



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

PRESS RELEASE

AUDIOOUTDOOR: DAILY PRE- AND POST-CAMPAIGN ANALYSIS FOR OUT-OF-HOME ADVERTISING, NOW UPDATED WEEKLY

As announced during the Audioutdoor conference held on 19 March at Palazzo Mezzanotte in Milan, the release of **daily pre- and post-analysis data with weekly updates** has officially begun. Until now, these data had been available on a monthly basis.

The new service initially covers 13 major Italian cities (Bari, Bologna, Catania, Florence, Genoa, Milan, Naples, Padua, Palermo, Rome, Turin, Venice and Verona), with regard to roadside advertising and public transport media.

By the end of the month, daily data with weekly updates will also be extended to all other environments measured by Audioutdoor.

This major innovation will enable companies and media agencies to rapidly assess the audience results generated by campaigns during their exact exposure period (**post-analysis**), as well as forecast their potential results at specific times of the year (**pre-analysis**).

Daily data make it possible to analyse both net reach and gross contacts for each campaign and individual advertising site, by applying the presence and mobility coefficients calculated by Audioutdoor for each individual day of the campaign.

The key innovation introduced by Audioutdoor lies precisely in the weekly availability of daily data relating to the previous week, significantly accelerating the ability to evaluate and optimise campaigns.

Very soon, all other environments measured by Audioutdoor will also benefit from the same information and update schedule, helping to make multi-environment planning even more integrated, simultaneous and consistent.

The companies currently supporting the research and investing in innovation to provide the market with data increasingly aligned with the needs of media planners and advertisers are: **Alessi Pubblicità, Affissioni APA, Carminati OOH, Grandi Stazioni Retail, IGPDecaux, IPAS, LocalLeader, Mediamond, MediaOne, Pikasso Italia, Pubblisse, Quadro Advertising, SCI and UrbanVision.**

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