**Interactive, In-Episode Ads Could Satisfy Viewers, Marketers**

Jia Wertz looks at interactive video ads and how ad-averse streaming platforms could take advantage of the marketing strategy. Streaming video platform Eko and Walmart have teamed up for product placement and in-episode ads, with Eko CEO Yoni Bloch saying, "The future of video entertainment is interactive, and this joint venture is a huge step towards bringing this future to life."

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<https://www.forbes.com/sites/jiawertz/2020/01/27/new-era-interactive-video-create-more-advertising-opportunities-for-brands/#170a3d665b12>

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<https://itunews.itu.int/En/Multimedios/Imgs/10806_540.jpg?v=3>