

audioutdoor

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

Press release

MEDIA ONE Joins AUDIOOUTDOOR Audience Measurements Starting January

As of January 2025, Audioutdoor will expand its audience measurement capabilities with the addition of a new company, MEDIA ONE.

The market will gain access to data from Catania Airport, one of Italy's top six airports by passenger volume, along with data from over 1,000 advertising panels, more than 80% of which are located in major cities (including posters and medium-sized formats).

"The growth in participation in Audioutdoor is both continuous and significant, enabling companies and media agencies to access increasingly comprehensive data across the entire territory, but more importantly, the data is reliable as it is produced and processed by a JIC like Audioutdoor. At its table sit the most prominent out-of-home companies, along with UPA and UNA, ensuring the impartiality and accuracy of the results," stated Audioutdoor President Giovanna Maggioni.

The information system provided to the market, alongside audience data, is painting an increasingly detailed picture of the assets managed by out-of-home companies while also certifying exposure, a process conducted by Audioutdoor.

Currently, the system includes over 61,000 installations, each of which generates reach data that can be analysed for every single day of the year, enabling both pre- and post-campaign analysis.

Milan, 9 December