



omd



TURNING VIEWS INTO REVENUE: THE TV-COMMERCE REVOLUTION

Where TV, Retail Media & Shopping Converge

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WE *Create* WHAT'S NEXT

CTV: The Retail Media Accelerator

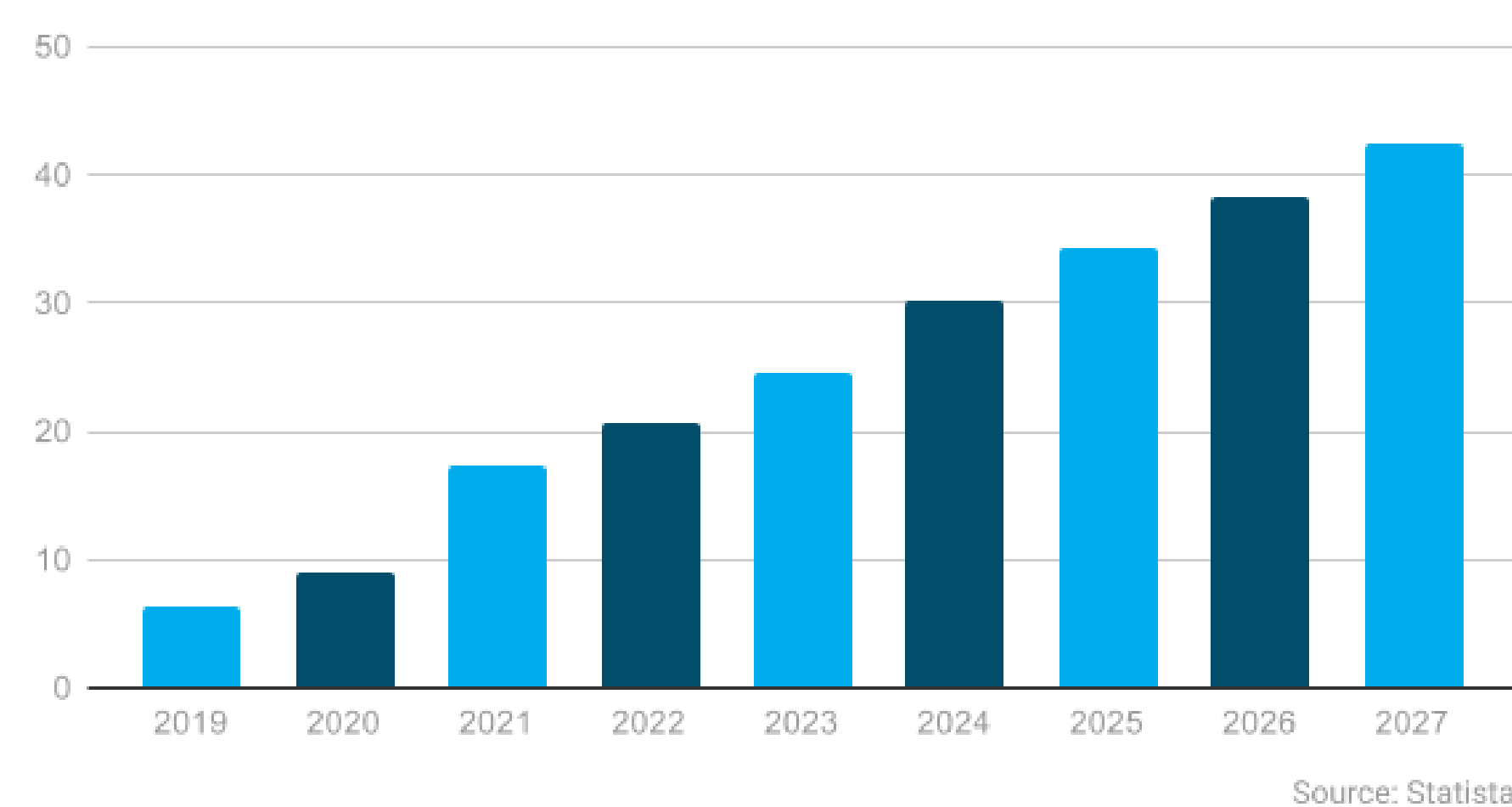
In today's hyper-connected world, TV, Retail Media, and Connected TV (CTV) are converging into a [seamless, commerce-driven ecosystem](#). This fusion of entertainment and shopping is redefining how brands capture consumer intent, turning passive viewing into active purchasing.

As we [navigate this transformation](#), success hinges on the ability to blend storytelling, data, and shoppable moments into a unified, full-funnel strategy.

So, is this just QVC 2.0? Not quite. While traditional home shopping networks pioneered TV-based commerce, today's Shoppable TV ecosystem is far more advanced—leveraging data-driven personalization, real-time audience targeting, and interactive ad formats to engage modern consumers.

Connected TV (CTV) Advertising Spending in the U.S. 2019 -2027

(in billion U.S. dollars)



The rise of Connected TV (or CTV) has accelerated retail media's ability to capture consumer intent. CTV ad spending was estimated [to reach USD 23 billion by the end of 2024, becoming 35% larger than online video](#). This positions CTV as a prime channel for commerce-driven advertising.

Unlike linear TV, CTV enables brands to leverage addressable advertising, delivering data-enriched, personalized messages that drive both online and offline sales.

The integration of retail media data with CTV targeting is transformative—brands can retarget high-intent shoppers with video ads and measure incremental lifts in sales, creating a closed-loop attribution model.

Retailers, platforms, and brands are embedding instant purchase capabilities into streaming experiences, allowing consumers to shop directly from their screens with a tap or QR scan.

Shoppable TV a Global Trend

The momentum is global. In the United States, [66% of CTV users recall seeing an ad with a QR code in the past three months](#), and [70% appreciate TV ads with QR codes, with 62% inclined to scan them](#).

This highlights growing consumer familiarity with interactive TV ads and their ability to drive engagement. Additionally, [over 50% of consumers have spent between USD 100 and USD 499 on TV-inspired purchases](#) over the past 12 months.



Amazon is [integrating video with retail media](#), allowing advertisers to serve shoppable ads that sync with marketplace availability.

[Amazon plans to introduce new shoppable formats to the UK in the second half of 2024](#), expanding the market reach of this technology after a successful [launch in the US in 2024](#).

Traditional networks like [NBCUniversal](#) have embraced this trend, offering Scan-to-Buy features that link viewers to e-commerce destinations in seconds. ITV in the UK has launched an [affiliate browser extension](#) and an [eBay shop to sell costumes and props](#) from shows.

In APAC, shoppable TV is [experiencing rapid growth](#). APAC's eCommerce market is on track to hit [USD 3.2 trillion by 2028](#), driven by the region's strong mobile-first shopping habits.

Platforms like Alibaba's Youku and ByteDance's Douyin have [integrated native shopping experiences into streaming content](#), allowing consumers to purchase products showcased in videos seamlessly.

In LATAM, the adoption of shoppable TV is rising. Brazil is the largest retail eCommerce market in Latin America and the third-fastest-growing digital economy globally. [An expected 10% growth in revenue for Black Friday 2024](#), driven by a 14% increase in order volume, underscores the dynamic nature of Brazil's online shopping landscape.

Retail Media the Final Piece of the Puzzle

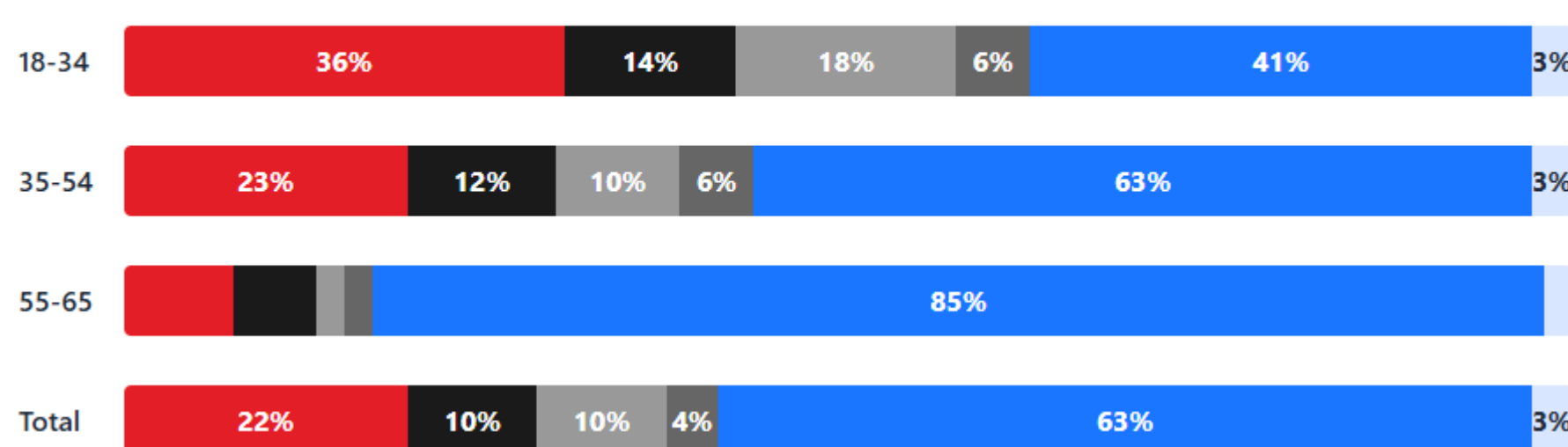
Consumer interest in [shopping via TV is growing](#), but adoption isn't mainstream yet. Brands must be strategic about how and when they use the format. While only [10% of U.S. adults have purchased](#) via shoppable commerce on a CTV platform, the opportunity is growing.

Retailers like [Walmart](#), Kroger, and Target have launched, allowing advertisers to use CTV-enabled retail media networks to overlay loyalty data on streaming audiences.

Meanwhile, demand-side platforms such as [The Trade Desk](#) are pushing retail data-driven programmatic CTV buys, enabling real-time [campaign optimization](#).

US Adults Who Have Made a Purchase via Shoppable Commerce, Oct 2024

% of respondents, by age



■ Yes, through a social media platform
■ Yes, on a retail website
■ Yes, through a connected TV platform
■ Yes, through a news media website
■ No, I have not made a purchase through a shoppable media in the past year
■ Don't know

Note: in the past year; numbers may not add up to 100% due to rounding; includes instant shopping through links in livestreams, social media and videos or scanning a QR code on TV; excludes cases where items can't be added items to a cart; purchases can occur on the content platform, retailer's site, or third-party services like PayPal

Source: "EMARKETER Ecommerce Survey" conducted in October 2024 by Bizrate Insights, Oct 30, 2024

We are educating clients on CTV's evolving measurement landscape, ensuring that campaigns are benchmarked against sales impact rather than traditional reach metrics. Incrementality testing, household-level attribution, and cross-device tracking are becoming essential tools for maximizing ROI.

Retail media has gone from a niche performance play to a [USD 100+ billion global powerhouse](#). Its integration with CTV and Shoppable TV unlocks new revenue streams.

In 2024, U.S. retail media ad spending is [projected to reach USD 54.85 billion](#), demonstrating the channel's rapid expansion. Amazon, Walmart Connect, and Instacart Ads are leading the charge, but regional players like Carrefour and Mercado Libre Ads are proving that full-funnel retail media is no longer just a U.S. phenomenon.

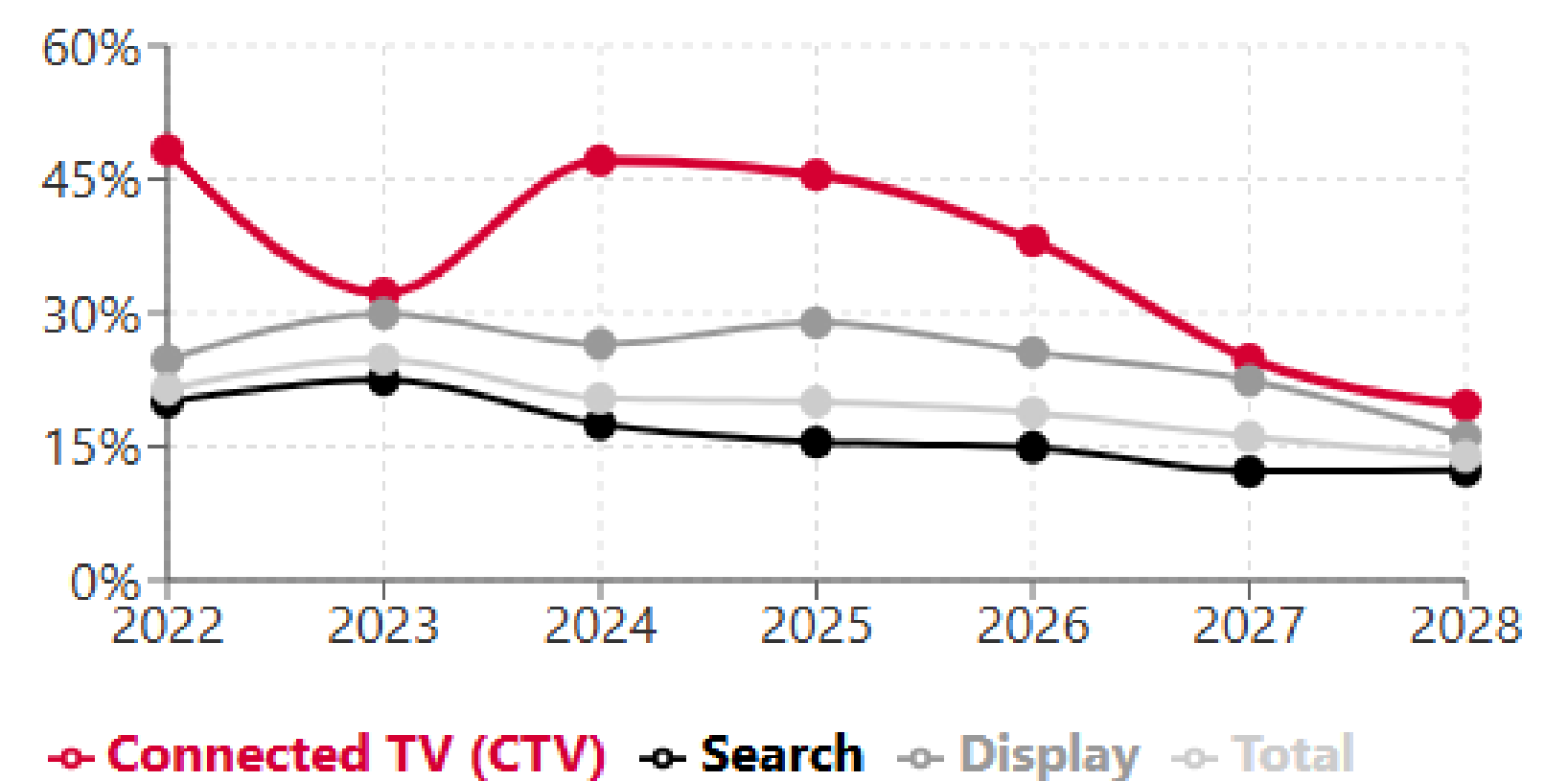
Winning in the New Era of Commerce

For advertisers, the opportunity lies in breaking down silos. Retail media budgets can no longer sit in isolation; they must be strategically integrated with video, CTV, and social commerce to create a full-funnel impact.

Brands that invest in CTV-enabled retail media are already seeing higher engagement rates, stronger conversion lifts, and [deeper customer insights](#).

Retail Media CTV Ad Spend Will Grow About 3 Times Faster Than Retail Media Search in 2025

% change in US retail media ad spending, by format/device, 2022-2028



Source: EMarketer

The future belongs to advertisers that embrace the convergence of Shoppable TV, CTV, and Retail Media as a holistic ecosystem. Success requires:

- Data Integration – Marrying first-party retail data with CTV audience insights.
- Creative Innovation – Building native, immersive ad experiences that feel organic.
- Measurement Rethink – Moving beyond impressions to sales-driven KPIs.

Omnicom agencies are uniquely positioned to lead this charge, leveraging our proprietary tools, retail media partnerships, and commerce expertise to orchestrate seamless, high-performance campaigns.



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Head of Commerce | OMD EMEA