



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

## PRESS RELEASE

### GRANDI STAZIONI RETAIL JOINS AUDIOOUTDOORS RESEARCH: 14 MAJOR RAILWAY STATIONS ENTER THE MEASUREMENT SYSTEM

Out of Home and DOOH audiences are further enhanced with the inclusion of **Grandi Stazioni Retail** in the measurement system managed by **Audioutdoor**, the Joint Industry Committee (JIC) that provides advertisers and media agencies with the evaluation of Out of Home campaign performance.

With the entry of the 14 most important railway stations in the country, the system takes a further step towards an increasingly complete and representative coverage.

Starting in 2026, the stations managed by **Grandi Stazioni Retail** will be provided with audience data produced using **Audioutdoor's** methodology, fully consistent with the other currently measured environments—roadside, metro systems, airports, and transit—thus offering the market a more integrated and reliable planning tool.

In addition to the companies that own the advertising assets, **UPA** also participates in Audioutdoor, representing the main advertising investors, as well as **UNA**, representing agencies and media centers, ensuring transparency of the entire system.

"We are extremely pleased to have reached this level of representation of the medium as a whole because, in addition to enriching advertising planning with data relating to the assets present in Grandi Stazioni, Audioutdoor's Information System further strengthens its role as a reference point for the asset inventory of a medium that is becoming increasingly strategic in companies' decision-making," declared **Giovanna Maggioni**, Audioutdoor's President.

Out of Home advertising, registered a growth in investments of +3.3% from January to October 2025, and its growing at a faster pace than the overall advertising market. The share of DOOH investment accounts for 43.6% of the total medium, with an increase of 12.4%.

The recent innovations introduced in the research—including the calculation of reach percentage and net daily contacts for precise and detailed post-campaign evaluations—further position Audioutdoor as a JIC fully aligned with current times and planners' needs.

Grandi Stazioni Retail thus joins the 12 companies already present in Audioutdoor, making the research more complete and offering nationwide coverage.

The companies participating in the **Audioutdoor** JIC are: Alessi Pubblicità, APA, IGPDecaux, IPAS, LocalLeader, Mediamond, MediaOne, Pikasso Italia, Pubbliese, Quadro Advertising, SCI, UrbanVision, and now **Grandi Stazioni Retail**.

Milan, 15th December 2025