



amazon

THE BIG PICTURE

REUTERS/Pascal Rossignol

# Amazon's impact



Reuters exclusively reported Amazon's internal numbers on Prime Video.



Reuters led coverage of Amazon.com's bid to buy Middle Eastern online retailer Souq.com.



Reuters revealed Amazon paid \$90 million for camera maker Blink's chip technology.



Reuters showed how Kroger, Walmart luring shoppers with curbside pickup to thwart Amazon.



Reuters exclusively reported Amazon seeking to partner with U.S. venue owners to sell event tickets.



Reuters offered insight into how Amazon was taking away business from FedEx and UPS.

Amazon.com's lightning ascent in businesses ranging from cloud computing to grocery delivery has jolted industries across the globe and made CEO Jeff Bezos one of the richest, most influential businessmen on the planet. Reuters has led the way in revealing the secrets to the company's success, with unique reporting on how superior technologies, fearless international expansion, creative use of video programming, aggressive pursuit of AI and relentless exploitation of its dominance in online shopping have left competitors in the dust—and reshaped large swaths of the economy.

**GO BEHIND  
THE SCENES**

An inside look at how Reuters is covering Amazon.com.

# THE BIG PICTURE

## EXCLUSIVE NEWS

- Reuters reported exclusively that **Amazon.com was in talks with Brazilian airline Azul** on shipping goods in the country, in the latest sign of the retailer's big plans in Latin America's largest economy.
- Reuters exclusively revealed **Amazon's internal numbers on Prime Video**, showing for the first time how the retailer's bet on original video was paying off.
- Reuters spoke to Amazon's Vice President Eric Broussard and reported exclusively that the online commerce giant had recorded a **50 percent jump in cross-border sales on its website** – a sign that its efforts to encourage merchants to sell more goods abroad as part of its expansion strategy was bearing fruit.
- Reuters exclusively reported Amazon was prepping to **sell electronics directly in Brazil**, a major advance into the biggest retail market in Latin America.
- Reuters revealed **Google was trying to make inroads into rival Amazon** by teaming up with retailers on product searches.
- Reuters exclusively reported **Walmart was close to buying majority of India's Flipkart**, a direct challenge to Amazon.com in Asia's third-largest economy. Prior, Reuters revealed Walmart was in talks to buy more than 40 percent of the Indian e-commerce player.
- Reuters revealed **Amazon paid \$90 million for the maker of Blink home security cameras**, in a bet on the startup's energy-efficient chips.
- Reuters reported exclusively that **Walmart was closing in on Amazon** in online price war.
- Reuters was ahead in reporting that Amazon.com had agreed in principle to **buy Dubai-based internet retailer Souq.com**. Reuters was then first to report when Souq.com would make an announcement on the bid.
- Reuters revealed **Amazon Studios to cut back on indie films** in programming shift.
- Reuters exclusively reported Apple and Amazon were in talks to **set up in Saudi Arabia**.
- Reuters exclusively reported **Amazon was scrapping bundled video service** as it believed it could not make enough money on such a service.
- Reuters was first to report that **Amazon was planning a mega-warehouse near Mexico City** for Mexico growth spurt.
- Reuters exclusively reported Amazon was in talks to **offer event ticketing** in U.S.

EXPLORE

THE PRIME  
ECONOMY

REUTERS GRAPHICS



The world's largest online retailer **Amazon.com Inc** reported its highest profit ever, almost \$2 billion in the last quarter of 2017. Here's an unpacking of the

## Prime economy

and how Amazon's focus on fast shipping in the United States, customer loyalty and new technologies combined with aggressive expansion into other industries continues to pay off.

By Ashlyn Still

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PHOTO CREDITS (l to r): REUTERS/Mike Segar/File Photo; REUTERS/Mark Makela; REUTERS/Lindsey Wasson

## UNPARALLELED INSIGHT

- As Amazon.com looks to upend the U.S. grocery market with home delivery, Reuters detailed **how Walmart and Kroger are betting on a different strategy**: curbside pickup.
- Reuters revealed **how Amazon's competitors are trying to stem its march** into brick-and-mortar retailing by using tenant agreements to prevent it from transforming Whole Foods into hubs for the online giant's entire operation.
- Reuters produced an insightful analysis on how **Amazon's ever-expanding business is leaving fund managers scrambling** to find consumer stocks that can operate outside of the e-commerce giant's reach.
- Reuters outlined how **companies in virtually all industries were citing the threat of Amazon** or fielding questions about the online retailer on their earnings calls.
- Reuters offered insight into how **Amazon's technological prowess** is helping it dominate the retail competition.
- Reuters showed how **Amazon was routing the packages** that FedEx and UPS would charge it the most to deliver onto its own planes, chipping away at the delivery companies' higher-margin services.

## TRUSTED VIEWS

**Reuters Breakingviews** offers unmatched agenda-setting commentary. Highlights include:

- Amazon to become biggest impact investor ever
- Aramco and Amazon encourage bad behavior
- Amazon HQ2 choices disappointingly undistruptive
- Amazon rings up answer to last foot problem
- Amazon's growth risks irritating customers
- Amazon's second HQ could be its easiest sale yet
- These retail chains can resist the Amazon vortex

## EYE ON THE STORY

- Reuters offers dynamic video to our Agency customers and via Reuters TV. Recent highlights include: Amazon documents reveal how Prime video is paying off; Amazon could overtake Apple; Amazon, Berkshire, JPM to join forces to tackle healthcare costs; Amazon pushes to sell abroad; and Amazon to sell groceries in France.
- Reuters also provided unmatched graphics including an in-depth interactive on **the Prime economy**.

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