



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

Press Release

AUDIOOUTDOOR: AUDIENCE DATA FOR ALL ITALIAN PROVINCIAL CAPITALS AVAILABLE STARTING TODAY

Starting today, all 90 provincial capitals with OOH and DOOH inventory from the 13 companies participating in Audioutdoor are fully plannable, with frame-by-frame audience data available.

In addition to the ongoing production of data for the 13 major cities (Bari, Bologna, Catania, Florence, Genoa, Milan, Naples, Padua, Palermo, Rome, Turin, Venice and Verona) and for the first 56 additional provincial capitals processed in mid-2025, audience data for a further 21 newly processed urban centers have now been added.

With this level of territorial coverage, Audioutdoor provides detailed information (gross contacts, net coverage, reach %, exposure frequency, and exposure time) for over 90% of assets managed by its member companies.

Today, it is possible to plan any advertising campaign with either local or national coverage, thanks to the flexibility of the medium and the granular data provided by the JIC Audioutdoor—independent, consistent, and shared across the communications market.

This latest release is a confirmation of the continuous innovation driven by Audioutdoor, made possible by the combined efforts of the 13 member companies (**Alessi pubblicità, Affissioni APA, Grandi Stazioni Retail, IGPDecaux, IPAS, LocalLeader, Mediamond, MediaOne, Pikasso Italia, Pubblisse, Quadro Advertising, SCI e Urban Vision**), as well as UPA and UNA, ensuring transparency in the methodology and accuracy of the audience data.

This and much more will be discussed **on the morning of March 19 in Milan at Palazzo Mezzanotte (the Stock Exchange building)**, where data, innovation, digital, and the future will take center stage at the Audioutdoor conference.

Milan, 23rd January 2026



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