**Walmart Reportedly In Talks About Buying Vizio**

A blue background with white text

Description automatically generatedWalmart has entered discussions about purchasing Vizio, sources tell the Wall Street Journal, and the price could exceed $2 billion. Simulmedia CEO Dave Morgan says Walmart would get "a massive amount of proprietary data" from the deal.

***BNN Bloomberg (Canada) 2/13/23***

[*https://www.bnnbloomberg.ca/walmart-is-in-talks-to-buy-tv-maker-vizio-wsj-reports-1.2034430*](https://www.bnnbloomberg.ca/walmart-is-in-talks-to-buy-tv-maker-vizio-wsj-reports-1.2034430)