Amazon Flexes Its Reach With Star-Packed Upfront

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The quick summary:

For its third annual upfront presentation on May 11, Amazon drew hundreds of ad execs, agency representatives, and brand marketers to New York's Beacon Theatre for a high-energy, 90-minute, celebrity-filled presentation.

DJ Diplo kicked off the evening, followed by country music star Kacey Musgraves. Amazon's top talent including talk show legend Oprah Winfrey, NFL player Matthew Stafford, artist Shaboozey, and actors Michael B. Jordan, Chris Pratt, and Arnold Schwarzenegger joined Amazon executives onstage as the tech giant worked to coax upfront and year-round advertising commitments.

The overarching message, woven between celebrity cameos, new show announcements, renewals, and viewership stats, was that Amazon touches everything.

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