



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

PRESS RELEASE

STARTING TODAY, A NEW DAILY EVALUATION SYSTEM IS INTRODUCED IN AUDIOUTDOORS PLANNING SYSTEM, IT WILL INCLUDE PRE- AND POST- CAMPAIGN RESULTS ACROSS ALL KPIs

A new system of daily pre- and post- campaign evaluation based on daily data provided to the advertising market by Audioutdoor, is operational starting today.

The firms included in Audioutdoors JIC- Alessi pubblicità, APA, IGPDecaux, IPAS, LocalLeader, Mediamond, MediaOne, Pikasso Italia, Pubbliesse, Quadro Advertising, SCI and UrbanVision – have introduced into the research, which provides nationwide audience data for each individual advertising panel, a new index that enables daily evaluation not only of the gross contacts generated by the plan, but across all campaign KPIs: net reach, reach (%), gross contacts, average frequency, GRPs, exposure time per individual, and average contact duration.

For several years, the Audioutdoor planning system has allowed campaign results—on both traditional and digital panels—to be evaluated over the exact execution period (from day A to day B), rather than only on an average day.

This function, essential to post-campaign evaluation, is equally strategic for pre-campaign analysis, as it enables accurate estimation of expected results by modelling the campaign's exact on-air period.

A relevant example is Milan during the Salone del Mobile or Venice during the Biennale, where an average-day metric would not provide an accurate representation of the potential contacts; in these cases, results can be forecast instead on the basis of historical indices available for the same event.

Until now, precise planning made it possible to calculate only gross contacts as an output.

As of today, it is possible for media agencies and advertisers to obtain day-by-day outputs from planning activities, including reach and exposure frequency curves, encompassing GRPs, net reach and exposure time per individual.

The attached table outlines the framework developed by the Technical Committee, highlighting the newly introduced daily campaign calculation metrics.

As anticipated by the President, Giovanna Maggioni, this important innovation introduced by Audioutdoor will be among key topics of the conference scheduled for the morning of Thursday, 19 March 2026, at Palazzo Mezzanotte (the Stock Exchange building) in Milan.

Milan, 4th of December