

audioutdoor

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

Press Release

AUDIOOUTDOOR PRESENTED THE LATEST INNOVATIONS INTRODUCED IN THE RESEARCH MEASURING OUT-OF-HOME AND DIGITAL OUT-OF-HOME AUDIENCES

At Palazzo Mezzanotte, the Stock Exchange building, Audioutdoor presented the latest innovations in Out-of-Home audience measurement research to an audience of companies, advertising agencies, media centers, and concessionaires.

Thirteen leading and well-established companies managing OOH across the five main environments of the medium (Alessi Pubblicità, APA, Grandi Stazioni Retail, IGPDecaux, IPAS, Local Leader, Mediamond, MediaOne, Pikasso, Pubbliesse, Quadro Advertising, SCI and Urban Vision), together with UPA and UNA—representing advertisers and communications companies—continuously provide and update the data needed to plan campaigns across roadside, airports, stations, underground systems, and public transport.

"It is a medium," said Audioutdoor President Giovanna Maggioni in her opening speech, "that is constantly evolving, including from a technological standpoint. It is no longer just paper—with strong memorability due to its static nature—but also digital, with high-definition images that bring emotions to life along our daily journeys."

This constant evolution of the medium has led to the continuous development of Audioutdoor's research, bringing it to its current standards, with some of the most timely and up-to-date studies in the world. A medium that recognizes the need to speak a common language through shared and comparable data. A medium that also positions itself in relation to programmatic with consistent data. A medium that is growing faster than the advertising market in terms of investment (+5.4% in 2025), with double-digit growth in digital (+12.2%) and a decidedly positive start to 2026 (+45.5% in January).

Great flexibility of the medium and of the research now makes it possible—as illustrated by Michele Casali, coordinator of the Technical Committee, and Andrea Cofano, Head of Development and Analysis at Audioutdoor—to evaluate campaign plans both in pre-analysis and, above all, in post-analysis, assessing the precise return of the campaign over the selected period, effectively moving beyond the concept of average value.

This is Audioutdoor's latest major innovation: providing the market with net reach figures specific to each individual campaign period—data broken down day by day, site by site, and hour by hour.

Such detailed data, demonstrated by the speakers, that today's research now makes possible—effectively meeting the planning and targeting needs of media agencies and companies.

A study in constant evolution that rightfully sits at the Mediatelling table - a platform envisioned and founded by Lorenzo Sassoli de Bianchi, a visionary and an expert in the advertising market, who strongly believes in the synergy between the Audis. An ongoing dialogue among them supports continuous advancement in response to the market's growing demand for precision.

Lorenzo Sassoli de Bianchi also contributed to the conference, reminding us that we experience the outdoors in our cities as if entering another inhabited space—an entry into the outdoor environment. It is a space where communication finds greater room and effectiveness, and where research continues to evolve towards greater precision and coordination.

This was followed by a debate on what has been made available to the market, moderated by Raffaele Pastore, Director General of UPA, and featuring strategy leaders from media agencies—Sara Mazzini of Dentsu and Marzio Mazzara of Publicis—alongside representatives from companies—Alberto Coperchini of Barilla and Fabio Bin of WeRoad—and concessionaires—Vito Pace of Urban Vision, Andrea Rustioni of IGPDecaux, and Giorgio Galantis of Mediamond. The discussion highlighted how precise marketing choices in the use of the medium have led to effective results and expanded reach, while also underscoring the importance of creativity—particularly in the out-of-home medium.

The final two contributions offered a compelling perspective on creativity. A recent study by Effie Worldwide demonstrated, in concrete terms, how creative quality and media investment must work together to generate predictable and cumulative business growth. In this way, communication becomes strategic and drives long-term company growth. Davide Arduini, President of UNA, and Stefania Siani, President of the Art Directors Club, discussed these themes, also drawing on examples of high-level creative work.

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