



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

PRESS RELEASE

AUDIOOUTDOOR: WEEKLY DAILY AUDIENCE DATA FOR ALL ENVIRONMENTS

Audioutdoor has introduced a major innovation in the audience data processed by the JIC, providing companies and media agencies with daily data for all environments, now updated on a weekly basis.

Every week, data covering roadside environments (13 cities), transit (buses and trams), metro systems, airports and railway stations enable media planners to carry out increasingly timely and accurate pre- and post-campaign analyses.

Every Friday, data for all Audioutdoor environments are now updated with a daily breakdown for the previous week. This makes it possible to conduct post-campaign analyses across different environments and cities, providing accurate overall results.

The new system has been available online to all users since September, while continuous data for all environments are available from 1 January 2026 onwards.

With this major innovation, Audioutdoor takes another step towards meeting the evolving needs of the market, which increasingly requires fresh and, above all, disaggregated data.

Media planners will therefore be able to estimate the expected results of a multi-environment campaign scheduled for a specific period of the year and subsequently assess the actual results achieved once the campaign has ended.

The companies that have made this evolution of the research possible are: **Alessi Pubblicità, Affissioni APA, Carminati OOH, Grandi Stazioni Retail, IGPDecaux, IPAS, LocalLeader, Mediamond, MediaOne, Pikasso Italia, Pubbliese, Quadro Advertising, SCI and Urban Vision**, with the additional contribution of **UNA and UPA** as guarantors of the Audioutdoor system

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