



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

PRESS RELEASE

CARMINATI OUT OF HOME ADV ENTERS AUDIOOUTDOOR: PANEL AUDIENCE DATA WILL SOON BE AVAILABLE TO THE MARKET

CARMINATI out of home – based in Bergamo and with panel coverage in Northern Italy's provinces (Milan, Bergamo, Como and Lecco) as well as Porto Cervo in Sardinia – has joined the Audioutdoor member societies.

The number of companies enriching their inventory with audience data continues to grow, responding to the planning needs that advertisers and media agencies expect from the medium. With the addition of Carminati, the number of companies participating in Audioutdoor rises to 14. Coverage is becoming increasingly broad and high-quality, with a rapidly growing number of measured assets.

From the coming days, Carminati Adv's inventory will be accessible through Audioutdoor's information system. The system reports all of the information necessary to planners to have a complete and detailed vision of the characteristics of every single panel (such as address, dimension, digital panel slot, illumination, physical characteristics...)

The next step will be to integrate all this data into the audience measurement system.

UPA and UNA (representing the investing companies and the communications companies) therefore have access to unified audience data that are fully comparable across an increasing number of out-of-home advertising assets, continuously updated and targetable.

As of today, Audioutdoor members include, in addition to UPA and UNA as guarantors of the JIC results, Alessi Pubblicità, APA Affissioni, Carminati Adv, Grandi Stazioni Retail, IGPDecaux, IPAS, Local Leader, Mediamond, Media One, Pikasso Italia, Pubblisse, Quadro Advertising, SCI, and Urban Vision.

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Audioutdoor S.r.l. – Via Larga, 13 – 20122 Milano – Tel. 02.58.32.73.40/1

E-mail: amministrazione@audioutdoor.it – audioutdoor@legalmail.it

www.audioutdoor.it

Capitale sociale € 15.756,00 – R.I. Milano 04718710157 – R.E.A. Milano 1032619 C.F./

Partita IVA 04718710157