

# audioutdoor

---

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

## **PRESS RELEASE**

### **CATANIA ENTERS AUDIOOUTDOOR'S AUDIENCE SURVEY.**

The audience data for the city of Catania, measured by Audioutdoor for all the advertising panels managed by Alessi Pubblicità, is now available to the advertising market. With the recent publication of audience data for the city of Palermo as well, companies and media agencies now have precise and up-to-date information for their out-of-home communication strategies in Sicily—a region where nearly half of its 4.8 million residents live in these two major metropolitan cities.

A total of 4,700 advertising panels have been measured in Catania and Palermo, providing detailed socio-demographic insights into the generated audiences. Soon, the airports of both cities will also be included in the research, further enhancing the data coverage of a key territorial hub that has become a major attraction point with 5.7 million tourists annually and an air traffic volume of approximately 22 million passengers per year.

The Audioutdoor JIC (Joint Industry Committee) continues to expand its network of participating concessionaires, offering advertisers and planners shared market data covering Italy from north to south and across all out-of-home environments.

The current concessionaires adhering to the system are:

Alessi, A.P.A, IGPDecaux, Ipas, Local Leader, Mediamond, MediaOne, Pikasso Italia, Pubbliese, QuadroAdv, S.C.I, and Urban Vision.

Milan, February 3, 2025