Amazon Ads grew 22% Y/Y in 2Q25, reaching nearly \$16 billion in sales, and on pace to exceed \$67 billion in 2025.

These numbers are even more impressive considering the nascent status of its streaming TV ad segment. Management is very bullish on this opportunity, telling investors during their [latest quarterly results call](#):

“Another area we’re excited about is our demand side platform, or Amazon DSP. Our DSP enables advertisers to plan, activate and measure full funnel investments. Our trillions of proprietary browsing, shopping and streaming signals paired with extensive supply side relationships and our secure clean rooms provide advertisers the ability to optimize advertising, deliver greater precision and drive efficient and effective advertising outcomes.

*And in June, we announced a momentous partnership with Roku, giving advertisers access to **80 million connected TV households**. The **largest authenticated connected TV footprint in the U.S. exclusively through Amazon DSP** is a giant leap forward for advertisers bringing best-in-class planning, audience precision and performance to TV advertising.*

*We also announced an **integration between Disney’s real-time ad exchange and Amazon DSP**. This collaboration allows advertisers to gain direct access to Disney’s premium inventory across platforms like Disney+, ESPN and Hulu while allowing them to leverage insights from both companies. When advertisers work with Amazon, they’re not just buying ad space, they’re benefiting from exceptional programming, innovative technology and unrivaled signals,*

measurement and audience development that provide strong relevancy for consumers and return on investment for brands.”

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