**Disney+ Mulls New Shopping, Gaming Experiences**

A blue and black logo

Description automatically generatedDisney+ will likely introduce shopping and gaming services on its streaming platform at a Jan. 10 presentation in an effort to attract advertisers. "The world of advertising experiences on AVOD is an important place to be involved in," says Disney Advertising Sales head Rita Ferro.

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[*https://variety.com/2023/tv/news/disney-plus-games-shopping-streaming-1235825822/*](https://variety.com/2023/tv/news/disney-plus-games-shopping-streaming-1235825822/)