

## COMUNICATO STAMPA

### NEW UPDATE OF AUDIOOUTDOOR AUDIENCE DATA FOR THE CITY OF MILAN

Starting today, the updated audience data for the city of Milan is available, covering new Out of Home companies recently added to Audioutdoor's measurement, specifically for static panels. The companies MEDIAMOND, LOCAL LEADER (Quadro and Pubbliesse), and PIKASSO are thus providing the market (companies and media agencies) with information on their panels collected through Audioutdoor's methodology, the JIC joined by UPA and UNA alongside major Out of Home companies.

The inclusion of new data for Milan from the new companies has also led to updates for the other firms panels, which are already established in the research system. Recently, IGPDECAUX, IPAS, and URBAN VISION have modified some of their locations in the city and updated certain panels. Today, audiences are updated panel by panel based on the latest mapping of the city of Milan for all companies participating in Audioutdoor.

"This is a significant expansion of perimeter that enables the company to deliver timely, certified, and consistent audience data for over 6,000 locations in Milan, one of the most important cities in the Italian economy," confirmed President Giovanna Maggioni.

Audioutdoor systematically updates audience figures for advertising spaces across Italian municipalities, providing the market with comprehensive and timely insights. The participating companies include ALESSI, APA, IGPDECAUX, IPAS, LOCAL LEADER, MEDIAMOND, PIKASSO, PUBBLIESSE, QUADRO, and URBAN VISION.

Milan, November 5th 2024