



BRANDING  
E-VOLUTION 26

## How to own your context in an AI era

Elisa Lupo, *Country Manager Southern Eu @IAS*

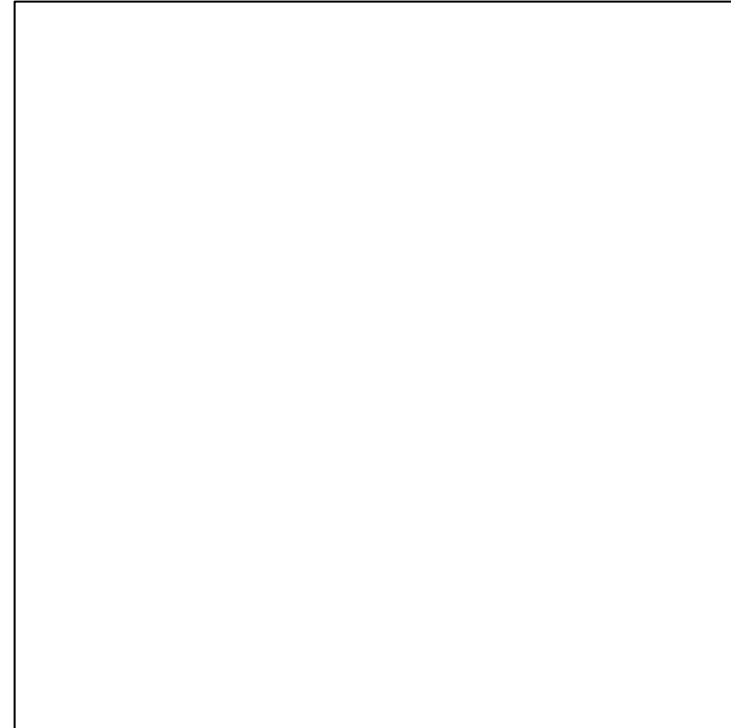
Mattia Mariani, *Head of Media & Digital Italy, Greece, Cyprus*

# SPEAKERS



**Elisa Lupo**

*Country Manager Southern Eu  
@IAS*



**Mattia Mariani**

*Head of Media & Digital  
Italy, Greece, Cyprus @ Henkel*

## EXPLOSION OF LOW-QUALITY DIGITAL CONTENT

50%

TEXT AND IMAGE CONTENT ON  
OPEN WEB AND SOCIAL IS AI  
GENERATED

90%

OF ONLINE CONTENT  
COULD BE AI-GENERATED  
BY END OF 2026



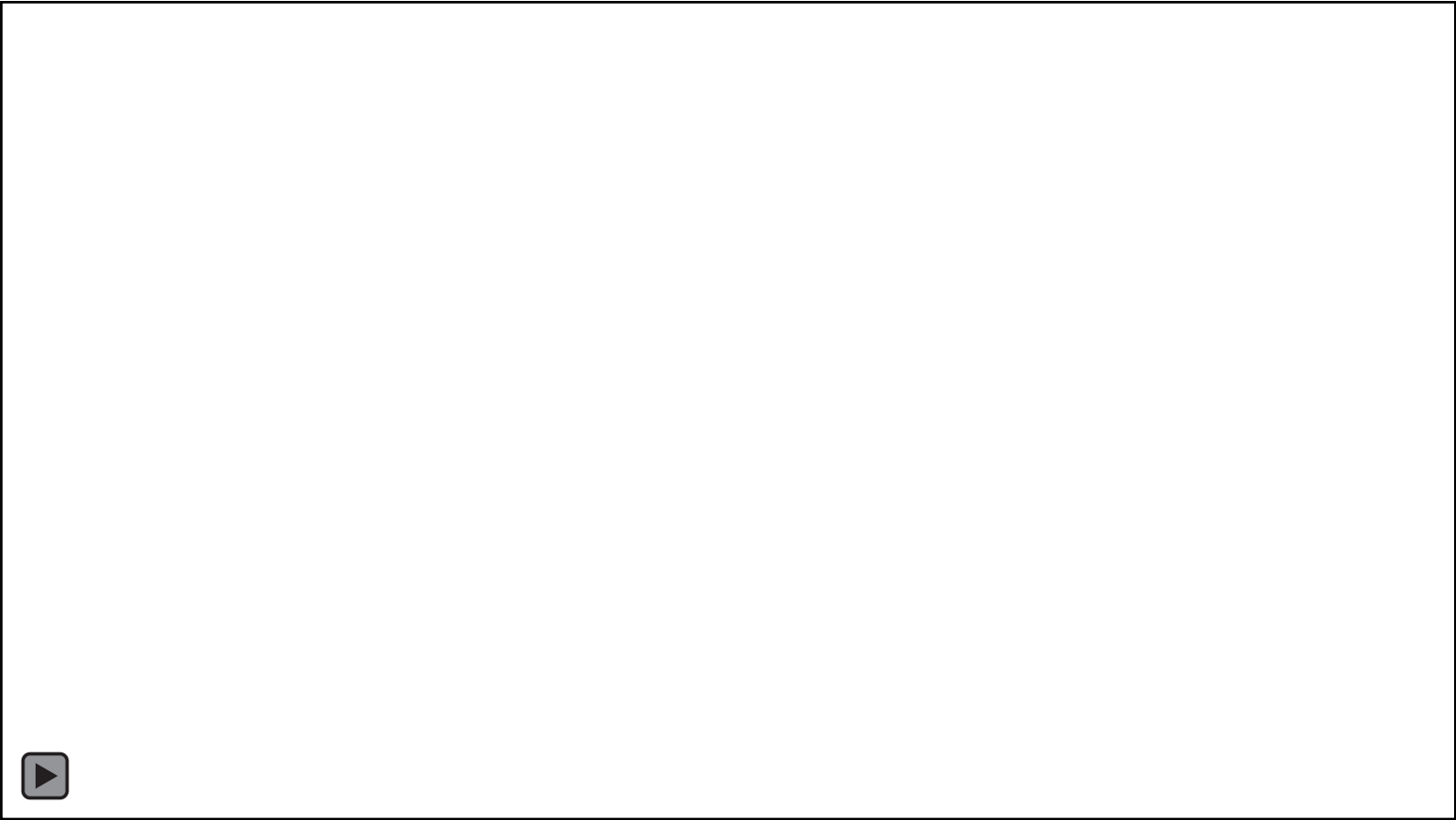
# AI SLOP

is low-quality media made with generative Artificial Intelligence. It is characterized by an inherent lack of effort and is currently being generated at an overwhelming volume


# AI Generated Content boomed in 2023



# Same prompt, same video in 2026



# Risk for advertisers in the explosion of low-quality digital content




BRAND  
SAFETY

Misinformation, Offensive  
Content




REPUTATIONAL  
DAMAGE

Loss of  
consumer trust



LEGAL/  
REGULATORY

Copyright, Compliance,  
Unlabeled AI







ROI &  
PERFORMANCE

Low Engagement, Poor  
Perception

# Powered by the most scrutinizing classification engine in the market



-  **VIDEO**  
Frame-by-frame analysis
-  **IMAGE**  
Visual context
-  **AUDIO**  
Sentiment and spoken word
-  **TEXT**  
Captions and overlays

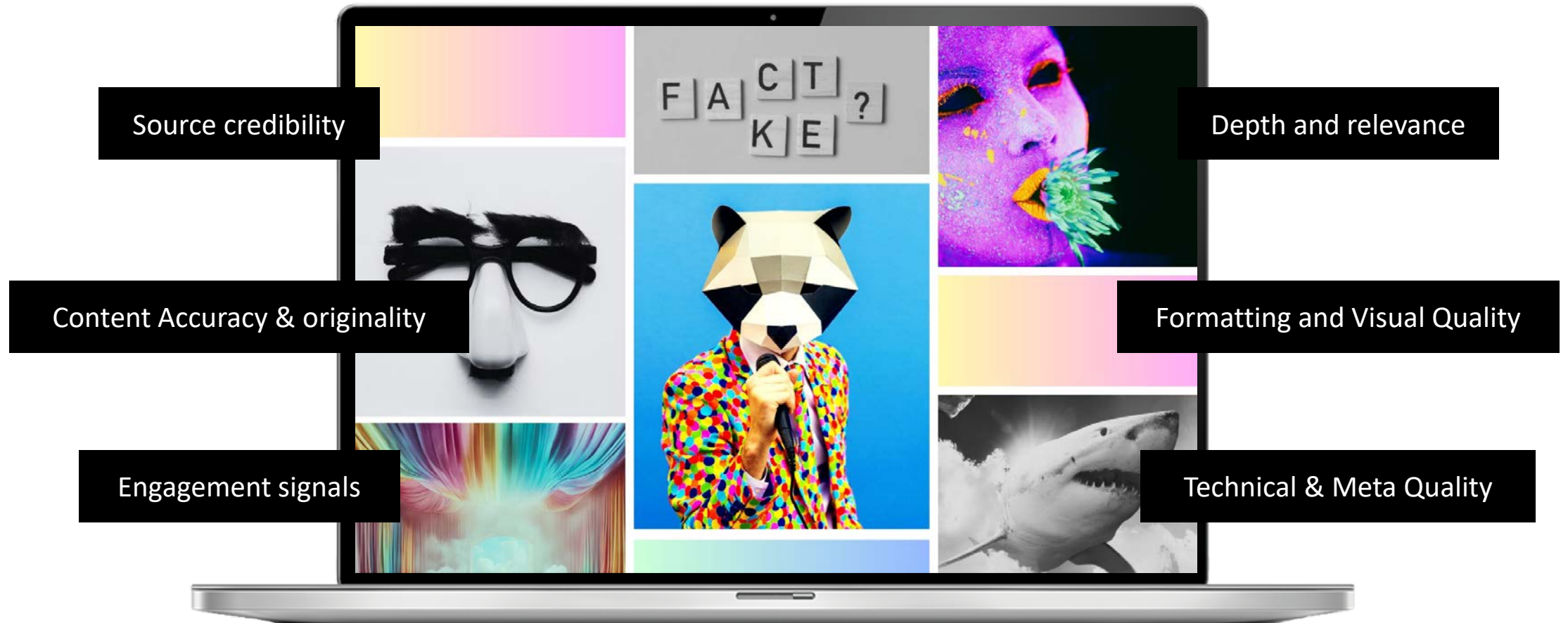
# 130%

more accurate than industry methodologies

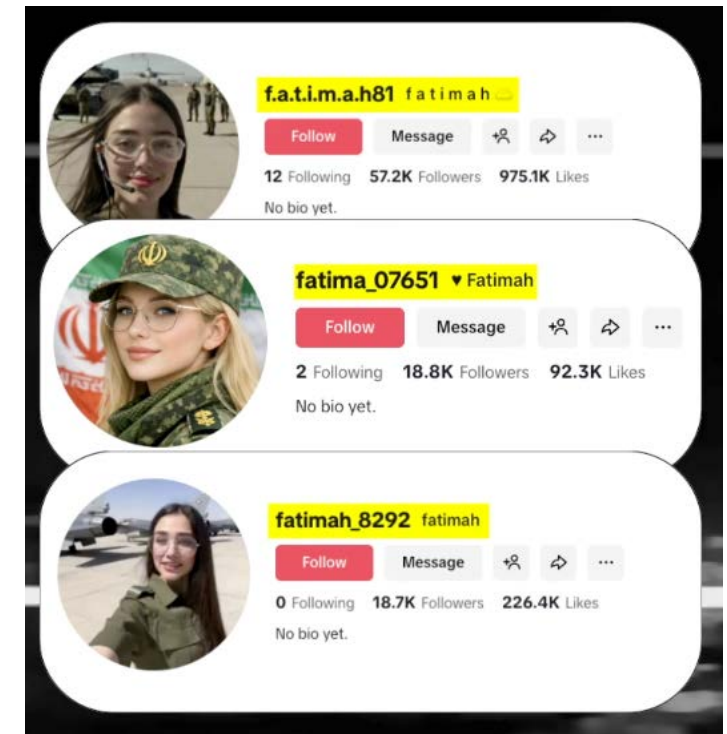
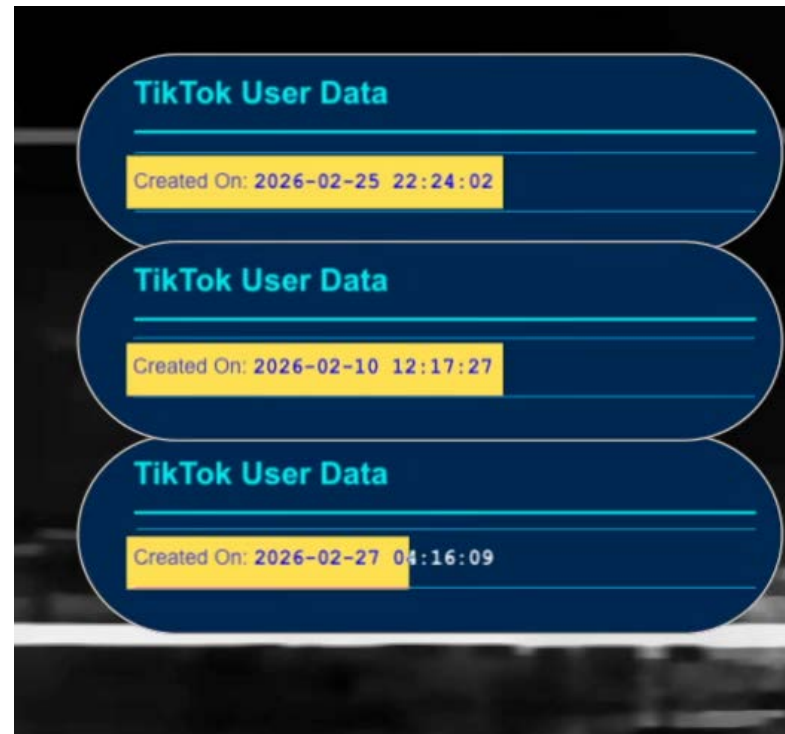
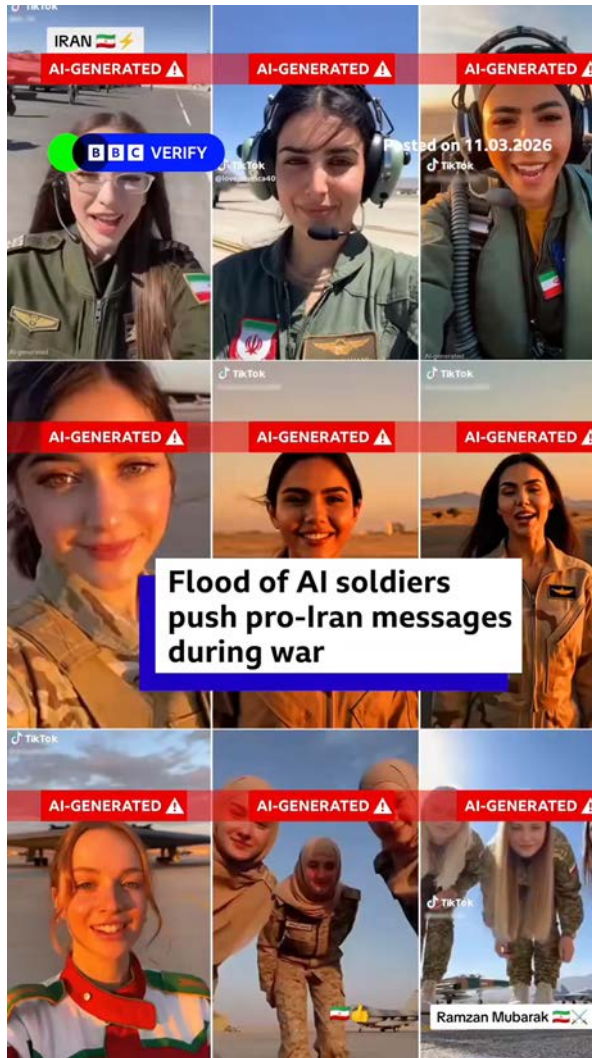
# 70+ years

of video content classified daily

# Protect your investment from AI Slop



# Flood of AI soldiers to boost propaganda

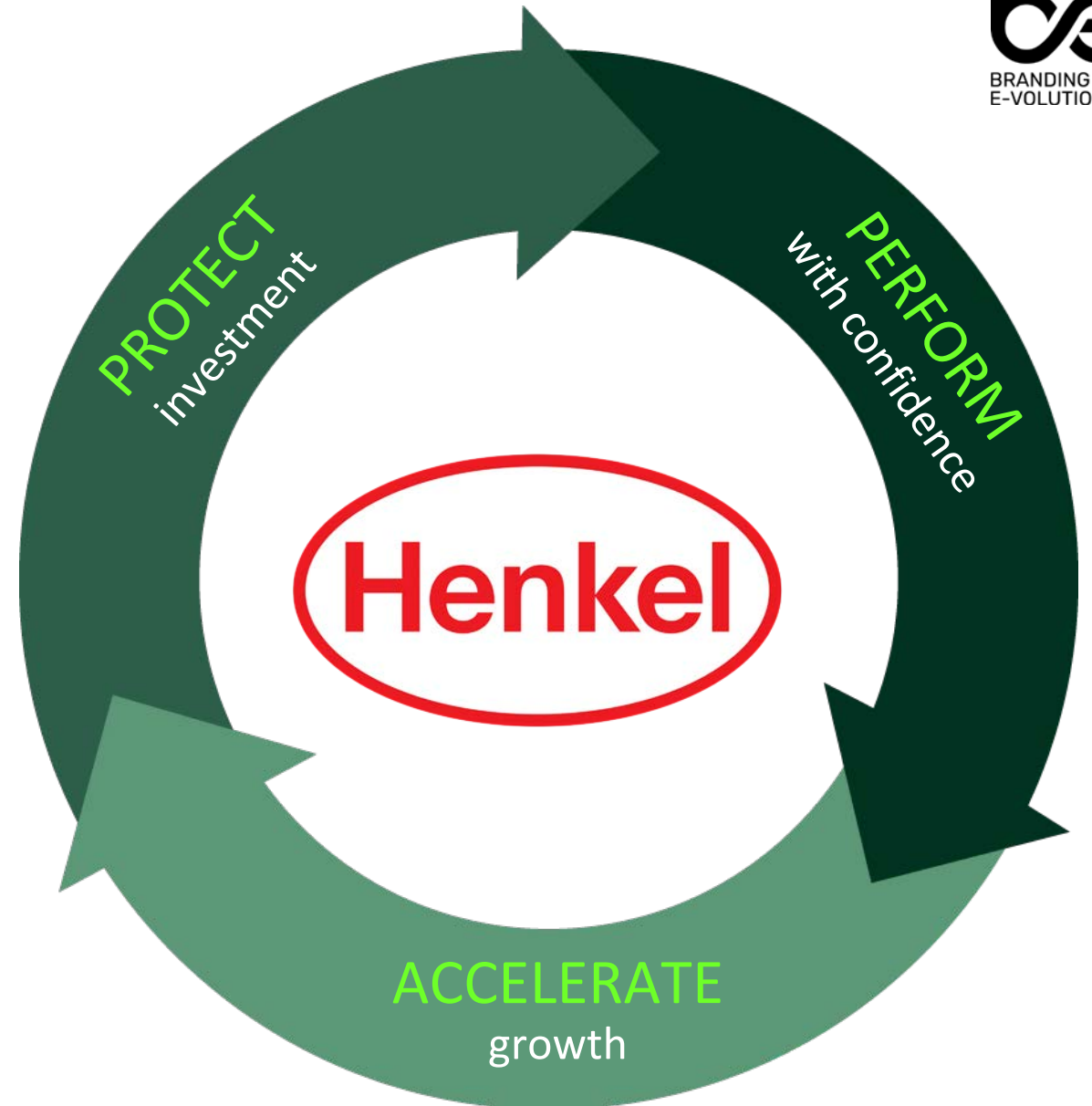


# Media Quality is an engine for growth

**PROTECT:** Comprehensive analysis and inspection across publishers, platforms, and contexts

**PERFORM:** Purpose-built solutions to make every ad dollar work smarter

**ACCELERATE:** AI innovations and precision-engineered tech to keep your business pacing ahead



# Unlocking next-gen control and transparency on social



## CUSTOM BRAND AVOIDANCE

Protect against brand specific threats



## EXPANDED SUBCATEGORIES

Gain granular control and transparency

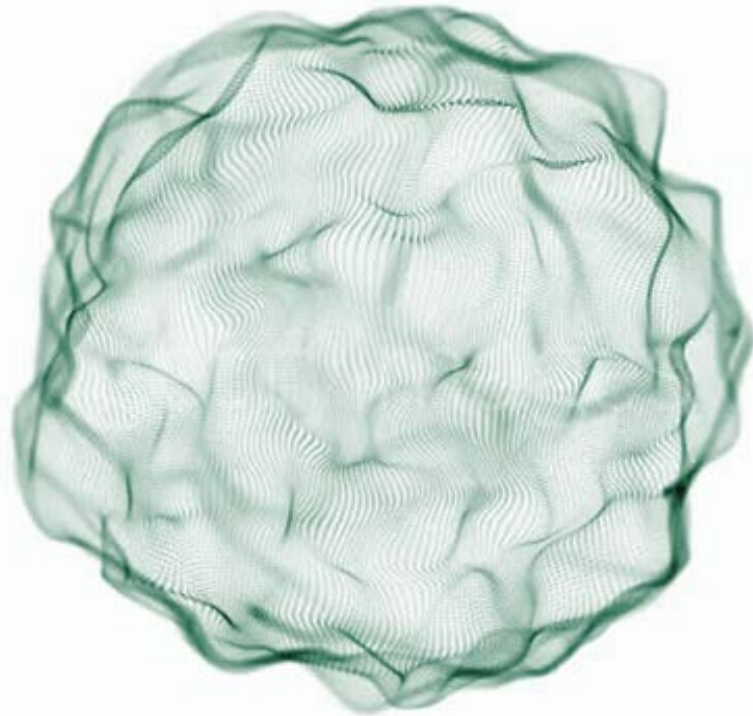


## INFLUENCER AND SOCIAL LISTENING PROTECTION

Streamline discovery and risk mitigation on social



**COMPLEX  
SIGNALS**



**HUMAN  
EXPERTISE**



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**UPA** UTENTI PUBBLICITÀ ASSOCIATI  
**POLIMI** SCHOOL OF MANAGEMENT

 Advertising  
 amazon ads  
 Google  
 IAS.IT  
 MEDIAPLUS HOUSE OF COMMUNICATION

 NEXTPLORA brand & media intelligence  
 Rai Pubblicità  
 SENSEMAKERS MINDS & DATA  
 teads  
 WEBRANKING