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Publicis Media - FLUZO

150 campaigns later...
Time to debunk some
CTV myths!

CTV is steadily taking over in Italy

22.4M

Smart TVs (22.4 million) have surpassed traditional TVs (21.2 million) in Italian households (Auditel)

39%

Italian users perceive CTV ads as high quality advertising (Engage)

76%

Italians open to ads in streaming services if it lowers the cost (Trade Desk)





But some **myths** still haunt it.





Myth #1

“CTV Cannot be measured well”

Welcome to the **Future** of Advertising Measurement

MEDIA
INDEPENDENT

PLUG AND PLAY
SOLUTION

CROSS-COUNTRY
DATA



NEXTPLORA
brand & media intelligence

Panelists phones,
portable audimeters

A strong
partnership
tackling a major
challenge

150

Measured campaigns
since 2024



Why are we working with **FLUZO?**

Market-ready solution to cross-media
post-evaluation

Seamlessly integrated with the Epsilon
PeopleCloud audience platform

Local relevance and international
footprint



Let's unveil some benchmark CTV data:

3 to 10

Average GRP'
served by CTV

5%

Average Total
reach of CTV

+0.9 to +2.7

Incremental Reach
over TV





Myth #2

“CTV is only for young audiences”

CTV is especially popular among adults aged 34-54

Average reach of CTV among

3.1%

25-34 years old



4.8%

35-44 years old

4.9%

45-54 years old



4.7%

55-64 years old





Myth #3

“CTV is not a very
effective medium”

A highly engaged and attentive audience

2nd

Most enjoyed and attention-grabbing medium, only behind video games (FLUZO).

9,7"

Attention seconds delivered by CTV, 8x than mobile ads; 16x than desktop ads (Yahoo, Omnicom and Amplified Intelligence)

+13%

Connected TV generates a 13% higher attention index than linear TV (LG Ad Solutions and TVision)





Myth #4

“It’s **redundant** to plan CTV and linear TV within the same campaign”



CTV **converges** with TV in
hybrid campaigns in 2 ways

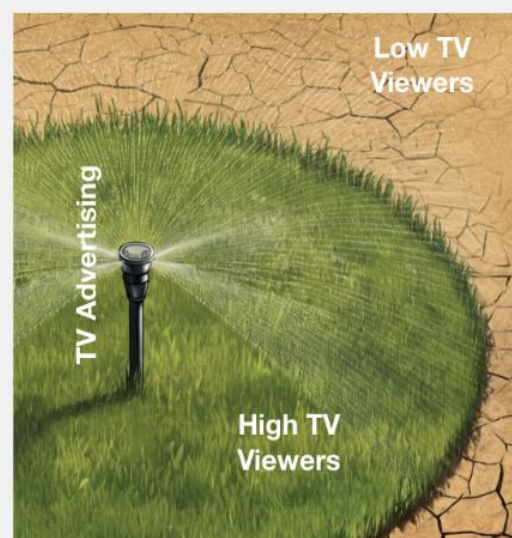


CTV **minimizes** ad waste and saturation in TV-centered campaigns

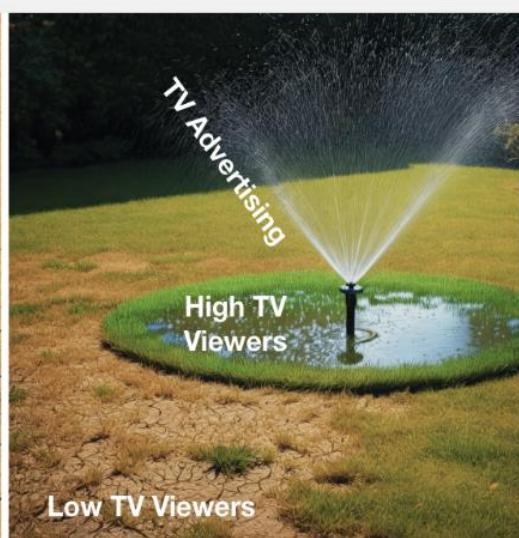


80%

HTVs are saturated in 80%
of TV campaigns (FLUZO)

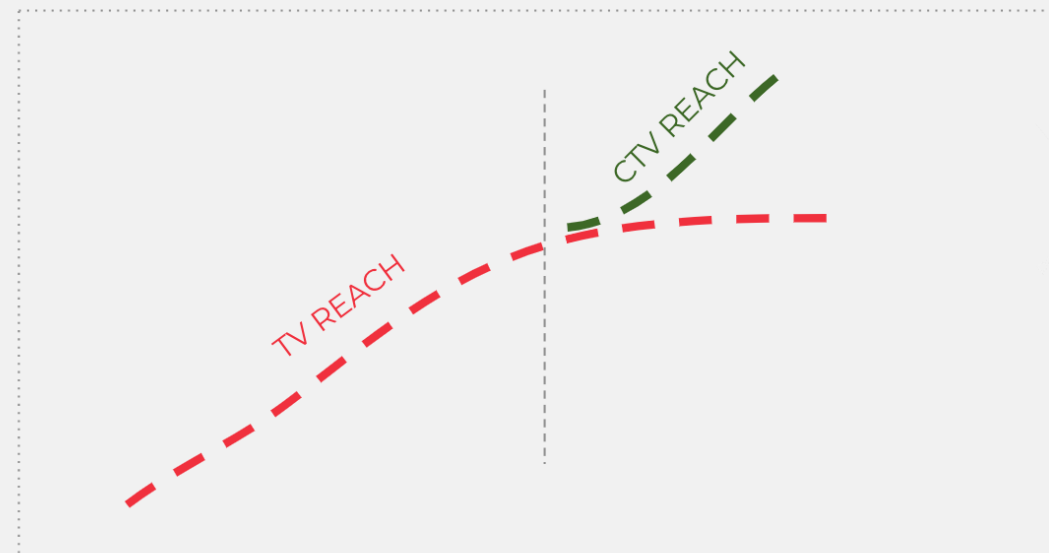


2 WEEKS AFTER LAUNCH



4 WEEKS AFTER LAUNCH

TV advertising leads to
excessive frequencies for high
TV viewers, causing ad waste
and stagnant reach.



2 WEEKS

4 WEEKS

CTV balances frequencies and
efficiently reaches Low TV
Viewers, driving continuous
reach growth.

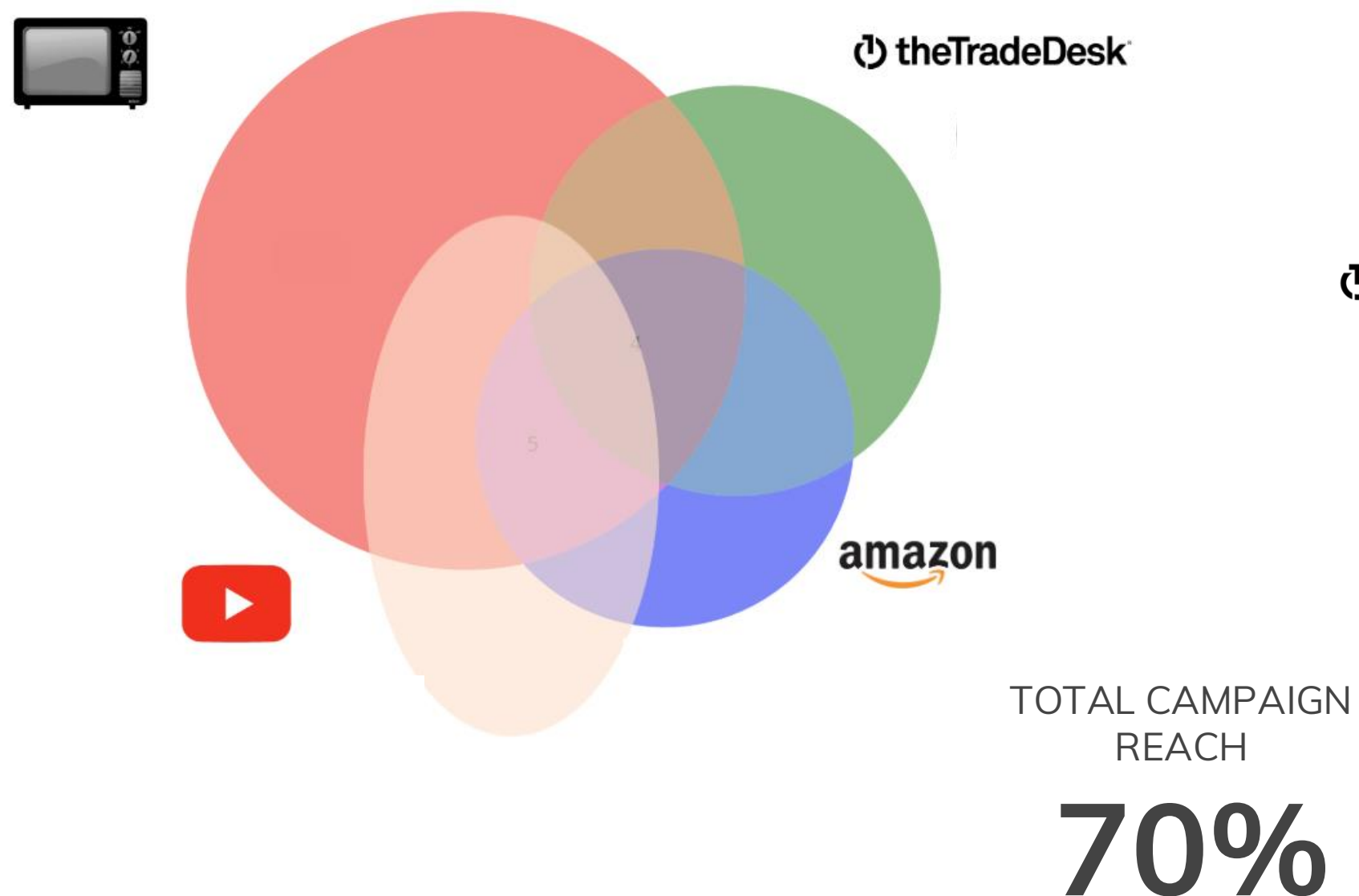


20%

Of CTV impacts are received
by Low TV Viewers (FLUZO)



...Or **reinforces** frequencies on Digital first campaigns



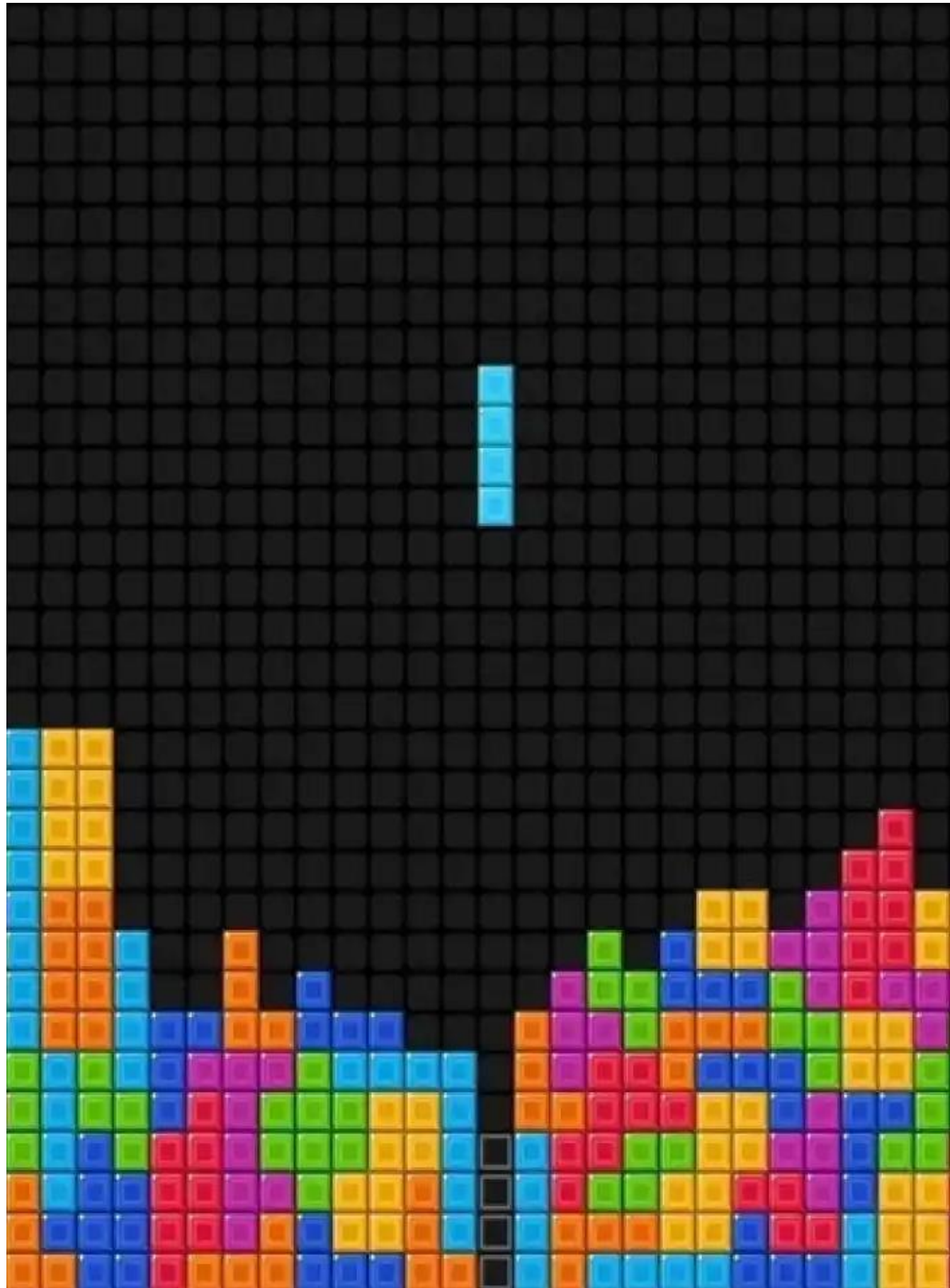
	TOTAL REACH	EXCLUSIVE	FREQUENCY
	51%	22%	7
theTradeDesk	20%	6%	2
amazon	20%	3%	2
	22%	4%	2



Unilever

Myth Debunking: Complete!

- FLUZO & Publicis can accurately measure CTV (among other media) in Europe and LATAM.
- CTV should never be looked at as a standalone—it's always part of a bigger picture.





Let's connect!



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GRAZIE!

