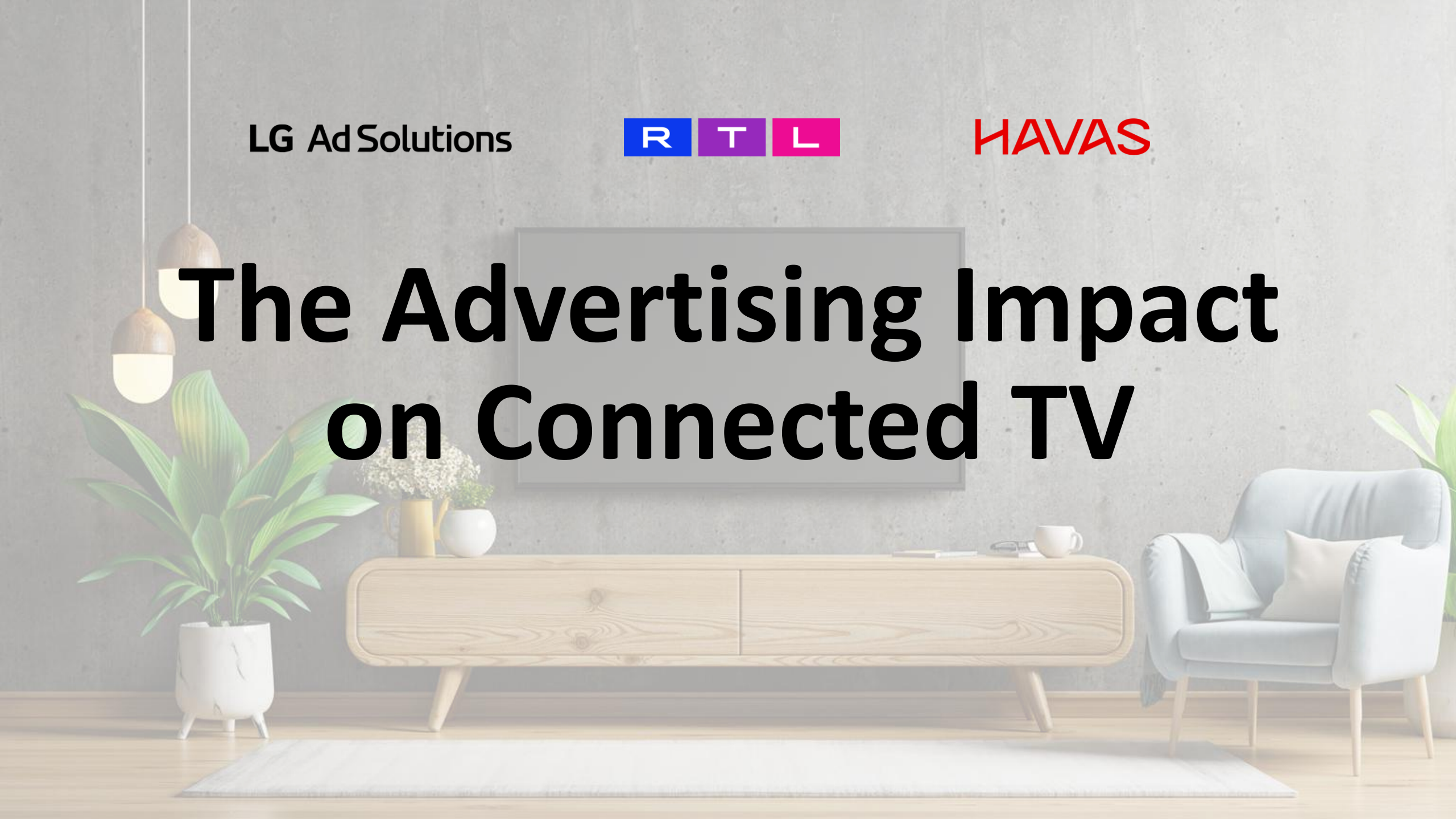


LG Ad Solutions

R T L

HAVAS

The Advertising Impact on Connected TV



Un progetto di ricerca strutturato in 2 moduli



Survey Online (CAWI)

2.000 interviste

18-64 anni - Possessori di smart TV connesse



Interviste face-to-face

400 interviste – di cui 80 neuromarketing

18-54 anni

CTV: un contesto di valore

Un passaggio obbligato
per 18 milioni di italiani



80%

utilizza il telecomando
della TV per accedere ai
contenuti on demand

Un'affissione
a lunga esposizione



85%

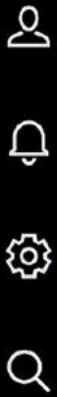
impiega più di 2 minuti
per la scelta del contenuto
da guardare

Un contenuto integrato
con il contesto



41%

valuta l'adv coerente con
il contesto in cui è
visualizzata



Life's Good.

Scopri di più su www.lg.com/it/lifegood

Home Office

Game

Music

Home Hub

Sports



APPS



NETFLIX



prime video



max

hulu

sling



YouTube

peacock



Paramount+



discovery+



tubi
FREE MOVIES & TV



Top picks for you



CRAZY RICH ASIANS



HBO ORIGINAL
THE LAST OF US



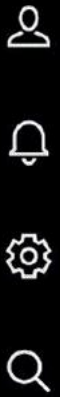
SHOPLIFTERS



Disney
Us Again



THE GOLDEN GIRL



Home Office

Game

Music

Home Hub

Sports



APPS



NETFLIX



max

hulu

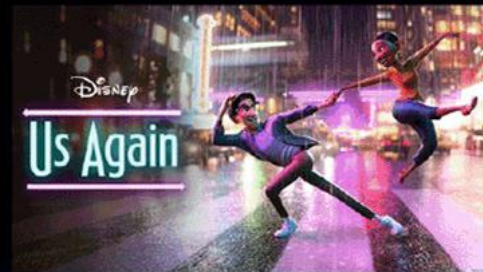
sling



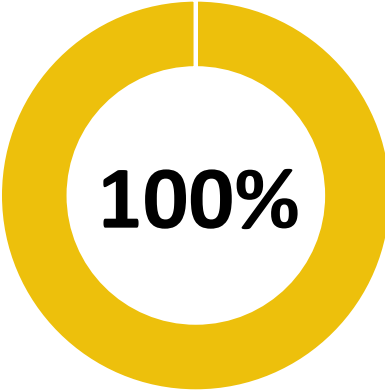
peacock



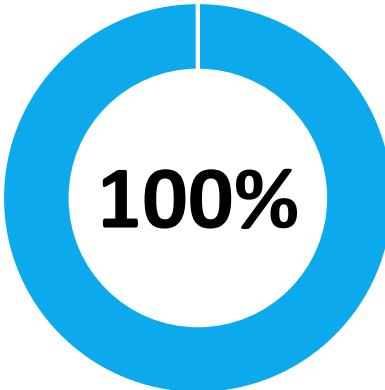
Top picks for you



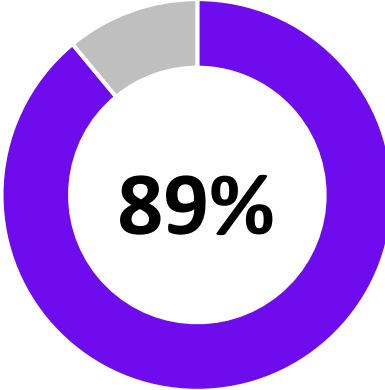
Un elevato ricordo dell'ADV



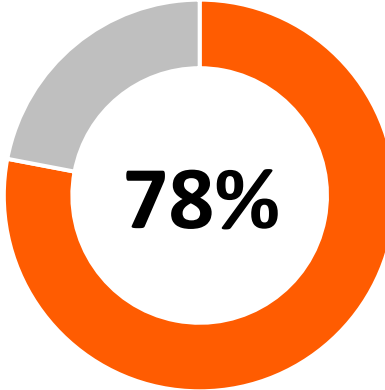
TV lineare



LG Channel PreRoll



LG Native Video



LG Native Display

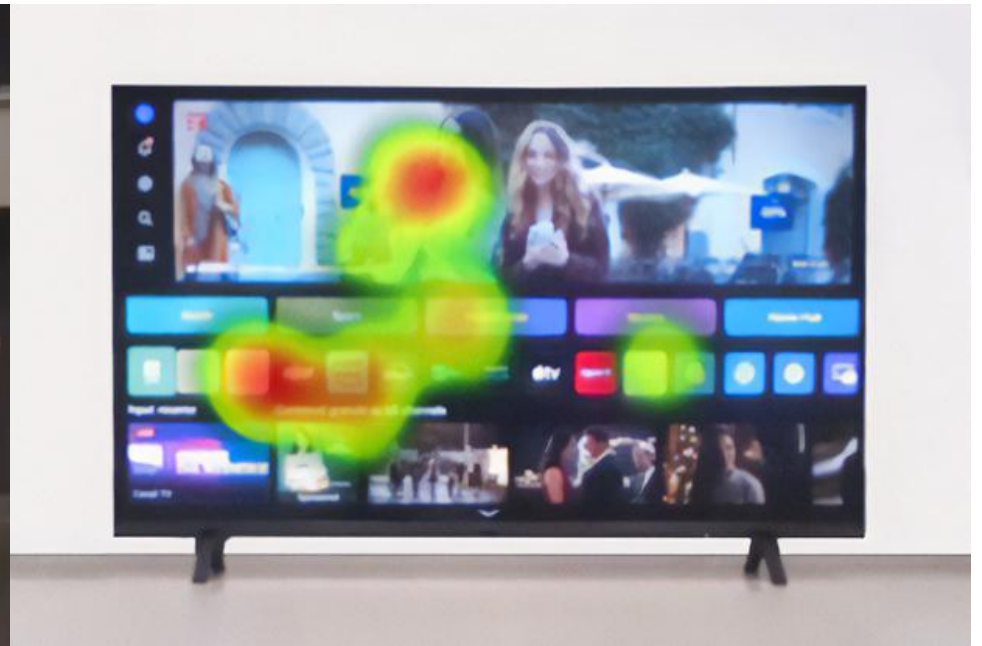
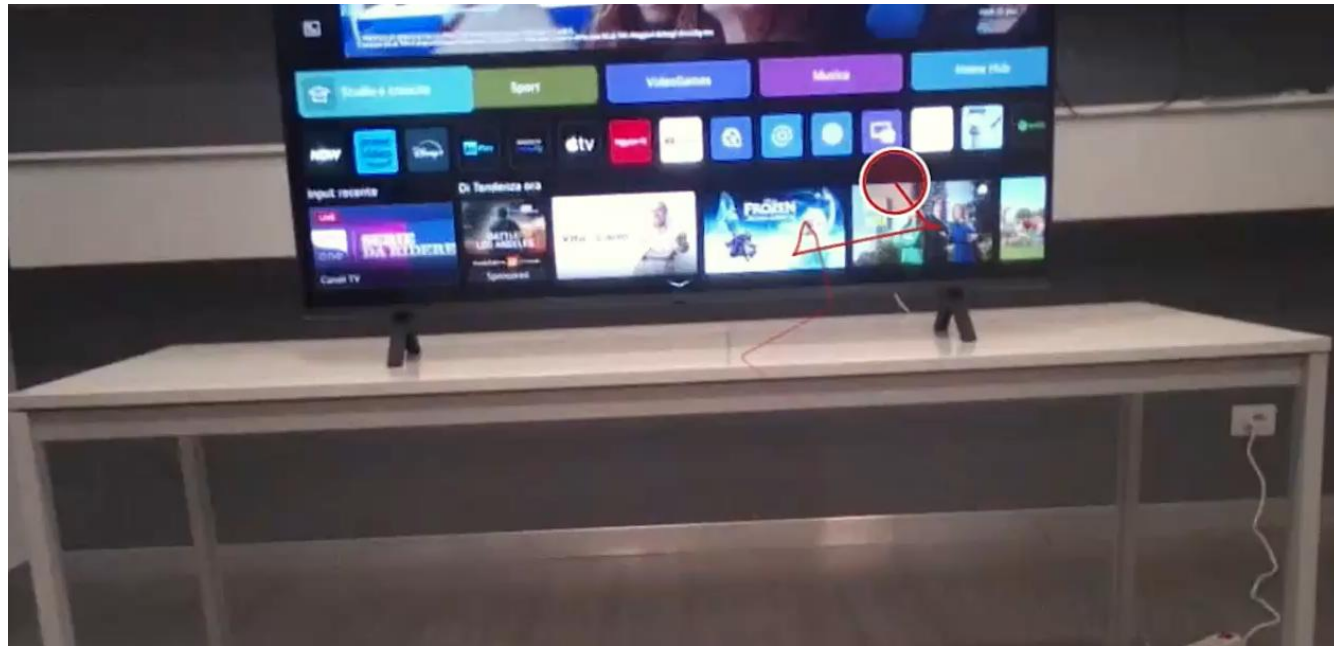


Video



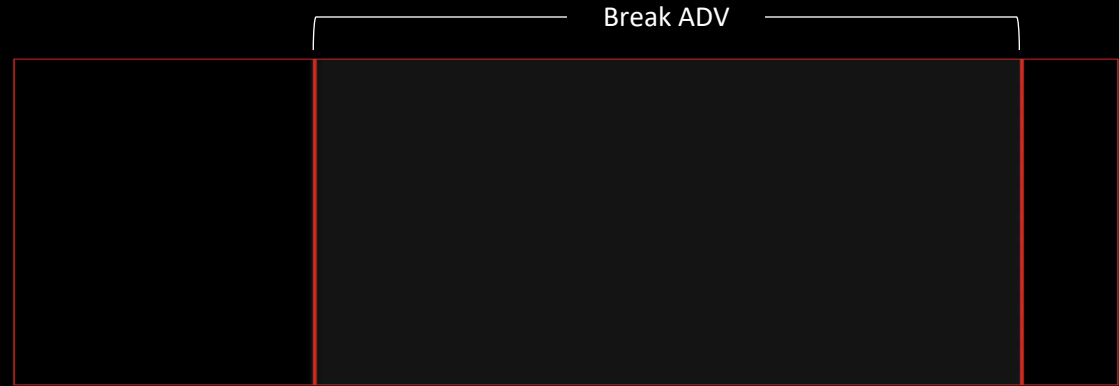
Statico

Un'elevata attenzione del formato LG Native Video

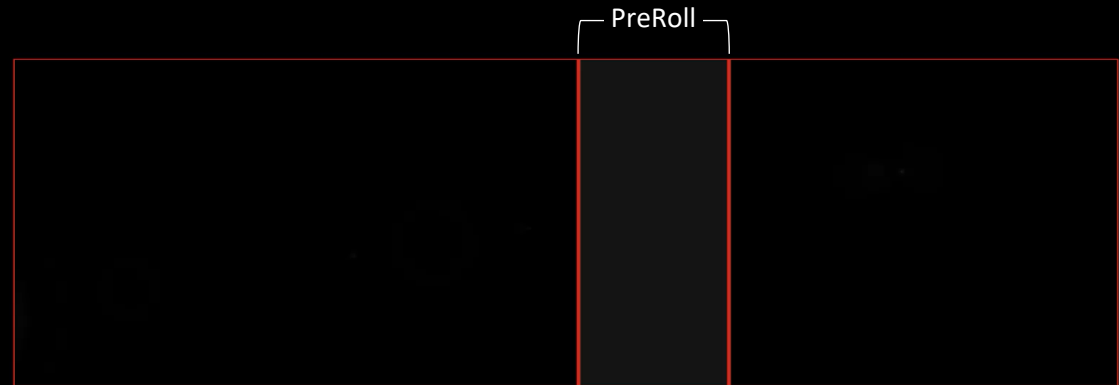


Un'elevata attenzione del formato LG Channel PreRoll

TV lineare



LG Channels PreRoll



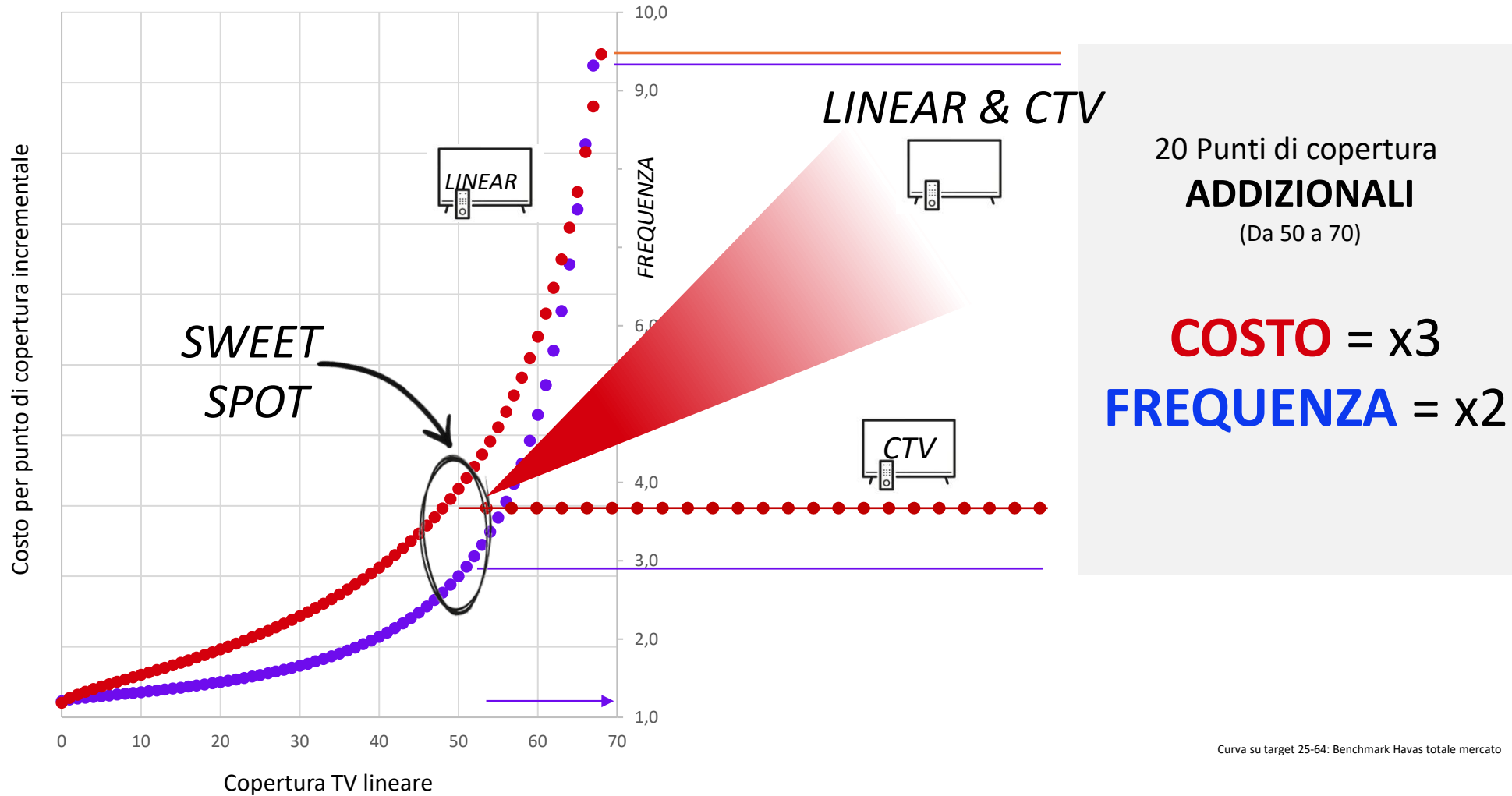
Un'elevata qualità del ricordo dell'ADV

	TV lineare	LG Native Video	LG Channels PreRoll	LG Native Display
Ricordo Attinente	100	124	135	87
Promozione	58%	63%	65%	25%
Testimonial	37%	40%	48%	33%
Brand	11%	17%	18%	14%

Video

Statico

TV lineare e TV connessa: una sinergia in grado di moltiplicare il valore



Curva su target 25-64: Benchmark Havas totale mercato

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**Scarica il white paper
"The Advertising Impact
on Connected TV"**