# Paramount Global to Launch Shopsense AI Retail Media Platform for Interactive Viewing Experience



Innovative leaps in technology are continually reshaping how audiences interact with traditional media. Adding a fresh dimension to this vista is Shopsense AI, which recently introduced a retail media platform poised to redefine viewer engagement. Their avant-garde patent-pending technology is designed to make TV and streaming content instantly shoppable through broadcasters’ own apps and websites.

In a pioneering move, Paramount Global, a titan in entertainment, will be the first to deploy this novel technology. They will introduce a mobile shopping experience via Shopsense during the eagerly anticipated red carpet pre-show of the CMT Music Awards. This initiative is set to air on CMT and subsequently followed by the live award show on CBS and Paramount+, highlighting Shopsense’s strategic integration across varied viewing platforms.

This development is timely, considering a trend where 85% of Gen Z viewers engage with a second screen while watching television. The Shopsense solution leverages this behaviour by offering broadcasters a seamless method for capturing and monetizing viewer attention without disrupting the viewing experience. This solution is especially crucial in an era where traditional advertising revenues face challenges from ad-free streaming models and the proliferation of ad-blocking technology.

Paramount Global’s exploration into this full-funnel marketing strategy illustrates a shift from viewing television as merely a tool for top-of-the-funnel awareness to a direct conduit for commerce. Such innovations are not just altering the commercial landscape but also the consumer’s viewing experience. Fans can now engage with content beyond passive viewership, participating actively through commerce, potentially purchasing items inspired by their favourite scenes, characters, or personalities in real-time.

Starting April 9, this feature will extend beyond the CMT Music Awards. Viewers of CBS Sports Golazo Network will have the ability to purchase merchandise inspired by teams, players, and hosts directly through seamless interfaces. Following closely, on April 12, 'The Talk', CBS’s Daytime Emmy Award-winning talk show, will also become shoppable. Each initiative reflects a strategic layering of viewer engagement, turning every program into a portal of shopping opportunities.

Apart from enhancing viewer experience, this tech integration serves a dual purpose by opening up new revenue streams for content creators and broadcasters. In the paradigm of modern digital consumption, maintaining viewer interest and encouraging interaction within the native broadcasting ecosystem is crucial. Shopsense AI facilitates this by ensuring that the viewers' shopping and viewing experiences are intertwined, ultimately driving engagement and boosting viewer loyalty.

Looking ahead, Shopsense is set to introduce the Shopsense Lens—a feature that promises an even more integrated viewer experience. This tool will allow viewers to snap a photo of items seen in broadcasts and immediately find and purchase these items through their connected devices. This feature exemplifies the potential of AI and machine learning technologies to transform passive viewing into an interactive, engaging experience.

This integration of AI-driven retail capabilities within broadcasting is a glimpse into the future of media consumption where the lines between content, commerce, and technology blur to create wholly immersive experiences. As this technology evolves, it could set new standards for how media companies engage audiences, pushing the envelope on creativity and interactivity in the digital age.