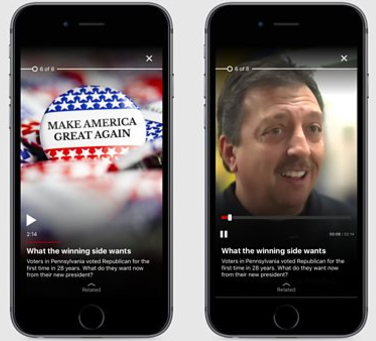
**Publishers Are Pivoting To Video (Again) – But This Time It’s Vertical**

As TikTok has taken off, publishers are increasingly focused on vertical video as a way to reach new audiences and monetize content. Video ecommerce platform Firework offers a TikTok-like experience for publishers, including clickable video overlays that allow publishers to generate affiliate revenue with product recommendations and sponsored content.

***AdExchanger 4.17.23***

[*https://www.adexchanger.com/publishers/publishers-are-pivoting-to-video-again-but-this-time-its-vertical/*](https://www.adexchanger.com/publishers/publishers-are-pivoting-to-video-again-but-this-time-its-vertical/)

*Image credit:*

[*https://www.digitaltveurope.com/files/2016/11/bbc-news-vertical-videos.png*](https://www.digitaltveurope.com/files/2016/11/bbc-news-vertical-videos.png)