

2026 New Fronts Key Partners and Announcements

MARCH 2026

2026 IAB NewFront Presentations

The 2026 IAB NewFronts, held from March 23-26 in New York City, showcased the evolving landscape of digital video advertising, emphasizing advancements in streaming content, interactive ad formats, and AI-driven personalization.

SMART TV /
CTV
PLATFORMS

VIZIO

SAMSUNG



STREAMING
& OTT
PLATFORMS



tubi

SOCIAL
STREAMING /
PROFESSIONAL
PLATFORMS



∞ Meta

LinkedIn

AD & MEDIA
TECH
PLATFORMS

Google

yahoo!

2026 NewFronts | Emerging Trends Shaping Digital Strategy

Agentic AI & Automated Bidding

AI evolved beyond simple creative generation. This "agentic AI" manages media buying, optimizes bidding, and suggests targeting strategies.

CTV as a Performance Channel (CTV 3.0)

Streaming focuses on driving ROI and measurable outcomes rather than just awareness.

Creator-Driven Advertising

Platforms are improving the connection between creators and CTV. Tubi and TikTok are working together to bring short-form creator content into long-form FAST programming.

Commerce & Data Integration

Retail media networks are converging with CTV to track the direct impact of ads on sales. Walmart/Vizio can connect in-store shopper data with television viewing data for comprehensive targeting

"Always-On" Marketplace

The shift to March indicates that digital advertising is no longer waiting for the traditional upfront cycle. The goal is earlier, continuous planning and inventory procurement.

Navigating What's Next | Strategic Takeaways for 2026-2027

SHOPPABLE TV & LIVE EVENTS

- Expect rapid expansion of direct-to-purchase interactivity within FAST (Free Ad-supported Streaming TV) and during live events, with platforms like Samsung integrating with Amazon Ads for in-screen shopping.

FOCUS ON BLENDED CAC

- Advertisers are moving away from metrics (clicks/likes) toward ROI & CAC to measure true efficiency across fragmented channels.

NICHE DATA OVER SCALE

- While major platforms dominate, marketers are increasingly looking to niche data partners for better audience insights and cross-screen measurement.

AI-ENABLED CREATIVE DIFFERENTIATION

- As AI allows for rapid production, the challenge becomes making creative stand out. The future focuses on "human-led creativity" alongside AI-driven speed, to avoid "sameness".

INCREASED USE OF SOCIAL NETWORKS

- Look at emerging ad platforms within social networks (i.e., Meta Threads) as a test environment to incorporate video ads for broader brand reach.

Vizio's NewFront

Walmart and Vizio lift the curtain on their strategy as a newly unified sales platform.

Advancing the Platform: Integration Milestones

- Walmart and VIZIO will progressively implement a unified account login experience for new VIZIO OS TVs and on TVs powered by VIZIO, enabling customers to use their Walmart account to access Smart TV features. The new, streamlined login simplifies setup while facilitating better data targeting and ad measurement, closing the loop on consumer behavior from screen to store.

Content to Commerce

- Walmart will now be able to associate past in-store and online purchases with individual Vizio owners, use streaming ads to introduce those viewers to new and existing products they might be interested in, and then let them purchase those products directly, without walking into a brick-and-mortar location or accessing a website.

Performance Driven Enhancements

- Vizio offers high-visibility ad spots like home screen takeovers and pause ads to drive immediate consumer action.
- They also highlighted new, curated interactive experiences in its operating system, such as a dedicated Sports Hub, gaming features, and a "newsroom" to maximize viewer engagement.

VIZIO



Samsung's NewFront

Transforming CTV into a full-funnel performance marketing tool.

Shoppable TV with Amazon

- Samsung has partnered with Amazon Ads to bring interactive "Add to Cart" functionality directly to Samsung TV Plus, allowing viewers to purchase products via their remote starting in July 2026.

Performance TV Focus

- Samsung is pushing beyond reach-based advertising to drive lower-funnel conversions, utilizing AI-driven audience optimization and interactive formats (like "Send to Phone") to improve ad efficiency, claiming 90% efficiencies in ad performance.

Creator-Led Content & Interactive Formats

- Samsung TV Plus is doubling down on creator-led content (e.g., MrBeast, Mark Rober) and live events, introducing new interactive ad formats like vertical video and product galleries.

SAMSUNG



LG Ad Solutions' NewFront

Bridging the gap between premium CTV and tangible business outcomes.

“Own the Outcome”

- LG introduced its “Own the Outcome” framework to connect CTV ad exposure directly to measurable business actions like site visits, installs, and conversions. This reflects a shift from reach-based metrics to deeper, data-driven understanding of consumer behavior and performance across the LG ecosystem.

Immersive Ad Experiences, Expanded Content, and Strategic Partnerships

- LG is evolving its CTV strategy with high-impact, immersive home screen formats available programmatically, enabling brands to engage users at first interaction. Expanded content, including owned channels, creator integrations, and sports partnerships, helps drive deeper engagement and broader reach, particularly among younger and multicultural audiences.

AI- Powered Creative and Targeting

- LG is enhancing its platform with AI-driven creative and targeting solutions, including automated asset generation via Magnite’s Streamr.ai and contextual targeting through Anoki ContextIQ. Scene-level targeting (ContextTV) further enables ads to align with high-emotion moments, improving relevance and effectiveness.



YouTube's NewFront

The premier "showrunner" for television-style, creator-led content.

“Bring, Build, Boost”

- YouTube encourages brands to use a "Bring, Build, Boost" strategy. Brands should "Bring" content from other platforms, "Build" new content for YouTube, and "Boost" it with new AI-powered ad tools.

Creator Partnerships Powered by AI

- YouTube is changing BrandConnect to "YouTube Creator Partnerships," a new platform using Google Gemini AI. This tool helps brands analyze data, find creators, and manage campaigns in Google Ads and DV360.
- Advertisers can input a description, and the system will find suitable partners.
- Advertisers can also use paid media for creator content as ads. Promoting creator-led videos on Shorts saw a 30% increase in conversion lift.

Content Enhancements

- YouTube emphasized its dominance on connected TVs and will introduce their new "Pause Ad" in DV360, showing ads when viewers pause a video on their TV.
- They also highlighted that long-form content is key to building revenue and engagement. Data shows that 40% of video views occur more than a month after posting.



Tubi's NewFront

Gen Z-focused, ad-supported platform, blending high-fandom content with advanced, interactive ad technology

New Interactive Ad Formats & Tech

- Tubi introduced Scene Sense, which allows brands to place interactive, contextually relevant display ads (trivia, soundtracks, cast info) during user-activated pause moments. They also announced "Connected Conversions," a new TV-to-mobile offering, and "Tubi Priority Access," a partnership with Amazon DSP to give advertisers first access to valuable audiences.

Strategic Content & Partnerships

- Tubi is partnering with Apple TV to stream exclusive, free, creator-led "altcasts" of select Formula 1 races during the 2026 season.
- The platform will also feature a FIFA World Cup FOX Hub and simulcast select matches.
- Tubi also continues to target younger audiences with YA-focused originals, like Game On and Remember Me.

Transitioning Growth

- Tubi is transitioning from a "library content" platform to a "passionate fandom" hub, betting that Gen Z content and interactive ad tech can drive, not just reach, but actionable performance for advertisers.
- Tubi also highlighted that it has surpassed 100 million monthly active users.

tubi



TikTok's NewFront

"Watch it. Love it. Want it"

New Brand Platform

- TikTok introduced "Watch it. Love it. Want it," positioning itself as a platform that connects premium video, culture, and creator storytelling to drive action. This reflects a shift from passive viewing and impulse buying toward more intentional, consideration-driven purchases.

New High-Impact Ad Solutions

- TikTok launched premium formats designed to capture attention quickly and drive mid-funnel performance, including Logo Takeovers, Prime Time (ad sequencing during high-activity moments), TopReach, Pulse Mentions, and Pulse Tastemakers—blending high-impact placements with culturally relevant content and creators.

Creator-Led Marketing & AI

- TikTok continues to prioritize creators (especially micro-influencers) to build trust and community-driven influence, fueling rapid growth in TikTok Shop. At the same time, generative AI tools like Symphony Creative Studio enable brands to scale and iterate content by turning single ideas into multiple formats efficiently.



Snapchat's NewFront

A “full-funnel advantage” driven by 2 trillion Snaps in 2025 and an engaged daily user base

New High-Impact Ad Formats

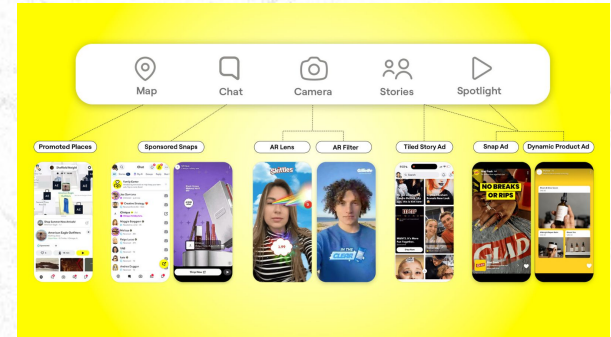
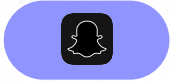
- Snapchat is introducing formats like Total Snap Takeovers, guaranteeing first ad placement across core surfaces to maximize awareness and reach. New solutions like Offers embed promotions directly into ads to shorten the path to purchase, while expanded formats (e.g., Multi-Segment DPA, Product-Level Video, Vertical Carousel) enable more dynamic, product-driven storytelling.

“In-the-Chat” Marketing & Content

- Snap is leaning into full-funnel engagement by integrating ads directly into conversations through Sponsored Snaps and Topic Chats. With creator content up 25% in 2025, the platform is encouraging lo-fi, authentic, creator-style creative that aligns with how users naturally engage.

AI & The Future of Snapchat

- Snap is advancing AI-driven automation through tools like Smart Targeting to optimize creative and performance. New AR and generative experiences, including Sponsored AI Lenses and Imagine Lens, expand immersive advertising, while continued investment in Lens Studio and Spectacles signals a long-term push into AR and spatial computing.



Meta's NewFront

AI-first advertising ecosystem driving immediate performance

AI for Creative Scale & Performance

- Meta is positioning Generative AI as the backbone of its ad ecosystem, enabling brands to produce diverse, high-volume creative across formats to drive performance. Tools like AI-generated voiceovers, avatar-led UGC, and automated video creation support scalable production, while ongoing investment is pushing toward fully automated systems that continuously test and optimize creative in real time.

Reels & Short-Form Video as Cultural Entry Points

- Reels is evolving into Meta's core surface for discovery and commerce, emphasizing immediacy and cultural relevance. Expanded Reels ad formats place brands within key cultural moments, while shrinking attention spans make early creative impact critical—reinforcing the need for fast, thumb-stopping content that captures interest instantly.

Creators & Threads Expand the Advertising Ecosystem

- Meta is strengthening its creator ecosystem by evolving its Creator Marketplace into a more robust, AI-powered platform for discovery, evaluation, and collaboration. Improved tools and APIs make it easier to scale partnerships, while Threads is emerging as a complementary, conversational platform—together extending Meta's reach into more authentic, community-driven environments.

∞ Meta



LinkedIn's NewFront

Redefining B2B Marketing to influence real buying decisions

Real Business Outcomes

- LinkedIn is shifting away from traditional B2B metrics like impressions and clicks toward measuring real business outcomes that influence decisions and drive revenue. This reflects a broader move toward accountability, positioning marketing as a driver of tangible impact across the buyer journey rather than just attention.


“Buyability” & the Rise of Buyer Confidence

- LinkedIn introduces “buyability” as the confidence a buying group needs to choose and advocate for a solution. As B2B decisions become more complex and group-driven—especially with Millennials and Gen Z now making up ~70% of decision-makers; marketers must focus on building trust, credibility, and consensus over time, not just short-term demand.

Video, Creators & Professional Influence Drive Impact

- LinkedIn is emphasizing video and creator-led content to build trust and influence buying groups. With “video built for professionals,” the platform prioritizes credible, expert-driven storytelling over broad reach, aligning with how modern B2B audiences evaluate and make decisions.

LinkedIn



The graphic is a promotional banner for LinkedIn's NewFront 2026 event. It features a blue background with a pattern of white circles. On the left, the LinkedIn logo is in the top left corner, and a yellow button with the text "Put Your Video To Work" is in the top right. The main text "NewFront 2026" is prominently displayed in the center. Below it, a tagline reads: "Bringing you what's next in B2B video and an exclusive preview of how culture, creativity, and business come together to drive powerful results." To the right of the main text is a large portrait of a woman, identified as Corporate Natalie. Further to the right, under the heading "Featured Speakers", there are five small circular portraits, each with a name and title: Jessica Jensen (Chief Marketing Officer), Matt Denella (VP LinkedIn Marketing Solutions), Alex Josephson (VP Brand & Content Strategy, UPS), Diana Luu (VP Client Customer, UPS), and Dave Rater (S. Director, Head of Global Agencies). Below the speakers list, it says "Hosted by Corporate Natalie" and "Joe Oh (Head of Ads, Measurement)".

Google's NewFront

Unify data, automate decisioning, and drive real-time performance with Gemini

Foundation of a Unified Marketing Platform

- Google is embedding Gemini across its Marketing Platform to create a fully integrated, AI-powered ecosystem that unifies tools, channels, and datasets. This eliminates fragmentation and enables planning, buying, and measurement from a single source of truth, marking a shift to an AI-native, end-to-end platform.

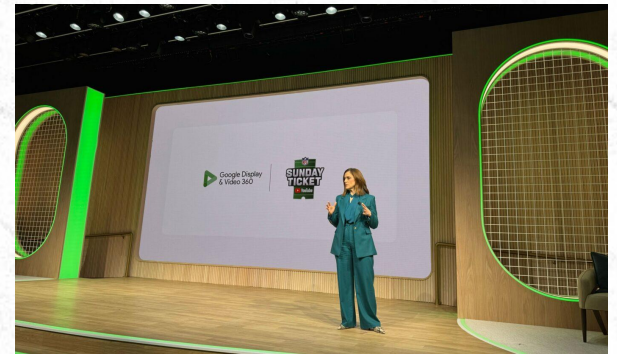
Real-Time Insights & Smarter Decisioning at Scale

- Gemini enables marketers to turn data into action instantly, uncovering deeper insights across the consumer journey. With AI-driven bidding, optimization, and campaign management, Google is automating manual processes and allowing campaigns—especially in programmatic—to continuously optimize in real time.

Performance-Driven AI Built for a Multi-Channel World

- Google positions Gemini as a performance engine for today's cross-channel landscape, where discovery, viewing, and shopping span platforms like CTV, YouTube, and commerce media. The focus is on driving measurable growth, uncovering new opportunities, and maximizing ROI through AI-powered, end-to-end campaign execution.

Google



Yahoo's NewFront

An AI-first, intent-driven platform

AI-Powered Intent Through Yahoo Scout

- Yahoo is centering its strategy on Yahoo Scout, an AI engine embedded across its ecosystem to unlock real-time intent signals from first-party data like mail, search, and finance. This enables a shift from basic targeting to predictive, high-intent audience engagement in a privacy-compliant, cookieless environment, transforming passive data into actionable insights that drive performance.

Ad Formats Within Everyday Experiences

- Yahoo is integrating ad formats directly into user workflows, particularly within Yahoo Mail. Tools like the AI-powered Planner and Sponsored Events align with user tasks such as reminders and deadlines, shifting away from interruptive ads toward contextual, utility-driven interactions that increase relevance and action.

Premium Content & Cultural Moments

- Yahoo is investing in tentpole content and creator partnerships to reach high-intent audiences at scale, including expanded Yahoo Sports coverage tied to major events like the 2026 World Cup. The company is also growing vertical-specific content (e.g., Builders Hub, crypto, SMBs) to engage niche audiences, combining premium media with creator-led storytelling to drive deeper engagement.

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Thank You

ANY QUESTIONS? CONTACT US.



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