**Conde Nast Makes Select TV Shows Shoppable**

Conde Nast announced during its IAB NewFronts presentation the launch of a performance marketing product, Conde Nast Shoppable, which enables viewers to purchase products used by show cast members and brands only pay per transaction. The media firm also announced the return of 75 series and 50 new pilots and reported that its global video network drives 1 billion monthly views.

***Adweek 5.4.21***

[*https://www.adweek.com/media/as-commerce-revenue-jumps-conde-nast-pitches-new-shoppable-shows/*](https://www.adweek.com/media/as-commerce-revenue-jumps-conde-nast-pitches-new-shoppable-shows/)

*Image credit:*

[*https://media.gq.com/photos/60105f14600d5e5958c66442/3:2/w\_768%2Cc\_limit/GroomingGods-Camillo%252520last.jpg*](https://media.gq.com/photos/60105f14600d5e5958c66442/3:2/w_768%2Cc_limit/GroomingGods-Camillo%252520last.jpg)