Magnite Strikes CTV Deal With Amazon Publisher Services

Advertising tech company Magnite is working with Amazon Publisher Services to help more publishers sell connected TV ads.

Through APS' Transparent Ad Marketplace and Magnite's SpringServe tools, the partnership will give publishers access to Magnite's supply-side demand that runs on Amazon devices. It'll also give Magnite access to more CTV inventory on Fire TV devices through APS.

While many adtech companies work with APS to access Amazon's CTV inventory, this direct integration is unique because it allows Amazon to "take a seat within their platform," according to a Magnite spokesperson.

Amazon made nearly $14 billion on its ad business in Q1 of 2025, effectively gobbling up the lion's share of dollars that advertisers are now spending with retail media networks.

More CTV ads

Magnite acquired CTV ad server and mediation platform SpringServe in 2021 for $31 million. In April, the company announced plans to merge SpringServe with Magnite Streaming, its ad exchange and SSP, turning them into a single unified product.

For publishers including DirecTV that work with both Magnite and APS, the deal allows them to unify demand between the two

with centralized reporting, Rose McGovern, head of programmatic and digital ad sales at DirecTV Advertising, said in a statement.

The partnership will also make more CTV content on Amazon's Fire TV devices available to ad buyers through Magnite, said Sean Buckley, president of revenue at Magnite, in a statement.

By integrating with Magnite, APS aims to "bring incremental demand to publishers through interoperable solutions," Scott Siegler, director of APS, said in a statement.

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