**Walmart's Vudu Launches Ad Network, Shoppable Ads**

Walmart-owned streaming service Vudu is launching its Vudu Audience Extension ad network, which will incorporate the retailer's first-party data and third-party data from Nielsen and others to enable brands to purchase targeted, dynamic ads on its and other streaming platforms along with new shoppable ads. "Walmart's data at scale, makes us the sleeping giant of the digital entertainment space," said Jeremy Verba, Vudu vice president.

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[***https://www.mediapost.com/publications/article/335313/walmarts-vudu-positions-itself-as-sleeping-giant.html***](https://www.mediapost.com/publications/article/335313/walmarts-vudu-positions-itself-as-sleeping-giant.html)