

Prime Video Inventory through Choozle

Through our partnership with Amazon, Choozle can access Connected TV (CTV) inventory available on Prime Video. With an estimated monthly reach surpassing 115 million viewers in the US alone, Prime Video has firmly established itself as one of the leading ad-supported streaming platforms in the industry.

With our Managed Service offering, Choozle empowers clients to execute campaigns on Prime Video and other proprietary streaming inventory sources owned and operated by Amazon, including FreeVee, Twitch, and Amazon Video FireTV Channels.



Campaigns on Prime Video are set up via Preferred Deals, providing the option to select between Run-of-Serve (ROS) for all ad-supported TV and movies on Prime Video or genre-specific Contextual Inventory Deals (e.g., drama, action, comedy, suspense, etc.). Advertisers also have the flexibility to incorporate Amazon's audiences and their own first-party audiences into any Prime Video campaign.



CAPTURE THE ATTENTION OF YOUNGER VIEWERS

- 37% Age 18-34 Prime Video viewers¹



EFFECTIVELY CONNECT WITH YOUR TARGET AUDIENCE

- +25% more likely to have an annual household income of \$150k+s²



ENGAGE WITH VIEWERS ACTIVELY SPENDING TIME ON AMAZON.

- 84% of Prime Video households shopped on Amazon in the last month³
- +22% Amazon spend of Prime Video households vs. non-Prime Video households⁴



DELIVER YOUR MESSAGE WHEN VIEWERS ARE MOST ENGAGED

- 33% Prime Video content watched between 7-11 PM ET⁴
- 40 mins - Average watch time per session⁴
- 1.89 Average watch time per day⁴

PRIME VIDEO INVENTORY

- Fullscreen
- Sound on
- Non-skippable ads
- Pre or mid-roll
- Non-clickable

PRIME VIDEO AD SPECS

Ad serving: First party or third party (VAST 2.0 or 3.0 via Innovid, CM360, Flashtalking or AAS)

Maximum file size: 500 MB

Aspect ratio: 16:9

Required duration: 15s or 30s

Minimum frame size: 1920 x 1080

Minimum video bitrate: 15 Mbps
(Recommended 50 Mbps bitrate)

Video frame rate (fps): 23.976 (recommended), 24, 25 or 29.97

Video frame rate mode: Constant

Minimum audio bitrate: 192 kbps

Supported Video Formats: H.264, MPEG-2 or MPEG-4

Supported Audio Formats: PCM or AAC
(sample rate: 44.1 kHz or 48 kHz)

¹ Amazon internal data, US, 2023

² MRI-Simmons data is self-reported, Winter 2022, US

³ Amazon internal, May-July 2023, US

⁴ Amazon internal, Q1-Q3'23, US