**The Price of Placing Products in Netflix, Amazon Shows**

Nearly all shows on Amazon and around 74% of Netflix shows have at least one product integration, according to Greg Isaacs from Branded Entertainment Network. BEN places products in shows such as "House of Cards" for brands, with prices ranging from $50,000 to $500,000, Isaacs said.

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<https://www.cnbc.com/2017/07/27/bill-gates-ben-does-product-placement-in-netflix-and-amazon-shows.html>