Everybody wants to be TV.

But TV doesn’t need to be everybody else.

Emanuele Landi · EGTA Amsterdam · 8 October 2026

TV is becoming more digital.
And most of this is necessary.

CPM · PROGRAMMATIC · SELF-SERVICE · TARGETING · ATTRIBUTION · AI

Digital didn’t remove complexity. It absorbed it.

The buying experience became controllable.

Illustrative Seven.One / MediaLytics case study, Germany, 2026 · model-based, not a universal causal claim

TV is extending its capabilities too.

€2.7m → **€9.2m**

TV investment

Short-term incremental revenue

Comparability is good.
Equivalence is the risk.

~60%

This is the machine behind the impression.

Content & programming costs as a % of advertising revenue · six major European commercial broadcasters, FY2025 · illustrative, not a per-euro allocation

What else does the machine produce?

Attention. Memory. Fame. Context.
Talent. Fandom. Cultural moments.

We live in feudal media.

— Alan Wolk TVREV

But IPs already travel across the fiefdoms.

TV → YouTube → TikTok → Creators → Communities

This is already happening.

The IP stays.
Everything else can change.

ONE IP

TV	YouTube	TikTok	Creator / community
Audience A	Audience B	Audience C	Audience D

Different expressions. Different audiences. Potentially different relationships.

The content product has changed. Has the advertising product?

We already transform content across platforms.
Are we transforming what advertisers are actually buying?

Same IP. Same target.
Same 1,000 exposures. Same value?

TV SHOW	OFFICIAL VIDEO	FAN / CREATOR COMMUNITY
1,000 people	1,000 people	1,000 people

SAME RELATIONSHIP?

The content earns the relationship.
The ad doesn’t automatically inherit it.

EXPOSURE IS NOT ATTENTION IS NOT RELATIONSHIP

FEUDAL ADVERTISING?

ONE IP.
DIFFERENT FIEFDOMS.
DIFFERENT RELATIONSHIPS.

Can the advertising product capture that difference?

Who absorbs the complexity?

MEASUREMENT	JIC / platform / proprietary
DEDUPLICATION	Who did I actually reach?
RELATIONSHIP	Exposure is not fandom
PRICING	Comparable is not equivalent
ECONOMICS	Owned / platform / creator

CPM can price the exposure.
It cannot price the relationship.

Make us comparable. Don’t assume we’re equivalent.