



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

PRESS RELEASE

AUDIOOUTDOOR – AUDIENCE DATA FOR 50 CITYLIGHT CITIES NOW AVAILABLE

Starting by today, fifty new cities have access to audience data for their entire panel network, measured by Audioutdoor using the Citylight 2.0 methodology. These cities are among the main provincial capitals across Italy. With the release of this data—adding to the figures already available for 13 major cities via the information system and planning tool—Audioutdoor now offers audience data for 44,000 panels out of the 53,000 installed nationwide.

Similar to the 13 major cities, Citylight data is available panel by panel and can be explored via interactive maps

In the coming days, another 50 cities will be processed, covering all provincial capitals as well as other key cities with significant outdoor media presence and territorial importance. This will amount to an additional 3,500 panels with detailed audience information, covering 90% of the inventory of participating companies.

The 12 companies that take part in Audioutdoor and share their audience data with the market are: Alessi, APA, IGPDecaux, Ipas, Local Leader, Mediamond, MediaOne, Pikasso, Pubblisse, Quadro, S.C.I., and Urban Vision.

Milan, 4th April