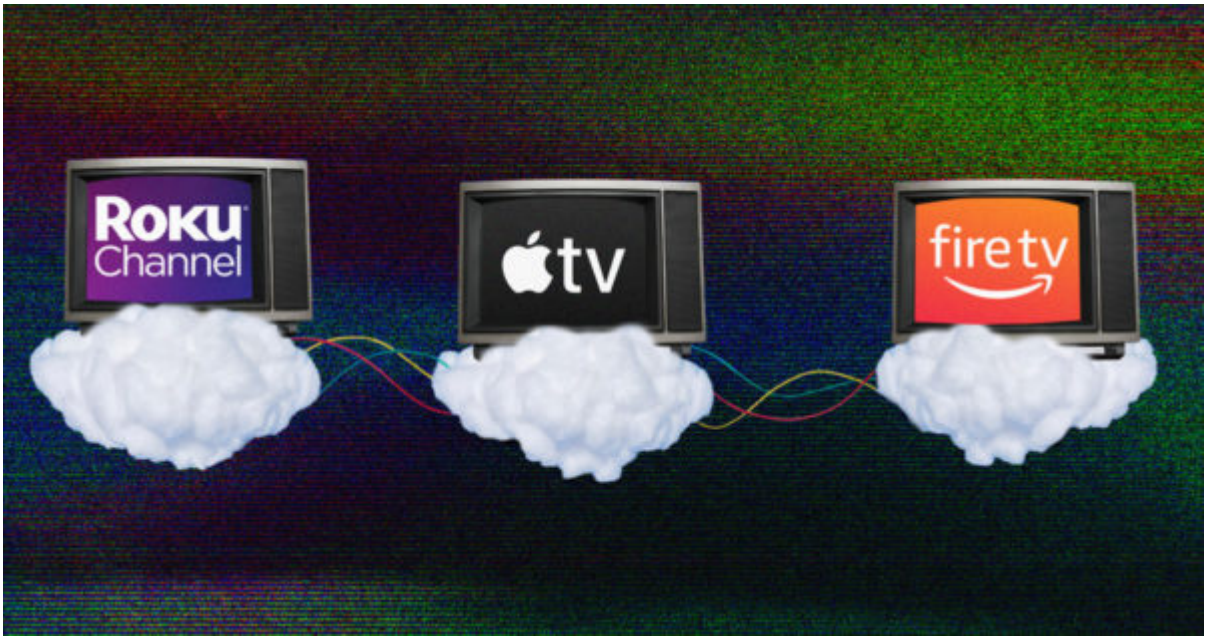
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Amazon Fire and Roku are connected TV rivals, with the two platforms taking a combined 50% share of big screen CTV viewing last year.

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