



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

PRESS RELEASE

THE UPDATED AUDIOOUTDOOR RESEARCH ON THE CITY OF MILAN IS NOW AVAILABLE FOR PLANNING, INCLUDING TRAFFIC CHANGES AND NEWLY PARTICIPATING COMPANIES

Starting by today, the updated version of audience measurement for the city of Milan is available. This measurement is based on the updated traffic graph of the city, which has undergone significant changes over the past year. The update also includes the inventory of newly added companies to Audioutdoor, with over 500 new panels, as well as all the new ones from long-standing member companies.

Audioutdoor once again confirms its commitment to provide the advertising market with fresh, up-to-date data on the panels of all participating companies.

Audience data is available for each panel, city by city, for every day of the year, allowing for both pre- and post-campaign evaluation analyses, and broken down by time slots.

Rome will soon be fully re-evaluated in terms of audience, with an updated city graph reflecting last year's major infrastructure work in preparation for the Jubilee and the addition of 2,000 new panels.

Following the Rome update, all the remaining 11 major cities will follow, in line with the level of updates the market expects for a dynamic, flexible, and constantly evolving medium like outdoor advertising.

The companies participating in the research are: Alessi, APA, IGPDecaux, Ipas, Local Leader, Mediamond, MediaOne, Pikasso, Pubblisse, Quadro, S.C.I., and Urban Vision.

Milan, April 3rd