



BRANDING
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Dall'esposizione all'attenzione: il nuovo paradigma della comunicazione sulle TV Connesse

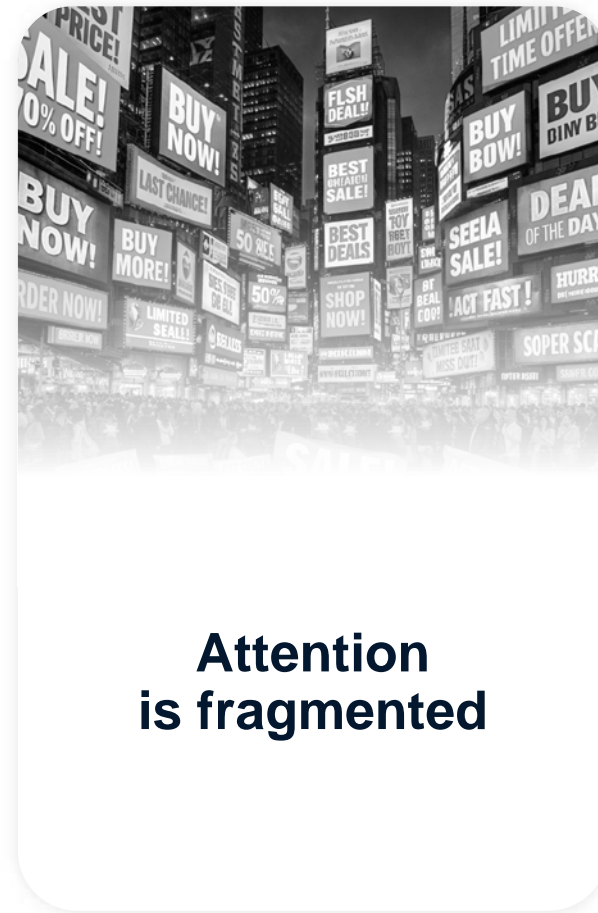
Francesca Galeone, Head of Independent Agency - Teads

Roberta Sanzani, Paid Media Director - Webranking

Elena Scalabrini, Head of Analytics & Research - BPER



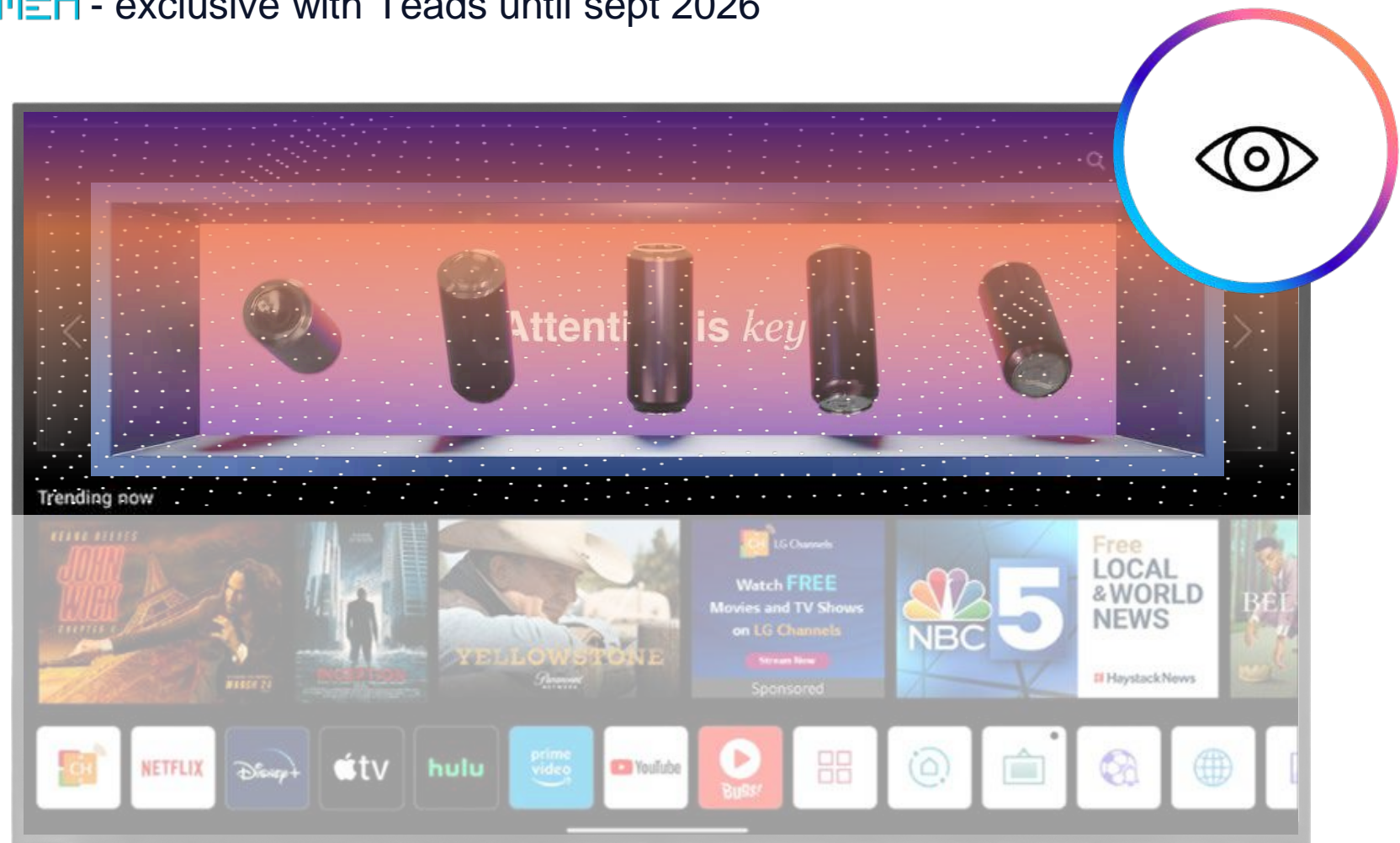
Complexity Slows Growth



The Media Fragmentation can be fixed

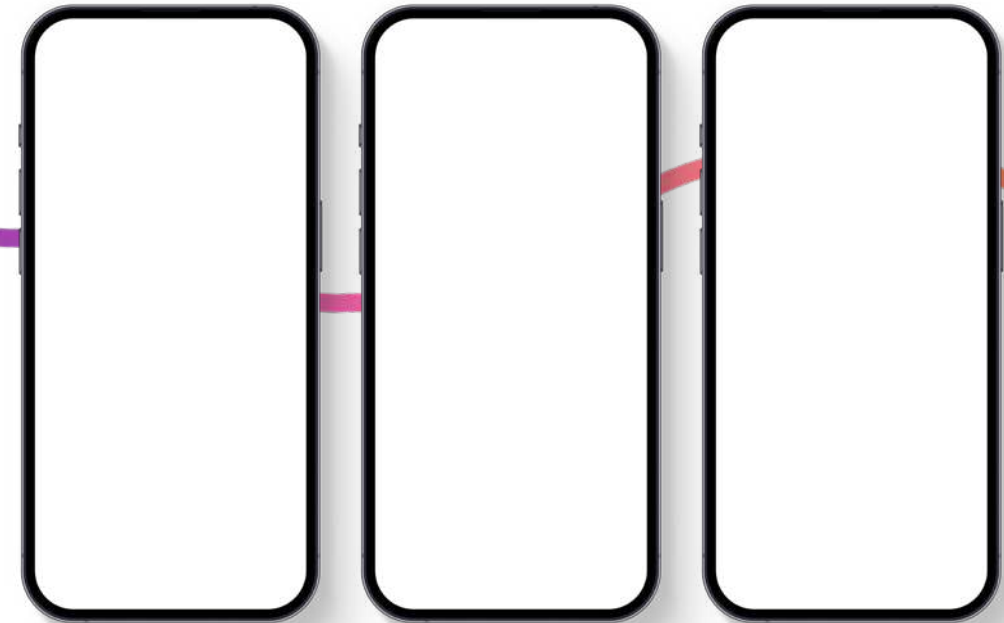
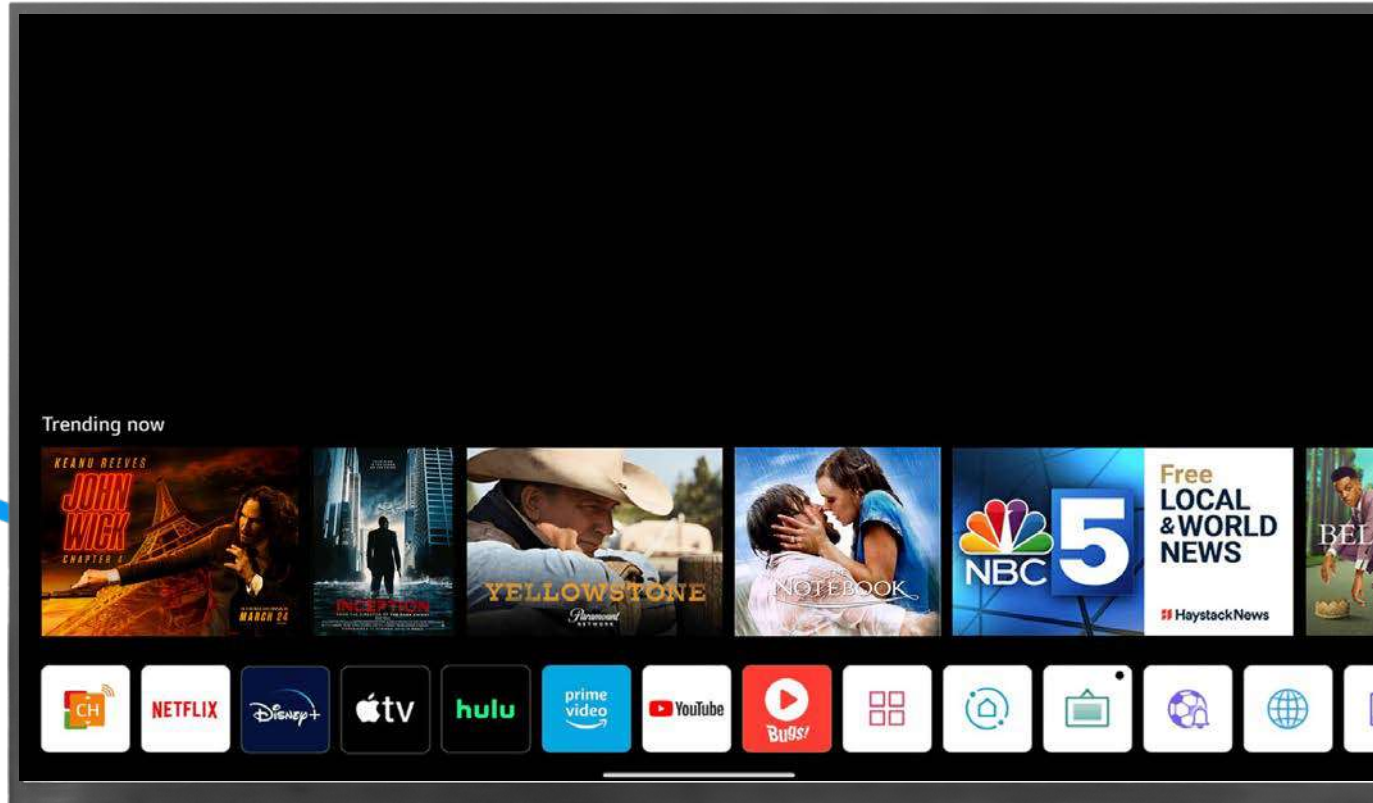
Attention Measurement on Big Screen

Powered by  - exclusive with Teads until sept 2026



Measured by Lumen AI algorithm based on panel eye-tracking data

BPER: The omnichannel orchestration





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