

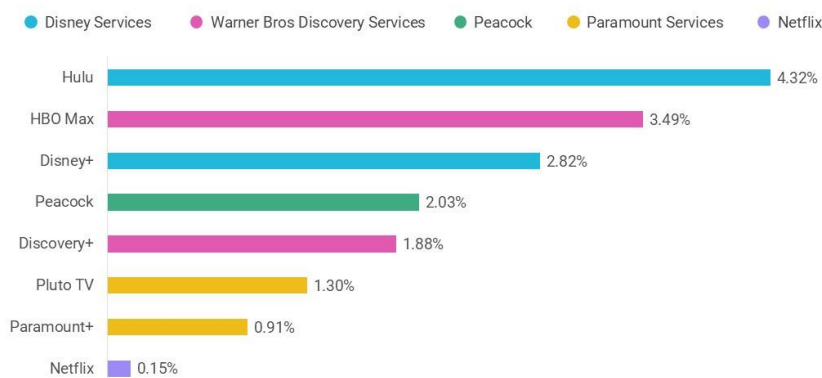
Netflix raises the bar with ad deal with AB InBev

Streamer enters sector currently led by Warner Bros Discovery and Hulu

London, 2nd October 2025: AB InBev's brands — including Budweiser, Corona, and Stella Artois — will soon be advertised on Netflix following a global deal with the brewing giant. Ampere's latest analysis reveals that Netflix currently holds a tiny share of the ad contracts in this lucrative sector, a space historically dominated by Hulu and Warner Bros. Discovery's Max and Discovery+. With Netflix's ad-supported tier now reaching 94 million monthly users and live ad slots available around the NFL's Christmas Day 2025 and the 2027 FIFA Women's World Cup, this partnership is poised to change the category's dynamics.



Alcohol ads as a share of streamer's ad inventory (%)



Source: Ampere Analytics – Advertising US (01/03/25 – 21/09/25)

Key findings: Alcohol advertising on streaming platforms

- In the last seven months (March 1, 2025 – September 21, 2025), **only 0.15% of ads on Netflix were for alcohol brands**, compared to 4.3% for Hulu, the category leader in alcohol brand advertising.
- Of the 180 unique creatives run by alcoholic drinks brands on streaming services promoting 70 different products over the last seven months, **Hulu carried 159 (88% of the total) and HBO Max 91 (51% of the total)**. Creatives can run on several platforms simultaneously, so counts overlap.
- **Warner Bros Discovery's services remain attractive to alcohol advertisers:** alcohol comprised ~3.5% of Max inventory and ~2% of Discovery+ over the period.

- AB InBev and Diageo are the most prolific alcohol advertisers on streaming platforms. **Modelo* and Corona brands are the focus of AB InBev's streaming campaigns**, while Diageo shares its streaming ad spend across multiple spirits brands, including Baileys Irish cream, Crown Royal whiskey, and Smirnoff vodka.
- When it comes to genre, alcoholic beverage brands are particularly keen on **food and drink-related content, as well as major drama**. Shows like *The Bear* on Hulu, *Criminal Minds* on Paramount+, and *The Sopranos* on HBO Max offer media planners relevance and scale.

Netflix and AB InBev: a powerful relationship

- **A profitable partnership.** AB InBev can manage its portfolio of over 500 global brands through a single, scalable global streaming partner. Netflix secures a major client in a high-spending ad category, where it can pair its top originals and live events with the brewer's products for optimised cross-promotion. The streamer can leverage its global reach to tailor ad creatives to local audiences.
- **Brand exposure.** Ampere expects beer brands Modelo and Corona to remain a focus for AB InBev's campaigns. The brand owner will maximise the opportunity to promote its other international brands – such as Stella Artois - in the US.
- **Content and context.** Netflix has the programming covered if the trend of alcohol ads appearing in food, crime, and drama shows continues. Relevant shows include cooking competition show *Barbecue Showdown*, British crime dramedy *The Gentlemen*, and the new mini-series *House of Guinness*.

Andrew Dougert, Analyst at Ampere Analysis, says: "Over the last seven months, the number of streaming alcohol ads has increased on average. This partnership gives Netflix a flagship player in a category where it has historically underperformed, and offers AB InBev premium reach to a huge global audience. From a low base on Netflix, we expect the alcohol ad share to increase, and for Hulu and Warner Bros Discovery to defend their leadership position."

Ends

Note to editors

This research is from Ampere's newly launched advertising service, which covers the US market. Source: Ampere Analytics Advertising US (March 1, 2025 – September 21, 2025), viewing of SVoD catalogue content (excluding ads from live content).

*Constellation Brands distributes the Modelo and Corona brands in the US; however, as the brands are owned globally by AB InBev, Ampere has linked to AB InBev for this analysis.

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com