**Amazon Prime Video Will Start Showing Ads Next Year**

Ads are coming to Amazon Prime Video in early 2024 unless subscribers pay an additional $2.99 each month. The company cited the need to create "compelling content" when announcing the change and noted that it's trying to show ""meaningfully fewer ads" than other streaming providers.

***StreamTV Insider 9/22/23***

[*https://www.streamtvinsider.com/video/amazon-prime-video-latest-join-ad-supported-streaming*](https://www.streamtvinsider.com/video/amazon-prime-video-latest-join-ad-supported-streaming)