

# AMAZON AND WALMART WILL BE FOUGHT ON TV WHILE ALIBABA IS BACK ON TRACK

Walmart announced its \$2.3 billion acquisition of Vizio and its SmartCast Operating System in a move that widens its advertising reach amid an ongoing battle with Amazon to get the most eyes on its products through ads displayed in streaming content.

“Walmart has entered Amazon and Best Buy’s ecosystem of users through the purchase of Vizio — a strategic move that will not only increase Walmart’s inventory supply but also boost e-commerce sales for the company,” Forbes reported.

Vizio creates smart televisions and sound bars, and its SmartCast system grants users access to third-party streaming apps like Disney+ and Hulu, akin to a software version of Amazon’s FireStick. Ads can then be displayed through the operating system, and customer insights can be gleaned via its automatic content recognition (ACR) systems, which log what type of content users browse to better deliver targeted ads. This allows the company to reach new customers and gain deeper insights into their media consumption habits, which should, in turn, grow its commerce sales.

In Q4 2023, which included the holiday shopping season for both companies, Walmart reported \$173.4 billion in revenue, compared to Amazon’s reported \$169.96 billion.



\*Illustration: E-commerce companies' fight

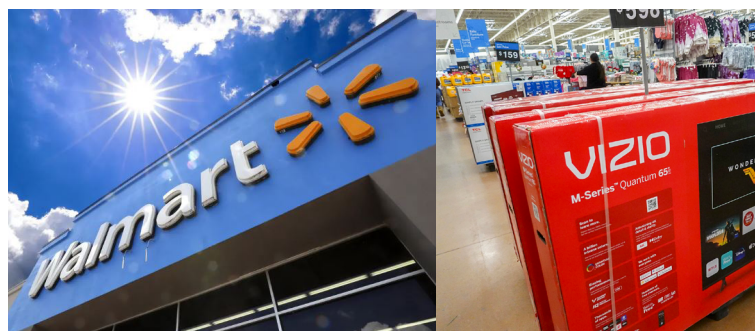
--Business Insider

Chinese E-commerce giant Alibaba is back on track to be a top market player after a period of pressure, co-founder Joe Tsai expects the penetration of E-commerce in China will exceed 40% in the next five years, up significantly from the current 30% level.

“Now with the restructuring and with the new management in place, we feel a lot more confident in placing as one of the top e-commerce players in China,” Tsai said. “Where we didn’t feel as confident as before, we felt the competitive pressure, but now we’re back.”

When about the success of China-affiliated e-commerce players Temu, Shein and TikTok in the U.S., Tsai said the companies are “very aggressive” and that Alibaba was watching to see what it should do.

--CNBC



\*Photo: Walmart to acquire Vizio

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