

audioutdoor

Costituita da UPA, AssAP Servizi di UNA, AAPI e dalle principali Società Outdoor

Press Release

New entry in Audioutdoor's surveys: the company S.C.I. s.r.l. joins the out-of-home audience survey. As of today, there are 12 companies being monitored.

A new company joins Audioutdoor, the JIC that measures the audience of out-of-home installations, providing the advertising market with precise, site-by-site data for pre- and post-analysis.

Starting by January 1st 2025, the outdoor company S.C.I., with a portfolio of over 2,300 spaces located in major cities, will be included in Audioutdoor's surveys. The process will begin by updating the audience data for the cities of Rome and Milan and the update will continue throughout the year to cover all other cities. Thanks to the new methodology recently adopted by Audioutdoor, called Cityfull for large cities and Citylight for smaller ones, the research is continuously updated, allowing quick access to audience data for all new installations.

"We are proud to collect audience data from 12 leading out-of-home companies that believe in market-shared research represented by UPA and UNA. This feeds into an information system managed by Audioutdoor, enabling media agencies and companies to access constantly updated information on a complex and flexible medium" said President Giovanna Maggioni.

The companies participating in Audioutdoor are: ALESSI, APA, IGP Decaux, IPAS, LOCAL LEADER, MEDIAMOND, MEDIA ONE, PIKASSO ITALIA, PUBBLIESSE, QUADRO, S.C.I., URBAN VISION.

Milan, January 15.

