Amazon Reportedly Planning to Launch an Ad-Supported Video Service

Amazon.com has an ad-supported TV service in the works that would be free to those who use the company’s Fire TV streaming devices, The Information reported. The service is reportedly being developed by the Internet Movie Database (IMDb), which Amazon acquired in 1998. It will be called “Free Dive.” Spokespersons for Amazon did not immediately… https://www.adweek.com/tv-video/amazon-reportedly-planning-to-launch-an-ad-supported-video-service/