THE SCALE OF CTV IN ITALY

amazon ads

28M

Monthly unique CTV users in Italy



SOURCE: VOD TRACK REPORT, NIELSEN-IQ GFK Q1 2026.


amazon ads
pluto tv
NETFLIX
Disney+
CH LG Channels
prime video
Rakuten TV
Rai Play
MEDIASET infinity
Spotify
amazon
Samsung TV Plus
DAZN
Paramount
sky
italiaonline
fire tv
music
Virgin media
ciaopeople
RCS MEDIAGROUP
WARNER BROS. DISCOVERY
Piemme MEDIA PLATFORM
vevo

CASE STUDY

dentsu | ING | amazon ads

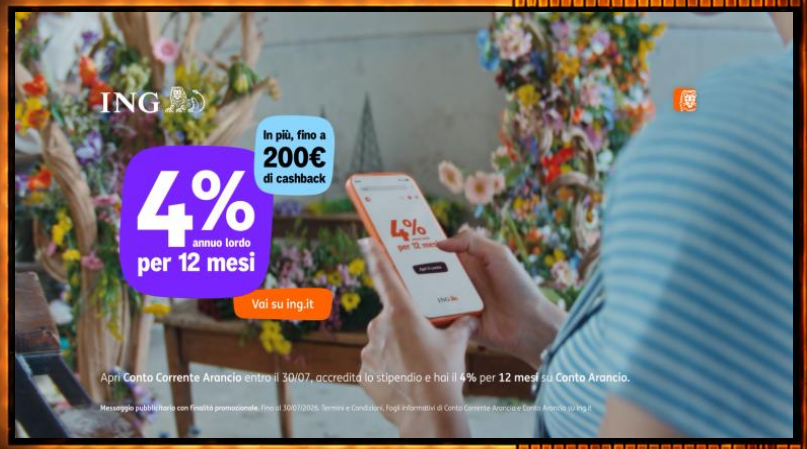
Beyond the Screen:
dalla frammentazione all'incrementalità

+3M
Unique users reached cross-platform

2.8
Average impressions frequency

2.5%
Audience overlap among CTV publishers

+26%
Disney+ incremental reach vs Prime Video standalone



AMAZON INTERNAL DATA, JUN–JUL 2026