



# Brand Management & Media Planning

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LM in Marketing & Digital Communication



**LUMSA**  
UNIVERSITÀ  
1939 **80**TANTESIMO 2019



# Paid Media ATL

*Lesson 4 part. 3*  
*Thursday October, 26*





## Where are we?

We have seen all the main **metrics** to plan and buy advertising online and off-line...

Now let's see **HOW** to plan and buy  
ATL Paid Media



# ATL paid media are the advertising media

## PAID MEDIA

### ATL:

- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
  - Display
  - Search
  - Social network

**BTL:** sponsorship,  
Events, influencer  
marketing

## OWNED MEDIA

Website  
App  
Blog  
Social network  
Direct response/CRM

Point of Sales,  
merchandising,  
Packaging  
Branded spaces

## EARNED MEDIA

### PR:

- Press (+digital)  
articles
- USG
- reviews
  - recommendations
  - Social, Blogs
  - WOM



# Paid media

**Why should we have to buy media?** We know that we need to buy them to attract new customers, create awareness and image.





# Advertising budget and media costs

When we talk about **advertising budget**, we mean mostly **media investments**, because most of the expenditures depends on media buying

**MEDIA BUYING COSTS = 85%**

**ADVERTISING AGENCY FEE +  
PRODUCTION COSTS = 15%**

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**ADVERTISING BUDGET = 100%**



# Media investments in Italy



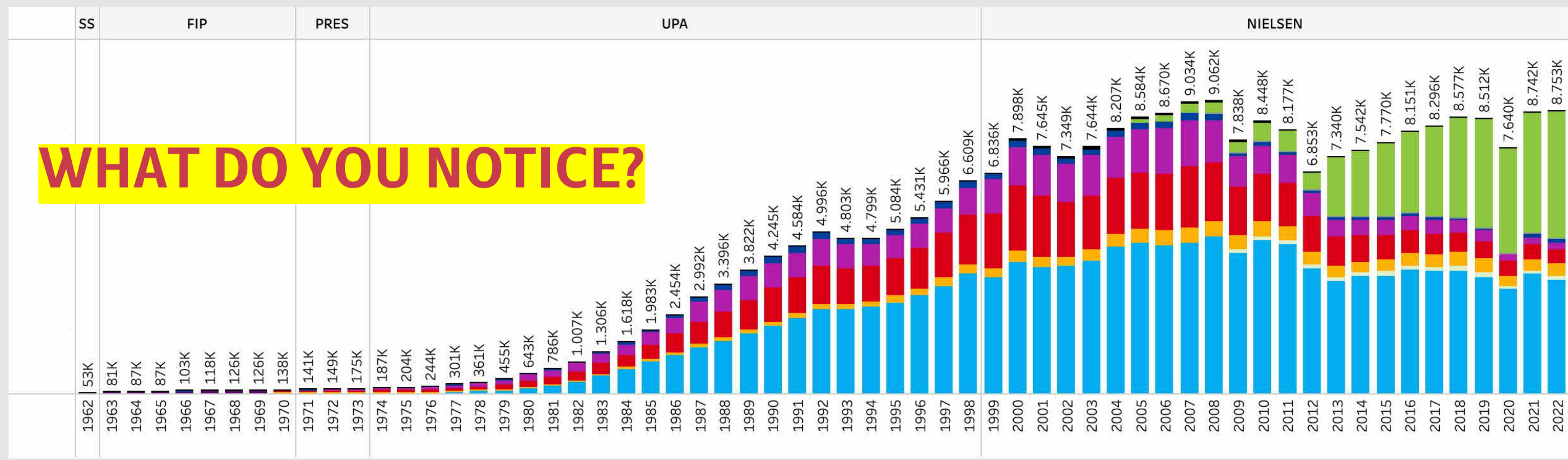
# Trend in advertising expenditures in Italy



Mezzo (All) Seleziona anni 1962 2022

- TV
- INTERNET
- RADIO
- STAMPA
- QUOTIDIANI
- PERIODICI
- OUTDOOR
- TRANSIT
- OOH TV
- CINEMA

Andamento annuale investimenti pubblicitari dal 1962



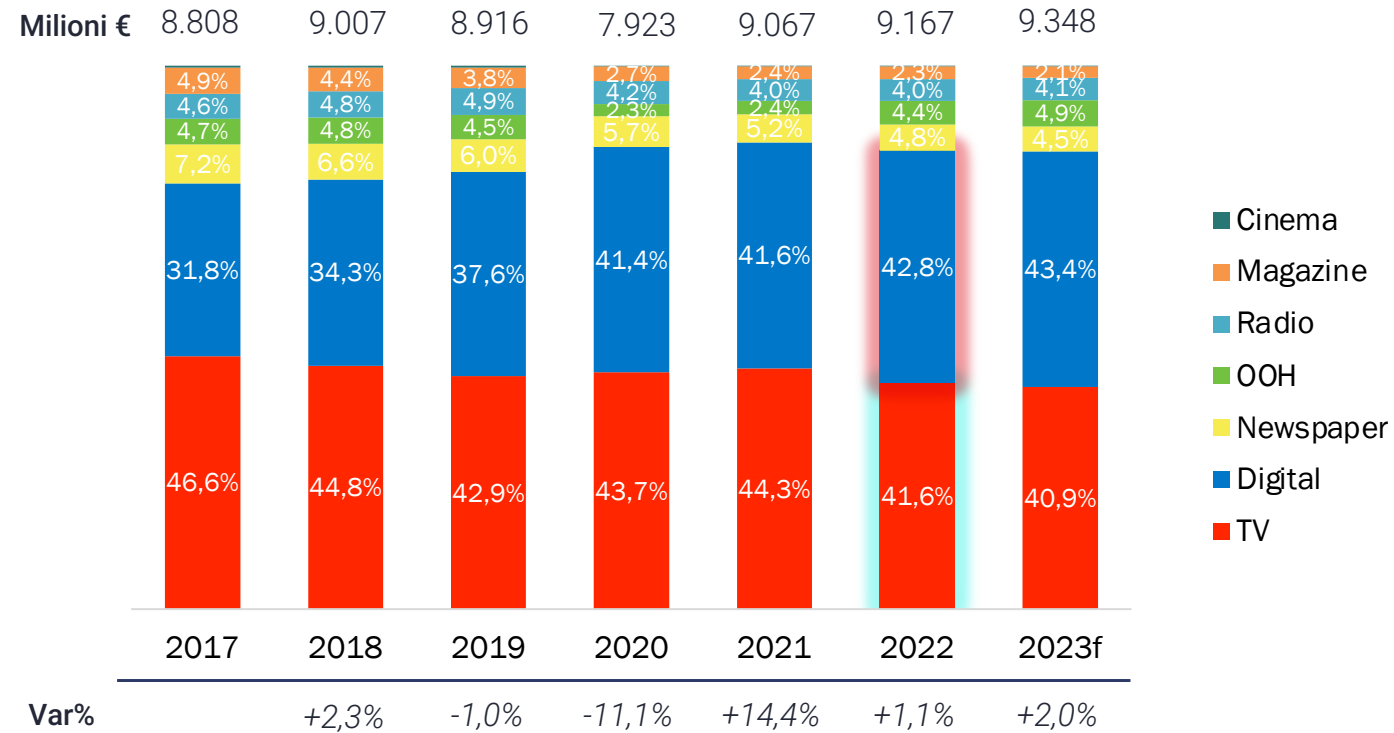
WHAT DO YOU NOTICE?





# 2022 was the first year in Italy in which the share of **digital** investments exceeded television ones

 Advertising expenditure trend  
%share per media (net data)



# How do you explain this media investments mix?

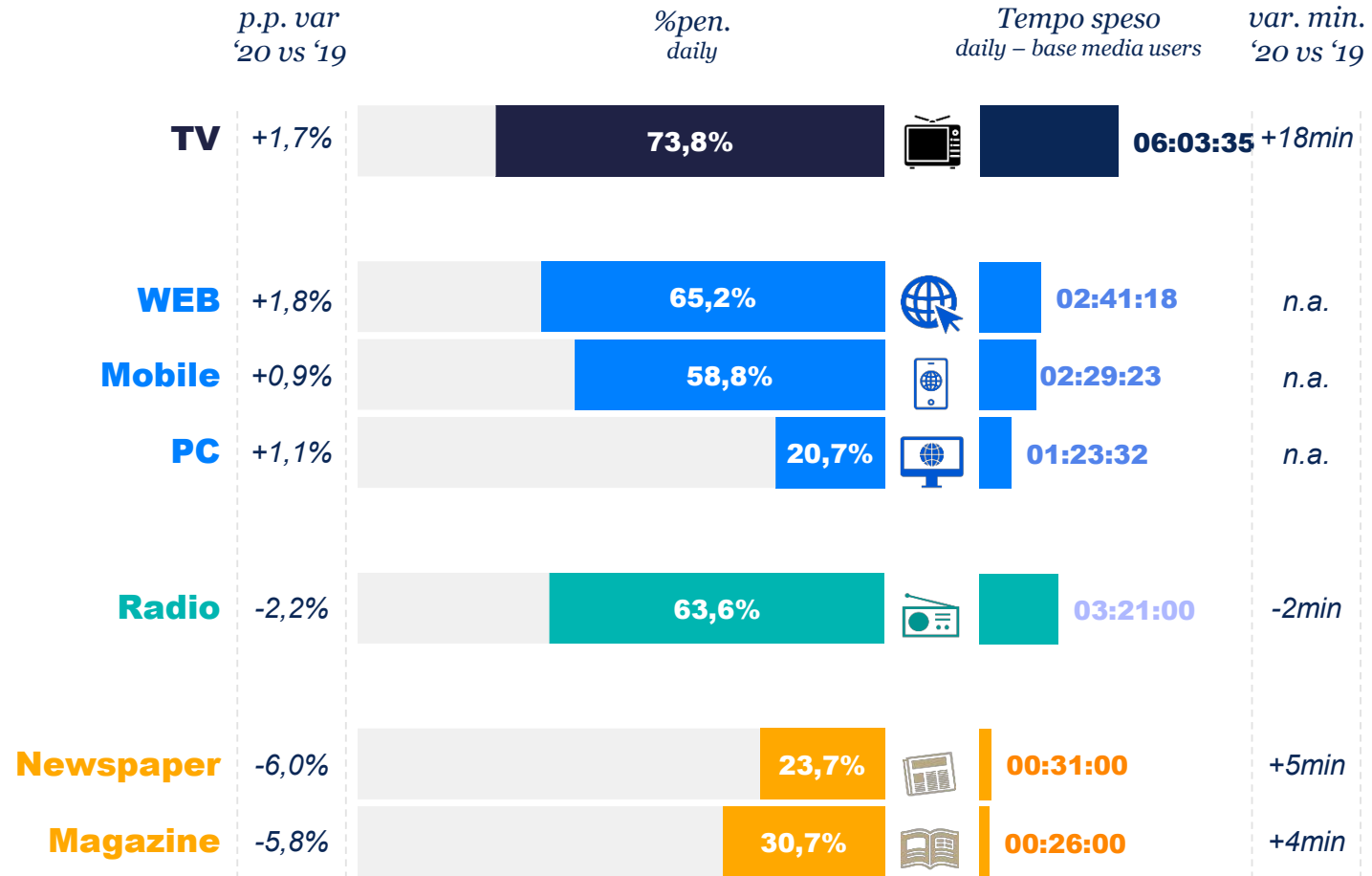




+ audience...  
+ money



# THE CONSUMER MEDIA DIET DOMINATED BY SCREENS AND AUDIO

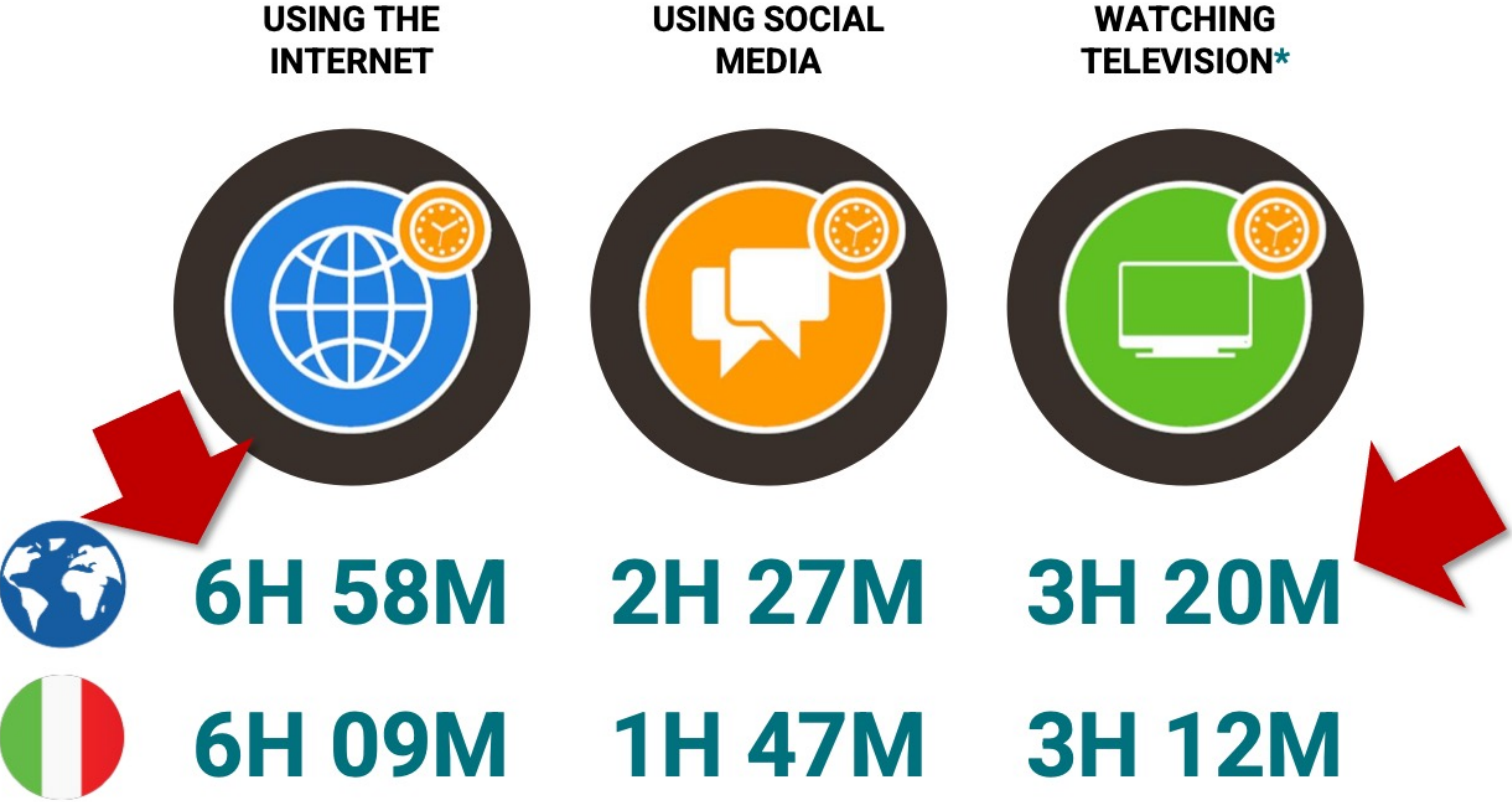


SOURCE: GroupM elaborations on Auditel Tot.2020, Audiweb 2.0 Tot.2020, Audipress 2020/III, TER H2 2020 and Sinottica TSSP 2020/D data, target Adults 15+

# Daily time spent with media

The average amount of time each day that internet users aged 16 to 64 spend with different kinds of media and devices

LISTENING TO



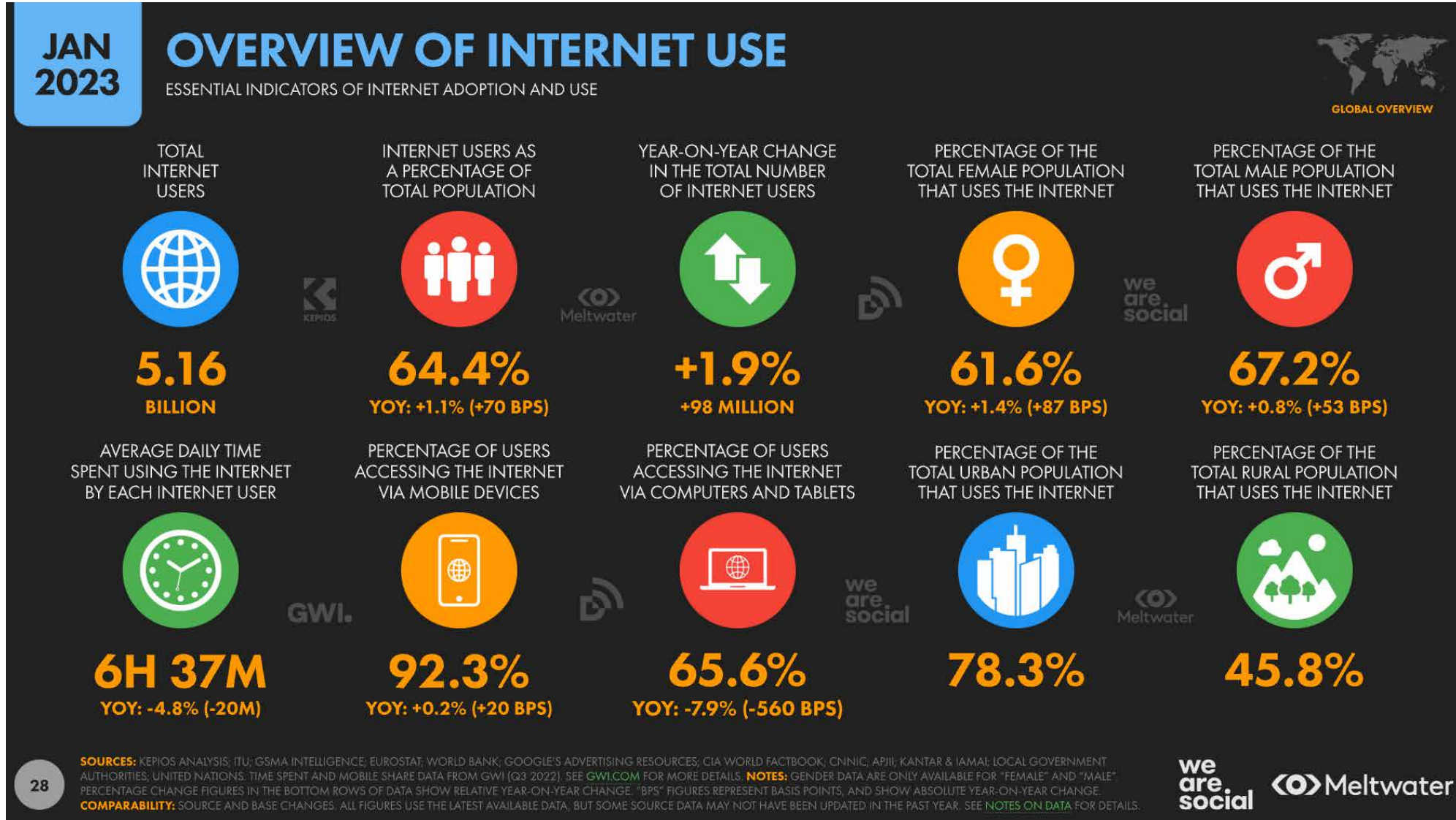
\*Notes: television time includes broadcast (linear) television and content delivered via streaming and video-on-demand services. Use of different devices and consumption of different media may occur concurrently

Source: We Are Social «Digital 2022 Global Overview» and «Digital 2022 Italia», January 2022. Data from GlobalWebIndex (Q3 2021). Figures represent the findings of a broad survey of internet users aged 16 to 64

# The internet revolution

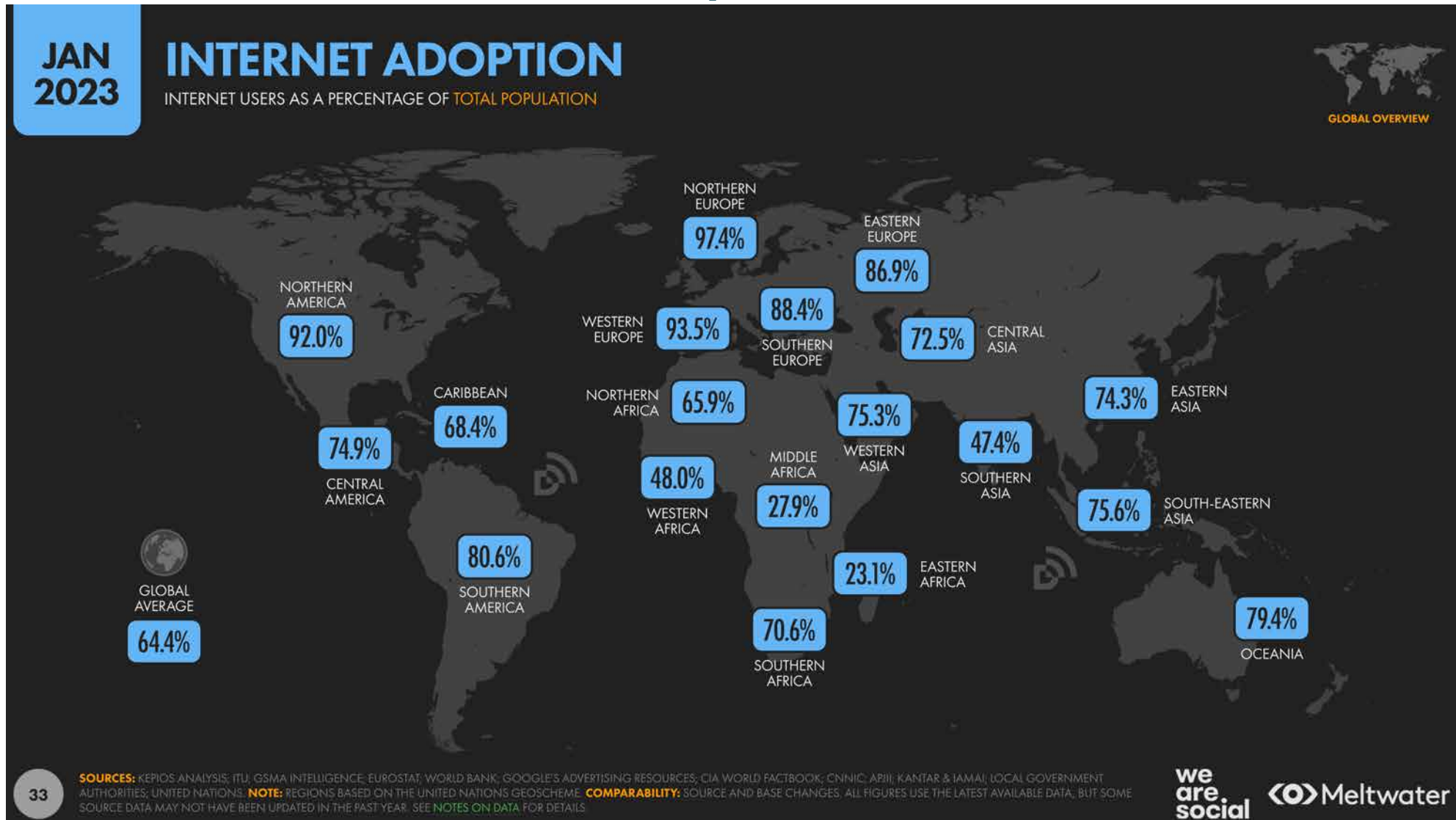


# 64.4% of the world population uses internet





# Higer reach in Northern Europe and Nord America







# Google, Youtube and Facebook are the most visited websites

JAN 2023

## TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022



| #  | WEBSITE       | TOTAL VISITS<br>(MONTHLY AVE) | UNIQUE VISITORS<br>(MONTHLY AVE) | AVERAGE TIME<br>PER VISIT | AVERAGE PAGES<br>PER VISIT | #  | WEBSITE       | TOTAL VISITS<br>(MONTHLY AVE) | UNIQUE VISITORS<br>(MONTHLY AVE) | AVERAGE TIME<br>PER VISIT | AVERAGE PAGES<br>PER VISIT |
|----|---------------|-------------------------------|----------------------------------|---------------------------|----------------------------|----|---------------|-------------------------------|----------------------------------|---------------------------|----------------------------|
| 01 | GOOGLE.COM    | 88.4 B                        | 8.13 B                           | 21M 51S                   | 3.6                        | 11 | YAHOO.COM     | 3.34 B                        | 614 M                            | 17M 36S                   | 3.2                        |
| 02 | YOUTUBE.COM   | 74.8 B                        | 5.85 B                           | 36M 04S                   | 6.1                        | 12 | SPANKBANG.COM | 3.02 B                        | 743 M                            | 13M 25S                   | 7.7                        |
| 03 | FACEBOOK.COM  | 10.7 B                        | 2.48 B                           | 22M 43S                   | 3.0                        | 13 | AMAZON.COM    | 2.70 B                        | 898 M                            | 13M 01S                   | 5.8                        |
| 04 | PORNHUB.COM   | 10.2 B                        | 2.14 B                           | 10M 35S                   | 6.9                        | 14 | FANDOM.COM    | 2.65 B                        | 803 M                            | 13M 16S                   | 3.1                        |
| 05 | XVIDEOS.COM   | 8.77 B                        | 1.79 B                           | 12M 10S                   | 7.3                        | 15 | XHAMSTER.COM  | 2.62 B                        | 756 M                            | 14M 06S                   | 6.1                        |
| 06 | TWITTER.COM   | 8.18 B                        | 2.10 B                           | 21M 55S                   | 1.8                        | 16 | YANDEX.RU     | 2.59 B                        | 314 M                            | 17M 22S                   | 2.6                        |
| 07 | WIKIPEDIA.ORG | 6.67 B                        | 1.97 B                           | 11M 09S                   | 2.1                        | 17 | WEATHER.COM   | 2.54 B                        | 1.14 B                           | 7M 56S                    | 1.5                        |
| 08 | REDDIT.COM    | 4.82 B                        | 1.25 B                           | 17M 53S                   | 3.0                        | 18 | TIKTOK.COM    | 2.18 B                        | 995 M                            | 9M 37S                    | 2.0                        |
| 09 | INSTAGRAM.COM | 4.46 B                        | 1.57 B                           | 17M 27S                   | 2.2                        | 19 | YAHOO.CO.JP   | 1.95 B                        | 208 M                            | 21M 53S                   | 5.4                        |
| 10 | XNXX.COM      | 3.74 B                        | 991 M                            | 10M 55S                   | 7.0                        | 20 | LIVEDOOR.JP   | 1.70 B                        | 107 M                            | 19M 10S                   | 5.0                        |

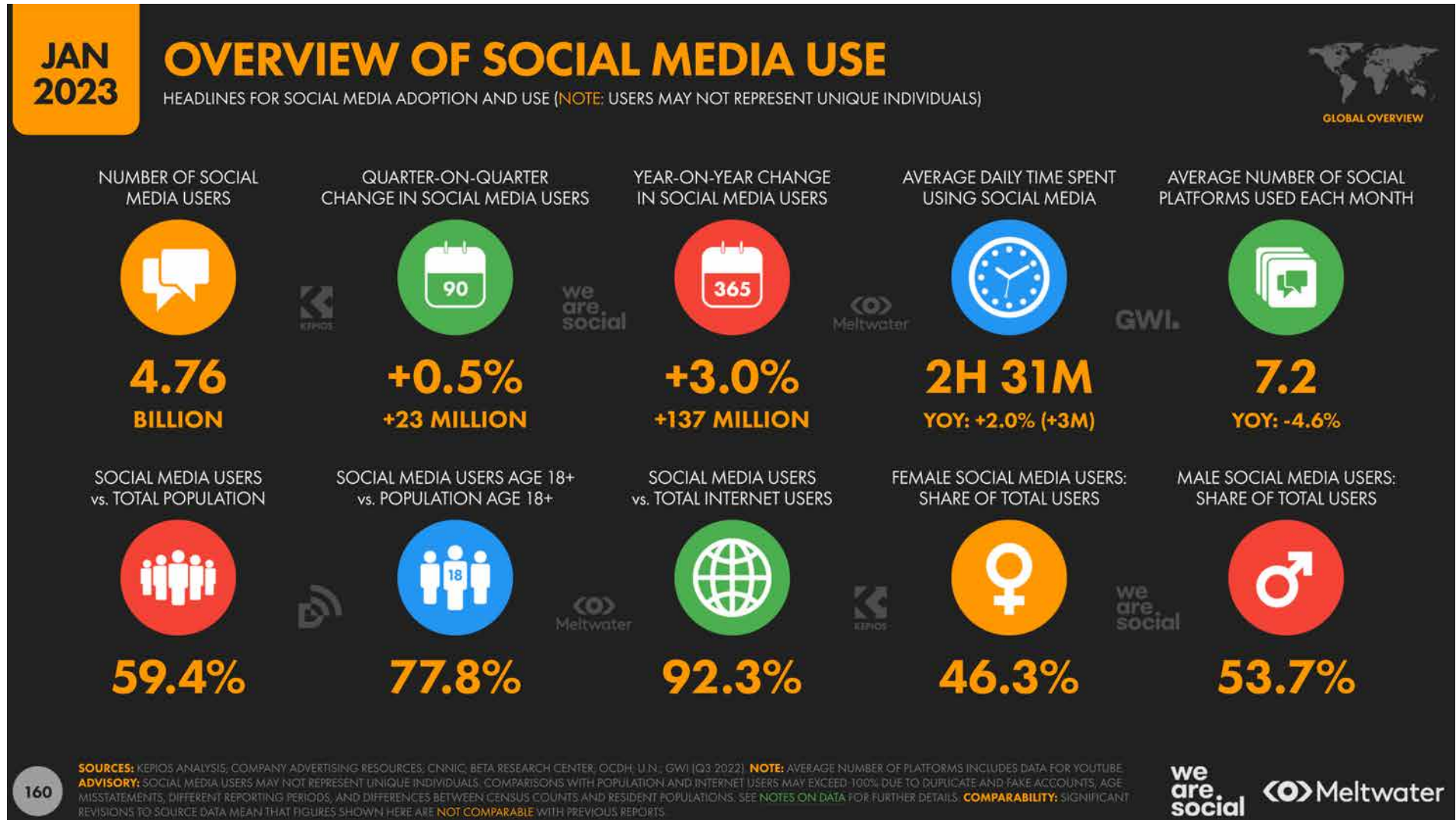
73

**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT IDENTITIES ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



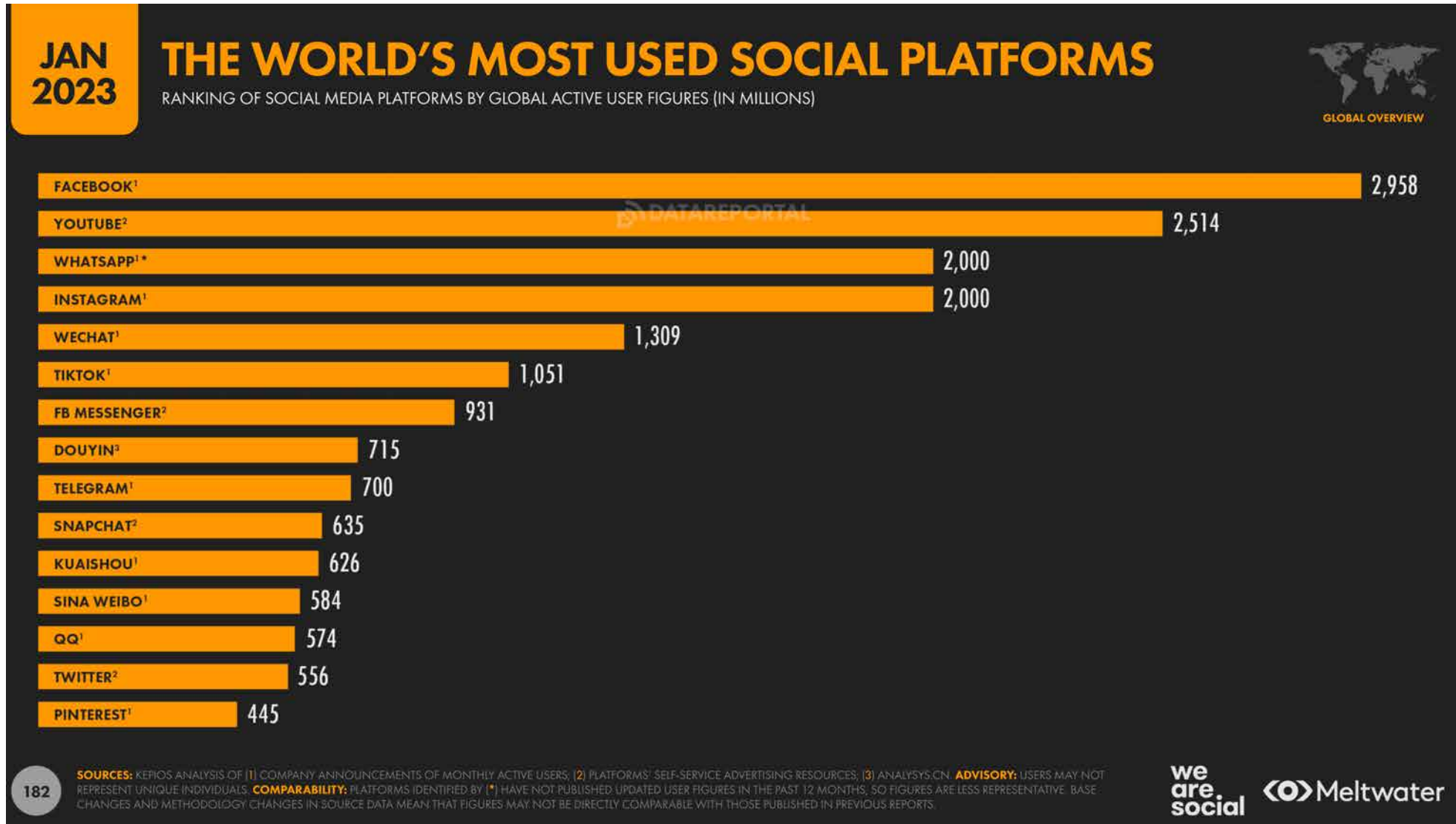


# 59% of the world population uses **social media**





# Facebook is still the leader





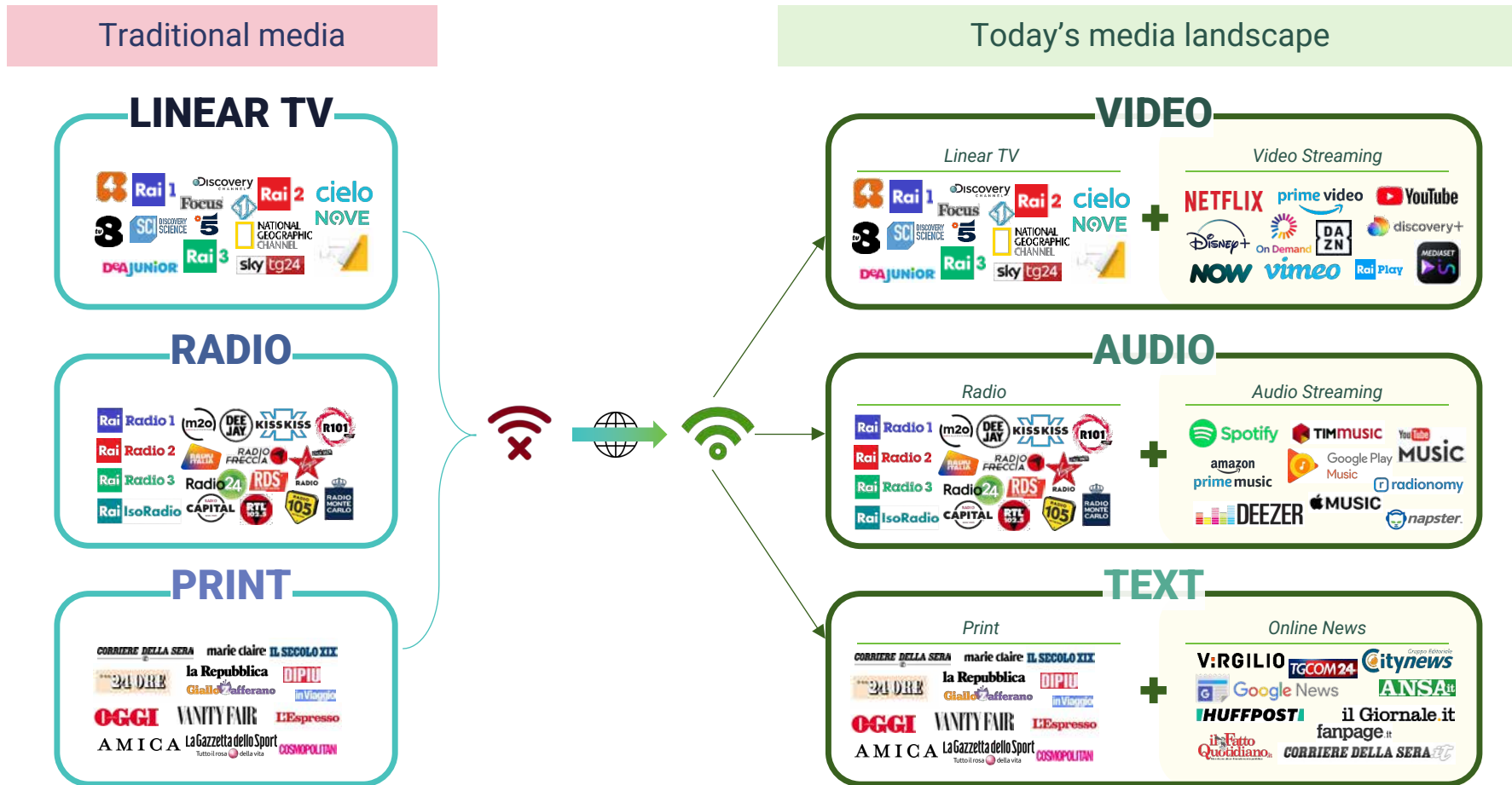
# Thanks to internet the ATL media landscape is changing

These traditional offline media are becoming «hybrid»

- TV
- Print (Newspapers, Magazines)
- Radio
- Billboards
- Cinema

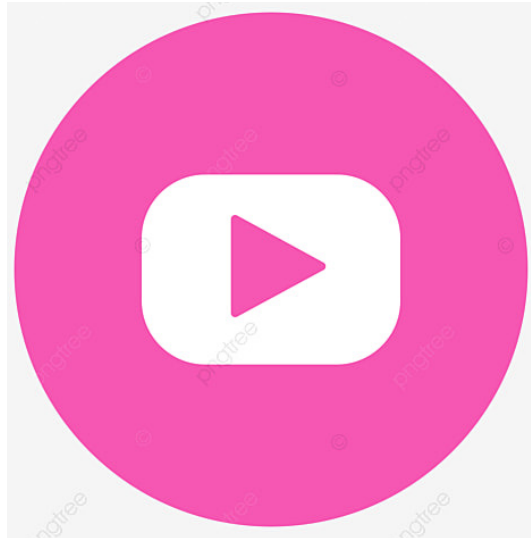


# Internet is not only a medium itself, but it works as an enabler for new digital platforms and content



# The new media landscape:

## VIDEO



Linear TV  
Video streaming  
Digital Out Of Home (DOOH)  
Cinema  
...

## AUDIO



Radio  
Web radio  
Music streaming  
Podcast  
...

## TEXT



Offline and online Press:  
Newspaper  
Newsmagazine  
Traditional OOH  
Display advertising  
Search advertising  
...

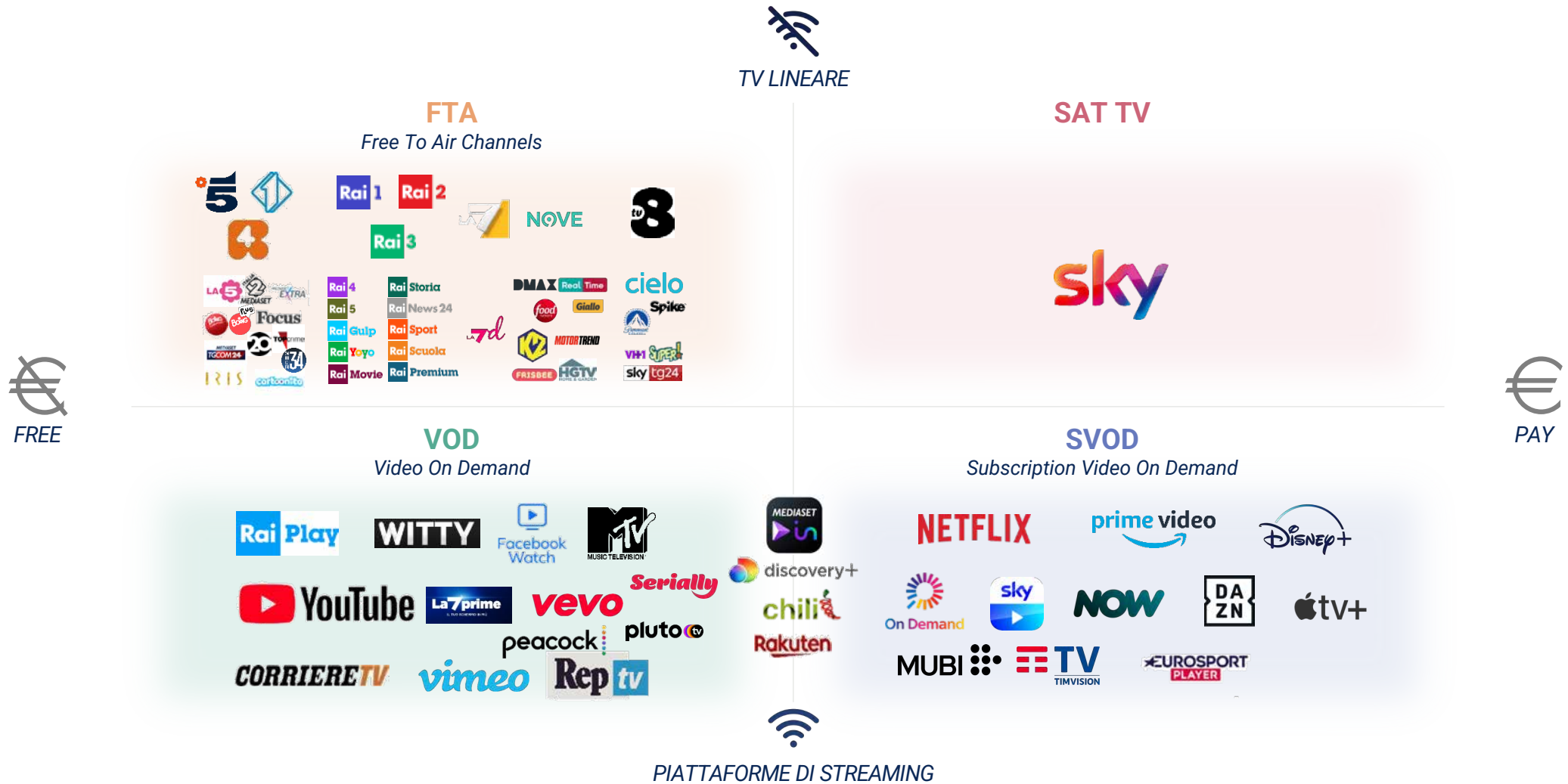


# The Video revolution

## The current TV scenario in Italy



# The technological evolution of TV involves a fragmented landscape, constantly expanding content and platforms





# Thanks to internet connection, the **TV content** can live in a linear or on demand on various devices connected to the internet



## Advanced tv

*each single extension of traditional television that adds editorial and/ or advertising content making them available in different ways from linear broadcasting*

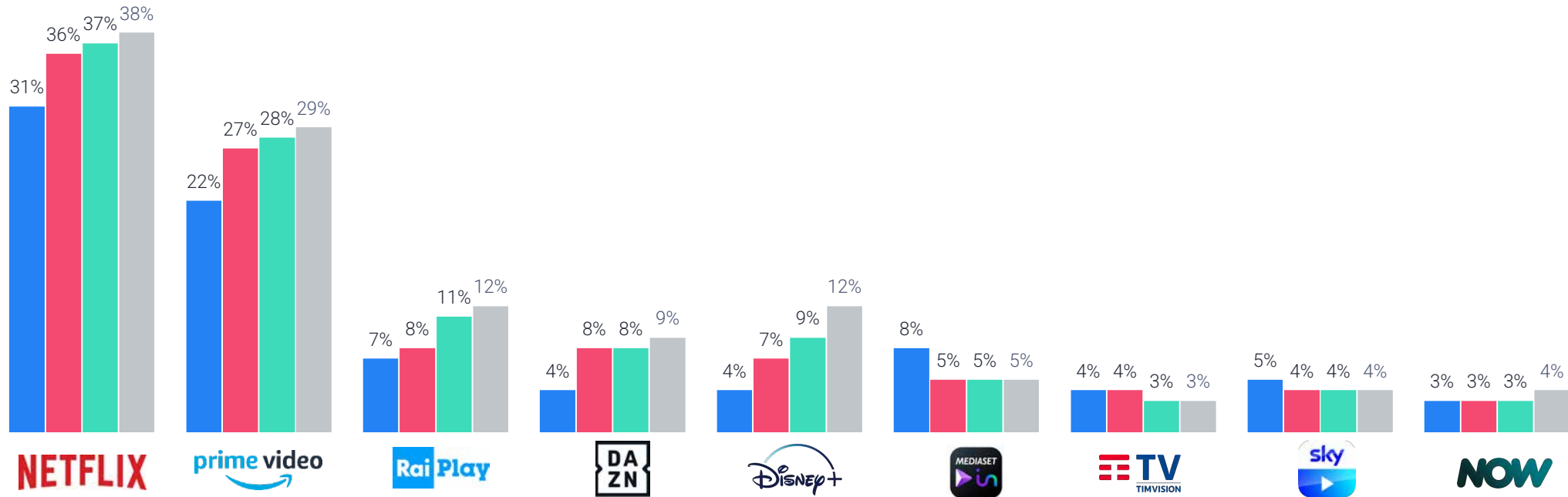




# Streaming platform ranking (in Italy)

Streaming Platform ranking  
%monthly reach

■ 2020 ■ 2021 ■ 2022 ■ F2023



\*Mediast Play e Infinity erano due player diversi fino al 2021 - Reach cumulata

\*Mediast Play e Infinity erano due player diversi fino al 2021 - Reach cumulata

Fonte: Elaborazione OMG su dati Gfk TSSP Sinottica 2023/A (Gen 2022-Dic 2022); stime OMG per il 2023

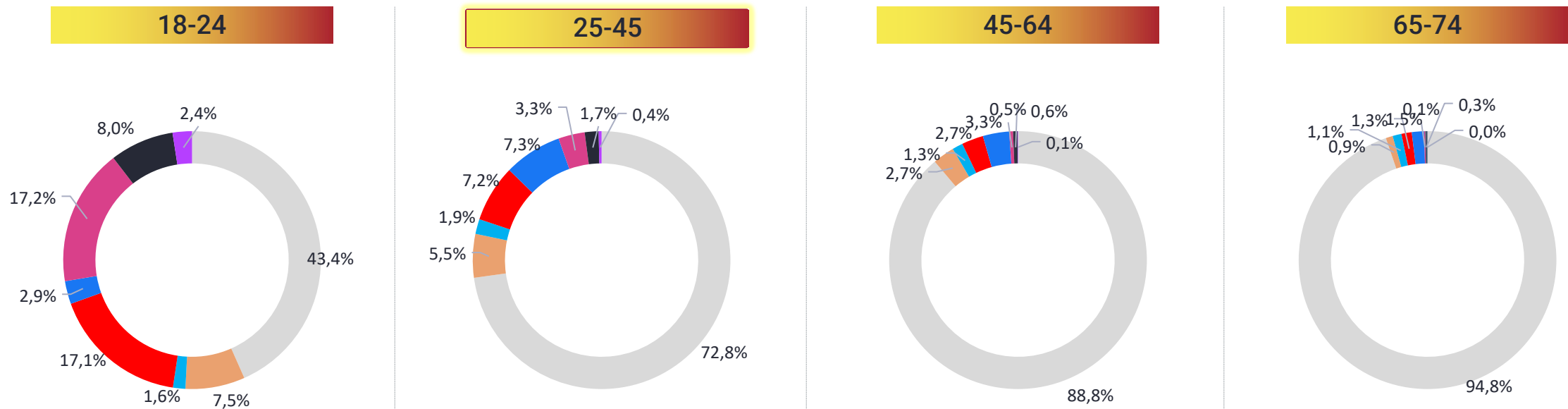


# Linear TV attracts less and less the younger age groups, who devote most of their time to online videos

## Time spent daily on video content

%share

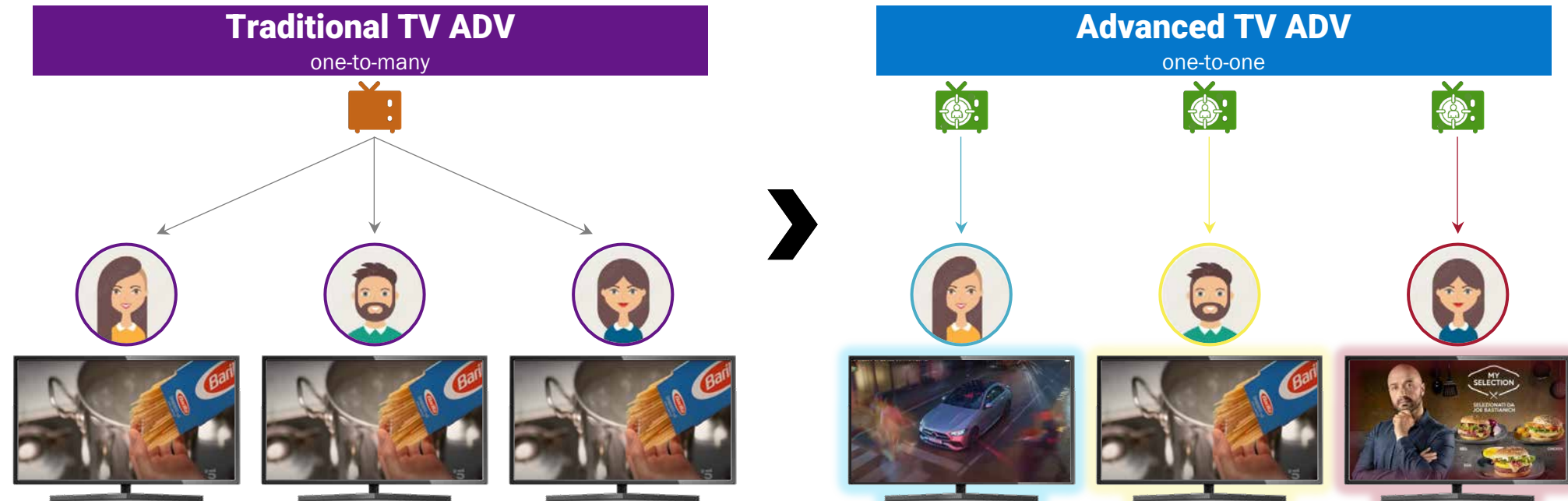
■ Tot. Tv ■ Tot. VOD PAY ■ Tot. VOD FREE ■ YouTube ■ Facebook video ■ Instagram video ■ TikTok ■ Twitch



# Advanced TV (**addressable TV**) adv is the new frontier, where TV adv acquires Digital adv characteristics

Technological and data-driven business solutions which allows to show specific Adv, based on the characteristics of the family unit.

This term is used to emphasise advanced functionalities linked to granular targeting, interactivity, user tracking and measurement tools/techniques



Addressable TV ads can be delivered through cable, satellite and Internet Protocol Television (IPTV), OTT as well as set-top boxes (STBs)



# NEW FORMATS and the possibility to get out of the classic advertising break

## LINEAR

### ADV CONTENT



#### **INBREAK** Display

Banner positioned **on the spot**  
(bound to a tabular flight)



#### **DYNAMIC AD INSERTION** Video

**Replace** a spot during a linear break

### EDITORIAL CONTENT



#### **INSTREAM** Display

Delivery during the editorial content  
(independent from the advertising flight)



# The Addressable TV Adv offer of leading traditional publishers in Italy

|                              | GRUPPO MEDIASET<br>PUBLITALIA '80  |                   | sky  |   | Discovery<br>MEDIA  | CAIRORCS MEDIA   | Rai Pubblicità   |   |
|------------------------------|--|-------------------|--|---|---|--|--|---|
| <b>Nr. Device</b>            | 7.5mio<br>Connected TV   |                   | 4.4mio<br>Connected TV   | 3.0mio<br>Decoder AdSmart   | 2.7mio<br>Connected Decoder   | 7.3mio<br>Connected TV*  | 6.8mio<br>Connected TV   | 3.0mio<br>Connected TV  |
| <b>Channels/App /Content</b> | <br>12 FREE channels<br>   | <br>1 App CTV<br> | <br>Addressable TV Free To Air<br>3 FREE channels<br>  | <br>50 PAY channels<br>   | <br>15k On Demand Content<br>   | 7 FREE channels<br>  | 2 channels FREE<br>  | 1 App CTV<br>   |
| <b>Target</b>                | <ul style="list-style-type: none"> <li>Socio-demo</li> <li>Geo-targeting</li> <li>Audience Targeting</li> <li>Dati Geo Comportamentali</li> <li>Audience Match</li> <li>TV Decive Model</li> </ul> |                   | <ul style="list-style-type: none"> <li>Socio-demo</li> <li>Geo-targeting</li> <li>Content</li> </ul> | <ul style="list-style-type: none"> <li>Socio-demo</li> <li>Geo-targeting</li> <li>Qualitative</li> <li>Frequency cap</li> </ul> | <ul style="list-style-type: none"> <li>Viewing behaviour</li> <li>Content</li> <li>Big data audience cluster</li> </ul> | <ul style="list-style-type: none"> <li>Socio-demo</li> <li>Geo-targeting</li> <li>Frequency cap</li> <li>Time day targeting</li> <li>TV Device model</li> <li>Retargeting</li> </ul> | <ul style="list-style-type: none"> <li>Geo-targeting</li> <li>TV Device model</li> </ul> | <ul style="list-style-type: none"> <li>Socio-demo</li> <li>Geo-targeting</li> <li>Content</li> <li>Device category</li> <li>Site</li> </ul> |
| <b>Formats</b>               | <ul style="list-style-type: none"> <li>Display</li> <li>Video DAI</li> <li>Pre/mid/post roll</li> </ul>  |                   | <ul style="list-style-type: none"> <li>Display</li> </ul>  | <ul style="list-style-type: none"> <li>Video DAI</li> </ul>   | <ul style="list-style-type: none"> <li>Pre/mid/post roll</li> </ul>   | <ul style="list-style-type: none"> <li>Display</li> <li>Video DAI</li> </ul>   | <ul style="list-style-type: none"> <li>Display</li> </ul>                                | <ul style="list-style-type: none"> <li>Display/Video</li> <li>Pre/mid/post roll</li> </ul>  |

Source: OMG

Nota: \*Unique device che hanno dato il consenso a Discovery

# But what about the characteristics of video advertising?

**Video is the most effective advertising format**





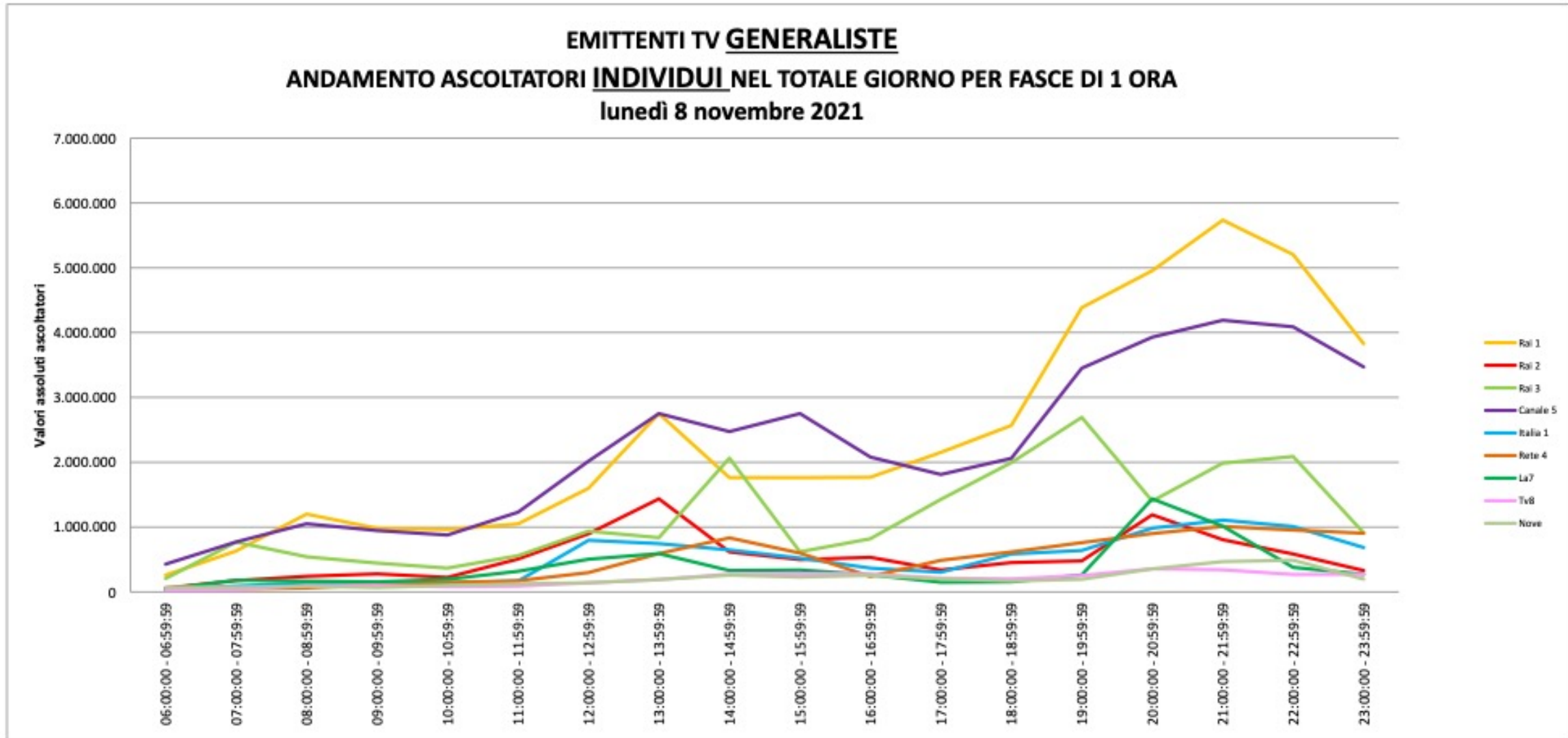


## Expressive capabilities

- The most obvious advantage of video advertising is the opportunity to use **sight, sound, color and motion in commercials**.
- We can create **emotional commercial**, make product **demo**, or show people in situations in which they can **identify**



# One of the main advantages is that you can reach millions of people at the same time with an ad (with linear TV)





## Drawbacks of video ads

- **Limited exposure time** (we must **say one thing at the time**)
- **Poor placement** of ads (within or between TV programs, or as **invasive prerolls**)
- **Cluttered** airways
- **High costs of TV** advertising



# How to plan advertising on TV



## Knowing each media

To effectively planning media we have to know:

1. **Potential reach and frequency** on our target audience
2. **How audience is measured**, and if these surveys are reliable
3. **Expressive capability**
4. **Technical Constrains**
5. **Cost** (and who sell the media vehicles – **dealers**)



# Knowing each media

To effectively planning media we have to know:

1. Potential reach of (and frequency on) our target audience
2. **How audience is measured**, and if these surveys are reliable
3. Expressive capability
4. Technical Constrains
5. **Cost** (and who sell the media vehicles – dealers)



# In Italy there's Auditel


Instead of measure household audience, Auditel measure **individuals' behaviour**



# TRADITIONAL LINEAR TV IS ALL MEASURED WHILE ONLY A FEW STREAMING PLATFORMS ARE MONITORED

People Audience  
 Device Audience

## TRADITIONAL LINEAR TV

  
**FREE TO AIR CHANNEL**



  
**PAY TV**

**FREE**

**PAY**

  
**VOD**  
 Video On Demand



  
**SVOD**  
 Subscription Video On Demand

## STREAMING PLATFORM



# Auditel

- 30.540 meters AGB in **16.100 households**
- Every member of the family has a **dedicated button** on the meter's remote (there's also a button for hosts)
- Audience is **tracked every 60"**: so we **can estimate** our **ad audience** (the advertising break, not only the TV program's audience)

Il sistema "UNITAM" è basato su una tecnologia estremamente versatile denominata "Content Tracking System (CTS)"

Schematicamente, il nuovo meter si compone di 3 unità:

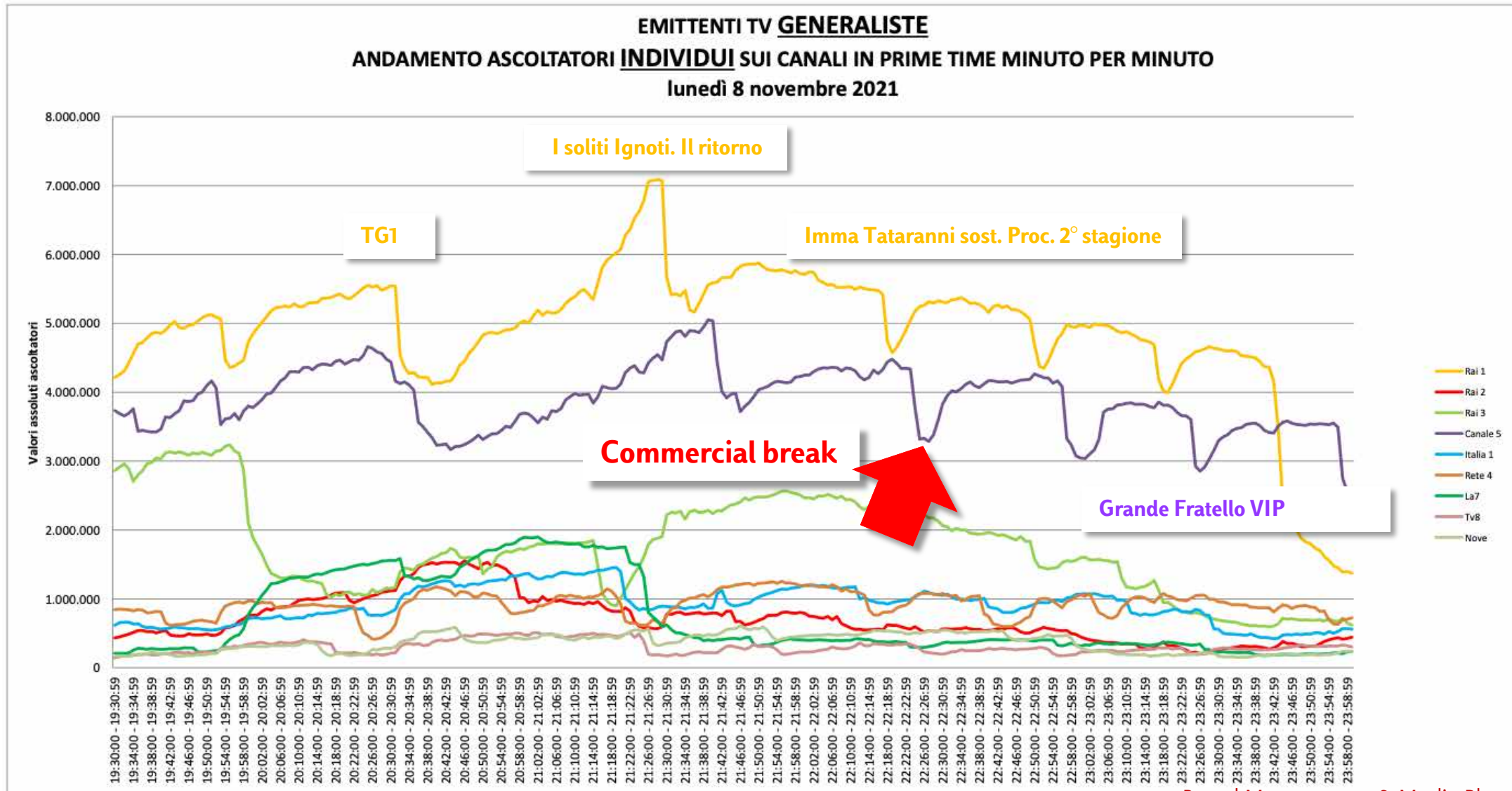
- La **Combox** (o unità chiamante)
- Il **Meter** (l'unità preposta alla raccolta delle informazioni di viewing, people, on-off, ecc)
- Il **Telecomando** (per la segnalazione dei componenti in visione)

Il nuovo sistema si distingue dai precedenti, oltre per la tecnologia di rilevazione utilizzata, per essere un meter "chiamante" e non chiamato. Questa soluzione ha notevoli vantaggi, primo fra tutti quello di non causare alcun disturbo alla famiglia, in caso di guasto all'apparecchiatura di trasmissione.

Le informazioni raccolte dopo un processo di digitalizzazione e compressione, vengono trasmesse alla sede centrale ogni notte tra le 2 e le 5 del mattino (polling), ove vengono elaborate per essere diffuse alle 10 del mattino successivo.

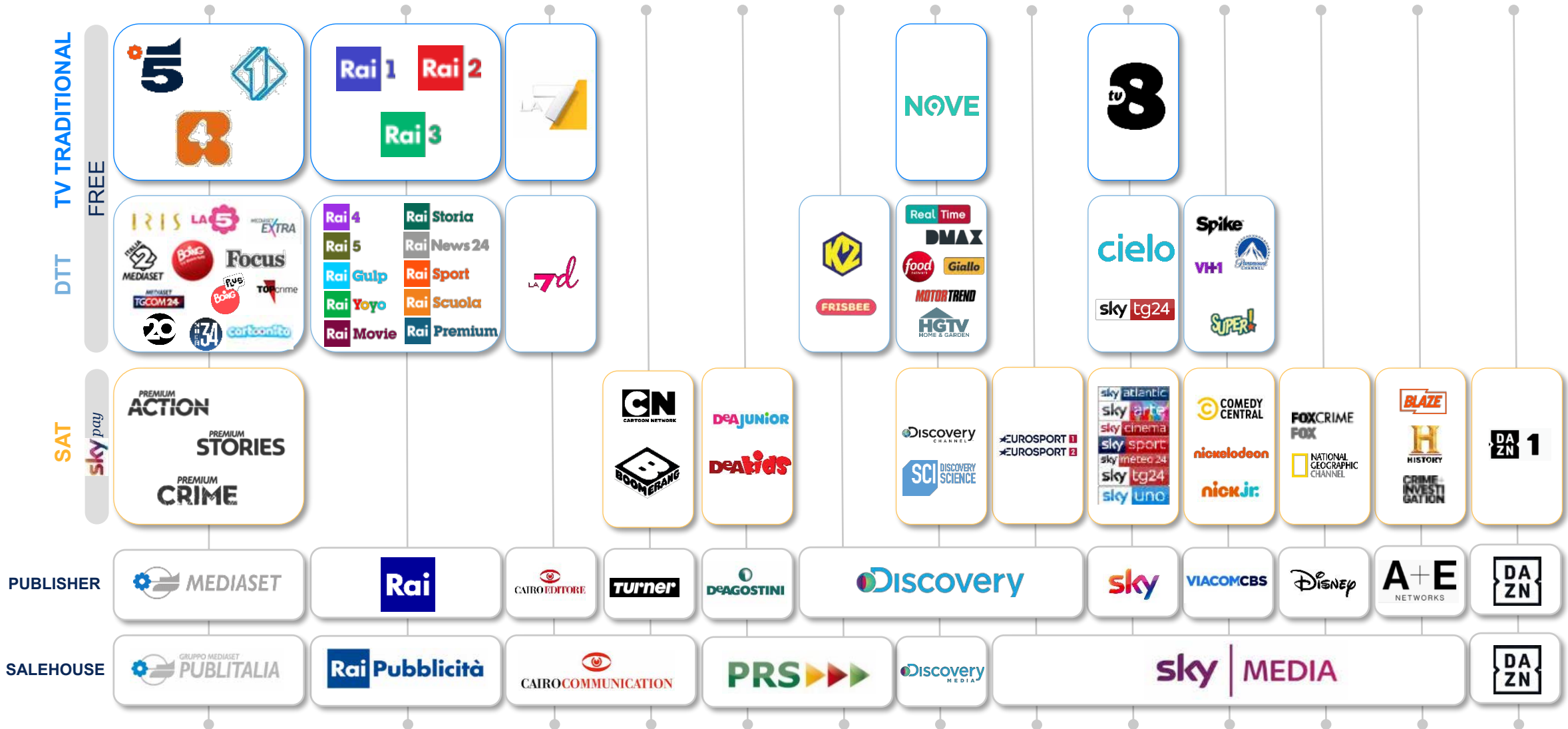


# We can estimate the audience during the advertising breaks



Fonte: Elaborazioni UPA su dati Auditel

# THE STRUCTURE OF LINEAR TV OFFER IN ITALY





# RAI pubblicità





# You can download the price lists (Excel files)





**Rai Pubblicità** [Homepage](#) [Iniziative speciali](#) [Listini](#) [Azienda](#)

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[Listini in vigore](#) [Listini audio in vigore](#) [Specifiche tecniche](#) [Archivio](#)

## Listini in vigore

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|                                      |  |
|--------------------------------------|--|
| Tabella riparametrale Telepromozioni |  Dal 5 giugno 2022<br><a href="#">VAI ALLA TABELLA</a>  |
| Crossmediale tabella riparametrale   |  Tabella riparametrale<br><a href="#">VAI ALLA TABELLA</a>  |
| Crossmediale tabellare               |  <b>Novembre-dicembre 2023</b><br>29 ottobre – 23 dicembre 2023<br><a href="#">VAI AL LISTINO</a> |
|                                      |  <b>Settembre-ottobre 2023</b><br>3 settembre – 28 ottobre 2023<br><a href="#">VAI AL LISTINO</a> |



# Example of Publitalia rate prices for a 30" commercial

## PRIMISSIMA E PRIME LISTINO 30"

5

|  | Ottobre<br>1-28/10<br>PRIMISSIMA | Ottobre<br>1-28/10<br>rotazione* | Ottobre<br>1-28/10<br>rotazione PSU | Novembre A<br>29/10-18/11<br>PRIMISSIMA | Novembre A<br>29/10-18/11<br>rotazione* | Novembre A<br>29/10-18/11<br>rotazione PSU |
|--|----------------------------------|----------------------------------|-------------------------------------|---|---|--|
| <b>P</b> <b>E</b> Sera 5 Caduta Libera         |                                  | 74.500                           | 78.300                              |   | 89.000                                  | 93.500                                     |
| <b>P</b> <b>E</b> Sera 5 Caduta Libera weekend |                                  | 60.000                           | 63.000                              |   | 84.000                                  | 88.200                                     |
| <b>P</b> <b>N</b> Anteprima TG5 20:00          |                                  | 90.000                           |                                     |   | 105.000                                 |  |
| <b>P</b> <b>N</b> Anteprima TG5 20:00 weekend  |                                  | 79.500                           |                                     |   | 96.500                                  |  |
| <b>P</b> <b>N</b> TG5 20:00                    | 130.000                          | 115.500                          | 121.300                             | 140.500                                 | 125.000                                 | 131.300                                    |
| <b>P</b> <b>N</b> TG5 20:00 weekend            | 115.500                          | 103.500                          | 108.700                             | 123.000                                 | 110.500                                 | 116.100                                    |
| <b>P</b> <b>N</b> TG5 Sera-Meteo               |                                  | 105.500                          | 110.800                             |   | 112.500                                 | 118.200                                    |
| <b>P</b> <b>N</b> TG5 Sera-Meteo weekend       |                                  | 93.500                           | 98.200                              |   | 99.000                                  | 104.000                                    |
| <b>P</b> <b>E</b> Speciale Striscia            |                                  | 100.500                          | 105.600                             |   | 104.500                                 | 109.800                                    |
| <b>P</b> <b>E</b> Speciale Striscia weekend    |                                  | 86.500                           | 90.900                              |   | 91.000                                  | 95.600                                     |
| <b>P</b> <b>E</b> Striscia la notizia          | 128.500                          | 113.000                          | 118.700                             | 122.500                                 | 108.000                                 | 113.400                                    |
| <b>P</b> <b>E</b> Striscia la notizia weekend  | 121.000                          | 106.500                          | 111.900                             | 114.000                                 | 100.500                                 | 105.600                                    |
| <b>P</b> Premiere weekend                      | 89.500                           | 78.500                           | 82.500                              | 94.000                                  | 82.500                                  | 86.700                                     |

Do you think that a **15"**  
commercial costs  
**half the price** of a **30"**?





# Price list per lenght of tim

| RAI PUBBLICITA' - Calcolo del costo a tempo |        |         |        |         |        |
|---|--------|---------|--------|---------|--------|
| Secondi                                     | Coeff. | Secondi | Coeff. | Secondi | Coeff. |
| 7   | 54     | 78      | 325    | 149     | 621    |
| 8   | 56     | 79      | 329    | 150     | 625    |
| 9   | 58     | 80      | 333    | 151     | 629    |
| 10  | 60     | 81      | 338    | 152     | 633    |
| 11  | 62     | 82      | 342    | 153     | 638    |
| 12  | 64     | 83      | 346    | 154     | 642    |
| 13  | 66     | 84      | 350    | 155     | 646    |
| 14  | 68     | 85      | 354    | 156     | 650    |
| 15  | 70     | 86      | 358    |         |        |
| 16  | 72     | 87      | 363    |         |        |
| 17  | 74     | 88      | 367    |         |        |
| 18  | 76     | 89      | 371    |         |        |
| 19  | 78     | 90      | 375    |         |        |
| 20  | 80     | 91      | 379    |         |        |
| 21  | 82     | 92      | 383    |         |        |
| 22  | 84     | 93      | 388    |         |        |
| 23  | 86     | 94      | 392    |         |        |
| 24  | 88     | 95      | 396    |         |        |
| 25  | 90     | 96      | 400    |         |        |
| 26  | 92     | 97      | 404    |         |        |
| 27  | 94     | 98      | 408    |         |        |
| 28  | 96     | 99      | 413    |         |        |
| 29  | 98     | 100     | 417    |         |        |
| 30  | 100    | 101     | 421    |         |        |
| 31  | 104    | 102     | 425    |         |        |
| 32  | 108    | 103     | 429    |         |        |
| 33  | 112    | 104     | 433    |         |        |
| 34  | 116    | 105     | 438    |         |        |
| 35  | 120    | 106     | 442    |         |        |
| 36  | 124    | 107     | 446    |         |        |
| 37  | 128    | 108     | 450    |         |        |
| 38  | 132    | 109     | 454    |         |        |
| 39  | 136    | 110     | 458    |         |        |
| 40  | 140    | 111     | 463    |         |        |
| 41  | 145    | 112     | 467    |         |        |
| 42  | 150    | 113     | 471    |         |        |
| 43  | 155    | 114     | 475    |         |        |
| 44  | 160    | 115     | 479    |         |        |
| 45  | 165    | 116     | 483    |         |        |
| 46  | 170    | 117     | 488    |         |        |
| 47  | 175    | 118     | 492    |         |        |
| 48  | 180    | 119     | 496    |         |        |
| 49  | 185    | 120     | 500    |         |        |
|   |        |         |        | 189     | 788    |
|   |        |         |        | 190     | 792    |
|   |        |         |        | 191     | 796    |

## LENGHT:

## PRICE:

- 60" (costs x 2,5 il 30")
- 45" (1,70)
- 40" (1,4)
- 30"
- 20" (0,80)
- 15" (0,70)
- 10" (0,60)

|                |      |
|----------------|------|
| 10" ,00 frames | 0,60 |
| 15" ,00 frames | 0,70 |
| 20" ,00 frames | 0,80 |
| 30" ,00 frames | 1,00 |
| 40" ,00 frames | 1,40 |
| 45" ,00 frames | 1,70 |
| 50" ,00 frames | 1,90 |
| 55" ,00 frames | 2,20 |
| 60" ,00 frames | 2,50 |

A **15''** commercial costs **70%** of a **30''**  
A **60''** commercial costs **250%** of a **30''**



# We buy **by GRP's** and evaluate efficiency with **C/GRP's**

**TIM Special +**  
**30 Settembre - 5 Ottobre**

**Rai 30/9-5/10 CONV #13141**

| Spot | Lordo €   | Lor. Dest. | % sc.  | Netto   | Grp   | CxGrp Norm |
|------|-----------|------------|--------|---------|-------|------------|
| 32   | 1.465.600 | 1.465.600  | 68,08% | 467.856 | 155,0 | 3.569      |

| Nome Rubrica<br>Modulo/Ciclone | Dur.<br>Sec. | Listino<br>€ | List. Des.<br>€ | Num.<br>Spot | Sconti | Grp<br>Unit. | Costo<br>x Grp | Totale<br>Grp | Totale<br>Lordo | Totale<br>Netto |
|--------------------------------|--------------|--------------|-----------------|--------------|--------|--------------|----------------|---------------|-----------------|-----------------|
| R1-ACCESS R1                   | 15           | 63.000       | 63.000          | 1            | 64SU   | 8            | 2.835          | 8             | 63.000          | 22.680          |
| R1-PRIMASERA 1                 | 30           | 43.000       | 43.000          | 1            | 64SU   | 5,871        | 2.637          | 5,871         | 43.000          | 15.480          |
| R1-PRIME TIME R1               | 30           | 83.000       | 83.000          | 2            | 64SU   | 7,387        | 4.045          | 14,774        | 166.000         | 59.760          |
| R1-PRIME TIME R1               | 15           | 58.100       | 58.100          | 1            | 64SU   | 7,387        | 2.831          | 7,387         | 58.100          | 20.916          |
| R1-SP MONTALBANO CLAS          | 15           | 77.000       | 77.000          | 1            | 64SU   | 9,37         | 2.958          | 9,37          | 77.000          | 27.720          |
| R1-SPEC PROVACI ANCORA         | 15           | 84.000       | 84.000          | 1            | 64SU   | 9,974        | 3.032          | 9,974         | 84.000          | 30.240          |
| R1-TG1 MERIDIANA               | 30           | 36.000       | 36.000          | 1            | 64SU   | 4,887        | 2.652          | 4,887         | 36.000          | 12.960          |
| R1-TG1 MERIDIANA               | 15           | 25.200       | 25.200          | 1            | 64SU   | 4,887        | 1.856          | 4,887         | 25.200          | 9.072           |
| R1-TG1 PRIMA MATTINA           | 30           | 13.000       | 13.000          | 1            | 64SU   | 2,085        | 2.245          | 2,085         | 13.000          | 4.680           |
| R1-TG1 PRIMA MATTINA           | 15           | 9.100        | 9.100           | 1            | 64SU   | 2,085        | 1.571          | 2,085         | 9.100           | 3.276           |
| R1-TG1 SERA                    | 30           | 83.000       | 83.000          | 2            | 64SU   | 7,628        | 0              | 15,256        | 166.000         | 0               |
| R1-TG1 SERA                    | 15           | 58.100       | 58.100          | 2            | 64SU   | 7,628        | 2.742          | 15,256        | 116.200         | 41.832          |
| R2-ATTUALITA PT                | 15           | 35.000       | 35.000          | 1            | 64SU   | 3,758        | 3.353          | 3,758         | 35.000          | 12.600          |
| R2-PRIMASERA DUE TOP           | 15           | 23.100       | 23.100          | 2            | 64SU   | 2,273        | 3.658          | 4,546         | 46.200          | 16.632          |



# Scheduling Patterns

1. **CONTINUITY SCHEDULING:** advertising is **scheduled evenly through the year**. E.g. 200 GRP's per month x 12 months.
  - Low frequency but coverage of the entire purchase cycle.
  - It's difficult to **create awareness** and **break through the clutter**



## Scheduling Patterns: the **more used** approach

2. **FLIGHTING (OR BURSTING)**: advertising is **scheduled alternating periods of onair** with periods of silence.
  - E.g. 500 GRP's in 2 weeks, then off 2 weeks, then on again with 500 GRp's and so on
  - It is more likely to break through the clutter and **create awareness**, because of the **higher frequency**
  - But no advertising between flights, so competitors could be on



# E.g. TV plan

|                                     |                                   | 30/9-5/10        |             | 6 - 12/10        |             | 13 - 19/10       |             | 20 - 26/10       |             | TOTALE           |
|-------------------------------------|-----------------------------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|
| <b>PUBLITALIA</b>                   | <b>GRP's</b>                      | <b>471</b>       | <b>100%</b> | <b>519</b>       | <b>100%</b> | <b>471</b>       | <b>100%</b> | <b>473</b>       | <b>100%</b> | <b>1933</b>      |
| C5, I1, R4                          | 30" - TAB (primi 2 gg)            | 211              | 50%         | 229              | 50%         | 212              | 53%         | 180              | 45%         | 833              |
|                                     | 15" - TAB                         | 202              | 50%         | 232              | 50%         | 201              | 47%         | 182              | 55%         | 817              |
| Extra, Italia 2, Tgcom24, Top Crime | 30" - TAB (primi 2 gg)            | 22               |             | 28               |             | 36               |             | 31               |             | 116              |
|                                     | 15" - TAB                         | 36               |             | 29               |             | 22               |             | 19               |             | 107              |
|                                     | 15" - SPONS. METEO C5             |                  |             |                  |             |                  |             | 61               |             | 61               |
|                                     | <b>GRP'S NORMALIZZATI</b>         | <b>400</b>       |             | <b>440</b>       |             | <b>404</b>       |             | <b>394</b>       |             | <b>1596</b>      |
|                                     | <b>CPG Netto Euro norm.</b>       | <b>3.783</b>     |             | <b>3.721</b>     |             | <b>3.713</b>     |             | <b>3.645</b>     |             | <b>3.750</b>     |
|                                     | GRP's P.T. (19,30-23,30)          | 210              |             | 233              |             | 196              |             | 230              |             | 869              |
|                                     | <b>% Prime Time (19,30-23,30)</b> | <b>45</b>        |             | <b>45</b>        |             | <b>42</b>        |             | <b>49</b>        |             | <b>45</b>        |
|                                     | <b>N° SPOT</b>                    | <b>604</b>       |             | <b>615</b>       |             | <b>617</b>       |             | <b>560</b>       |             | <b>2396</b>      |
|                                     | n° spot 30"                       | 241              |             | 297              |             | 333              |             | 295              |             | 1166             |
|                                     | n° spot 15"                       | 363              |             | 318              |             | 284              |             | 265              |             | 1230             |
|                                     | <b>Investimento NETTO Euro</b>    | <b>1.511.713</b> |             | <b>1.521.146</b> |             | <b>1.484.918</b> |             | <b>1.465.435</b> |             | <b>5.983.212</b> |
|                                     | <b>Investimento NET NET Euro</b>  | <b>1.284.956</b> |             | <b>1.292.974</b> |             | <b>1.262.180</b> |             | <b>1.245.620</b> |             | <b>5.085.730</b> |



# Example of TV planning

## ADV CONSUMER 2011

| 21 marzo 2011     | GENNAIO          |    |    |             | FEBBRAIO             |    |           | MARZO                        |    |           | APRILE           |    |           | MAGGIO                         |    |                        |    | GIUGNO |    |    |    |    |    |    |
|-------------------|------------------|----|----|-------------|----------------------|----|-----------|------------------------------|----|-----------|------------------|----|-----------|--------------------------------|----|------------------------|----|--------|----|----|----|----|----|----|
|                   | 02               | 09 | 16 | 23          | 30                   | 06 | 13        | 20                           | 27 | 06        | 13               | 20 | 27        | 03                             | 10 | 17                     | 24 | 01     | 08 | 15 | 22 | 29 | 05 | 12 |
| <b>TV</b>         | <b>TIM MNP</b>   |    |    |             | <b>Promo Sms 100</b> |    |           | <b>Internet senza limiti</b> |    |           | <b>TIMxTutti</b> |    |           | <b>SmartPhone</b>              |    | <b>MNP:Passa a TIM</b> |    |        |    |    |    |    |    |    |
|                   | 1023 1067        |    |    |             | 1033 1045 900        |    |           | 1000 900 900                 |    |           | 1000 900 900     |    |           | 1000 1000                      |    | 1000 900 900           |    |        |    |    |    |    |    |    |
|                   | 4.692.299        |    |    |             | 7.440.498            |    |           | 7.915.817                    |    |           | 7.500.000        |    |           | 5.900.000                      |    | 8.700.000              |    |        |    |    |    |    |    |    |
|                   | Auguri           |    |    |             | iPhone4              |    |           | TI-ISL 50% sconto+Tablet     |    |           | iPhone4          |    |           | TI-TSL(chiamata gratis 1 anno) |    |                        |    |        |    |    |    |    |    |    |
|                   | TI-ISL Promo 50% |    |    |             | TI-ISL PC/Cubo       |    |           | 750 720                      |    |           | 750 720          |    |           | 750 720                        |    |                        |    |        |    |    |    |    |    |    |
| -400 1000 850 800 |                  |    |    | 850 800 800 |                      |    | 3.570.000 |                              |    | 4.086.738 |                  |    |           |                                |    |                        |    |        |    |    |    |    |    |    |
| 6.410.214         |                  |    |    | 5.760.310   |                      |    |           |                              |    |           |                  |    | 4.086.738 |                                |    |                        |    |        |    |    |    |    |    |    |
| TIM Natale        |                  |    |    | MNP         |                      |    |           |                              |    |           |                  |    |           |                                |    |                        |    |        |    |    |    |    |    |    |
| - 24.529          |                  |    |    | - 1.032     |                      |    |           |                              |    |           |                  |    |           |                                |    |                        |    |        |    |    |    |    |    |    |

A young girl with long brown hair and braces is looking upwards with an expression of awe or excitement. She is in a cinema, with other audience members blurred in the background. The word "Cinema" is overlaid in large white text on a semi-transparent dark blue band across the middle of the image.

# Cinema





## Expressive capability

- This the medium with the **highest expressive quality**: impactful image, sound (hi-fi), few distractions...
- The problem is that **few people go to movie theaters**, and they **do it very rarely**
- It's the perfect medium to **create emotion** (but we cannot explain every detail of the product)



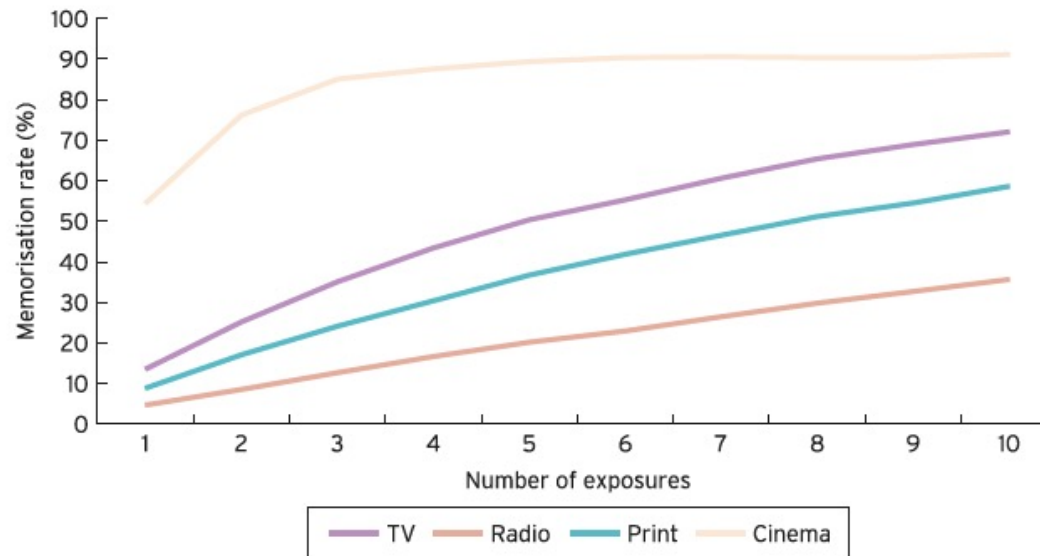
# Cinema (video on BIG screens) gets the highest level of memorization

Table 8.1  $\beta$ -coefficients for different media

| Medium       | $\beta$ -coefficient |
|--------------|----------------------|
| Cinema       | 70%                  |
| Magazines    | 10%                  |
| Daily papers | 10%                  |
| TV           | 15%                  |
| Radio        | 5%                   |
| Outdoor      | 2%                   |

Source: Quattro Saatchi, Brussels (2003).

Figure 8.5 The relation between exposures and memorisation for different media

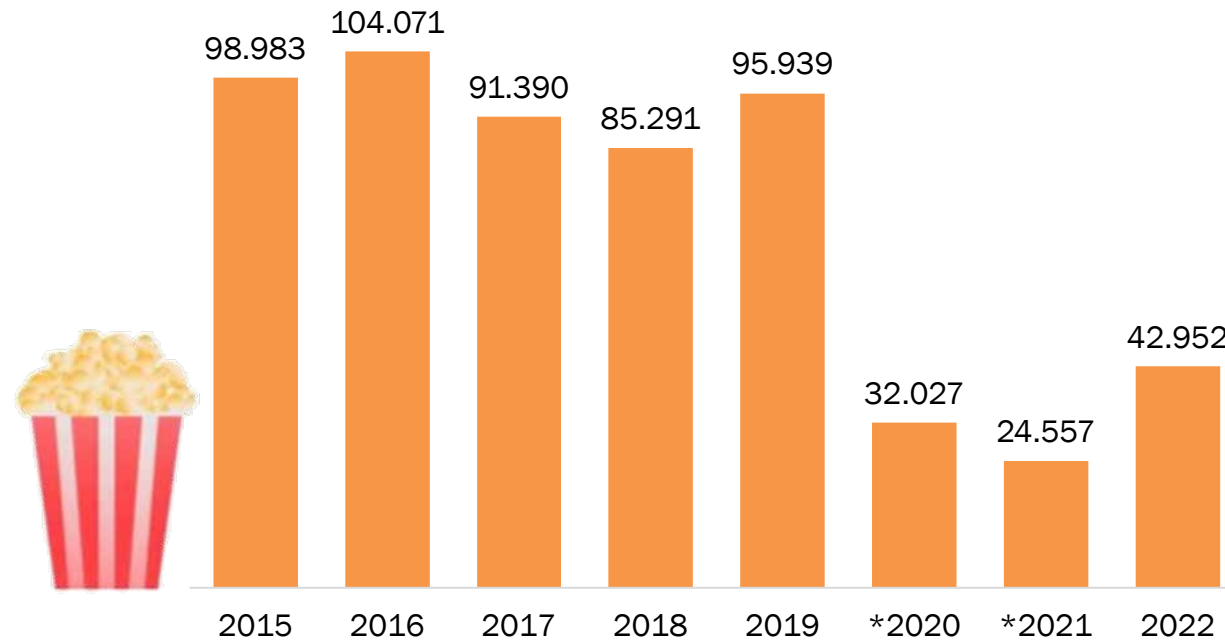


Source: JFC Informatique & média, Paris, France (2003).



# 2020 and 2021 were years of great suffering for the sector due to cinema closures, which partially resumed in 2022

**Nr. Tickets sold in Italy**  
*average per year (.000)*





# How to plan advertising

# How do we buy advertising at the Cinema?

- **Audience** is measured by **ticket sold** (Audimovie.it)
- As for television, we buy **video commercials** (30", 60" etc.)
- we usually buy a **circuits of theatres** for a certain period of time (some dealers now offers the possibility of following a movie)
- We can also buy other communication tools: **special events**, decorations, etc.
- Main dealers in Italy are: **RAI Pubblicità**, **Moviemedia** and **DCA**





# The Audio beyond the radio

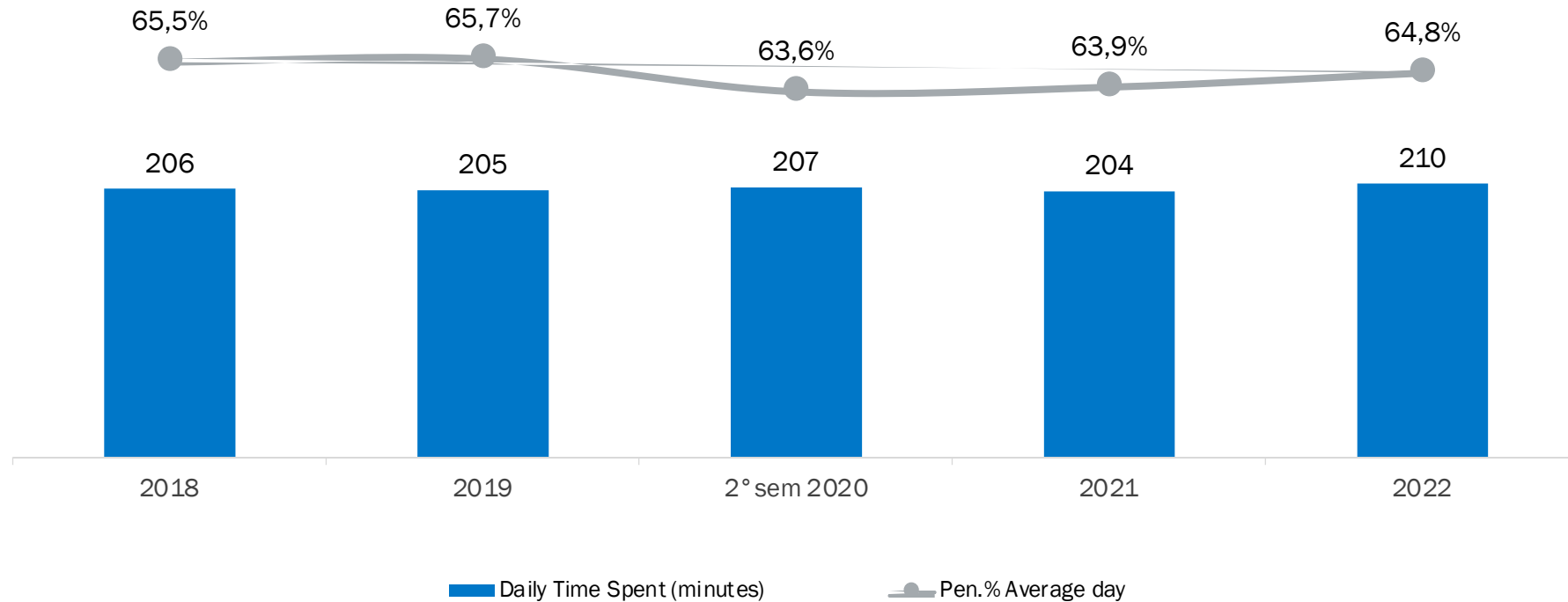




# Radio reaches almost **65% of the adult population** every day

Radio listeners (average day)

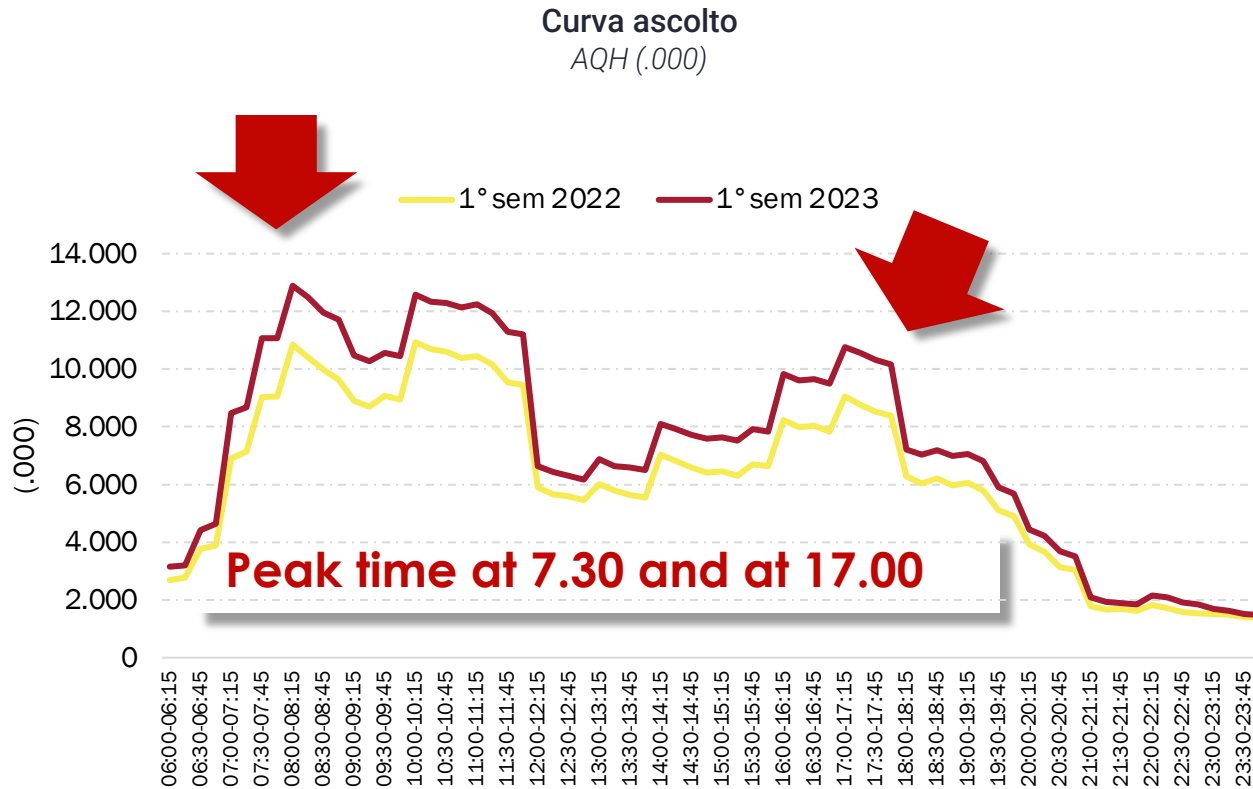
*%pen - Adults 14+*





# The listening curve is complementary to the TV one

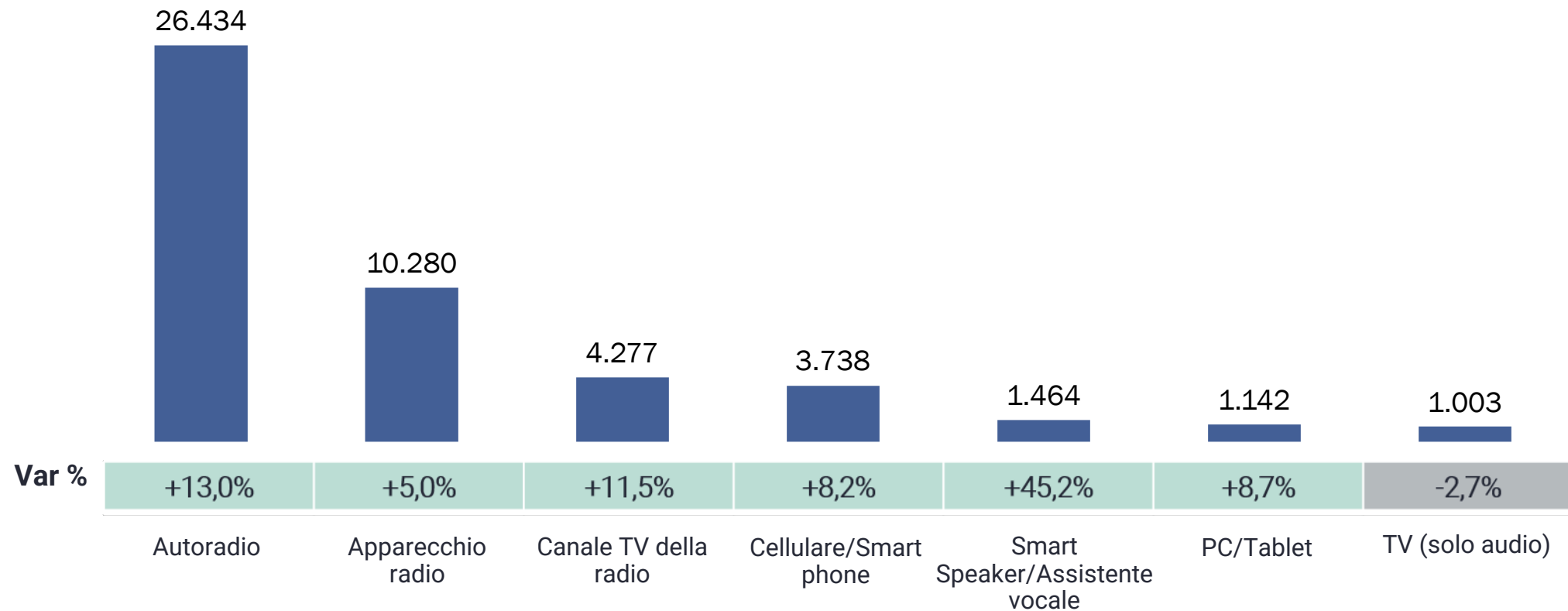
Daily trend





# We mostly listen to radio while driving

**Listeners per device**  
Ascoltatori nel giorno medio (.000) - %var y.o.y.





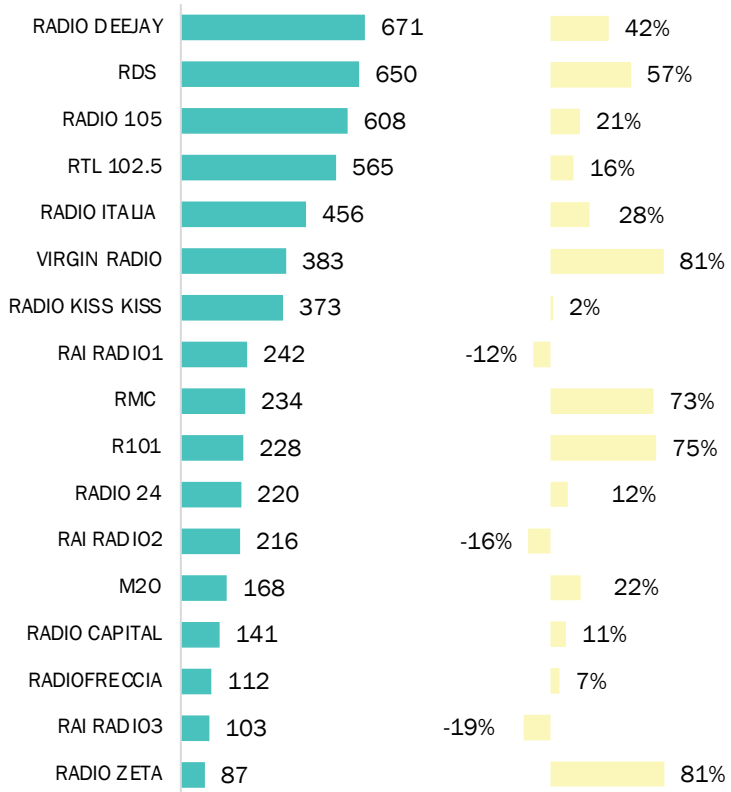
# Radio stations audience in Italy

Ascoltatori quarto d'ora medio    Var %



**7.335**

**+17,7%**

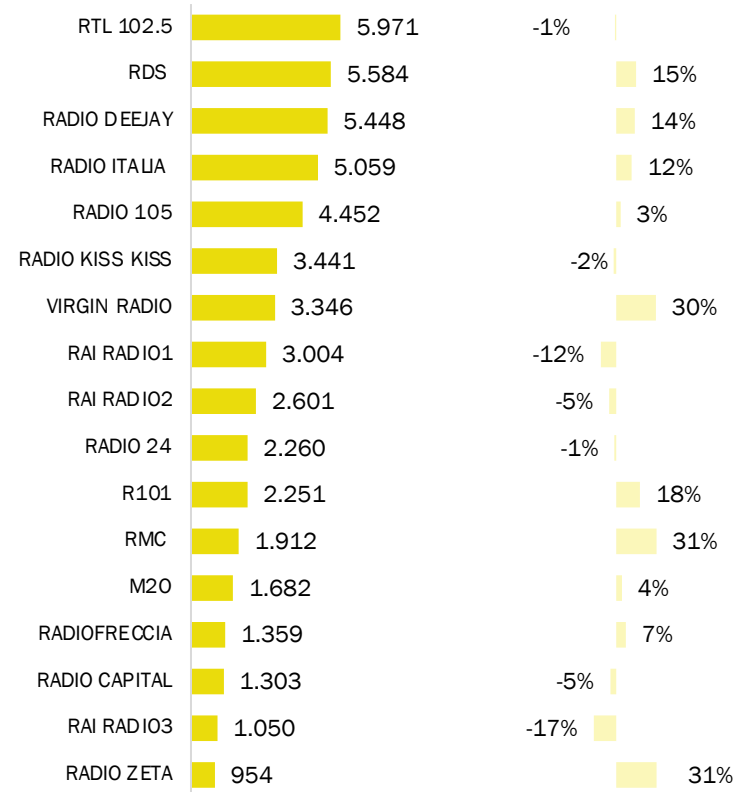


Ascoltatori giorno medio    Var %



**36.605**

**+8,8%**

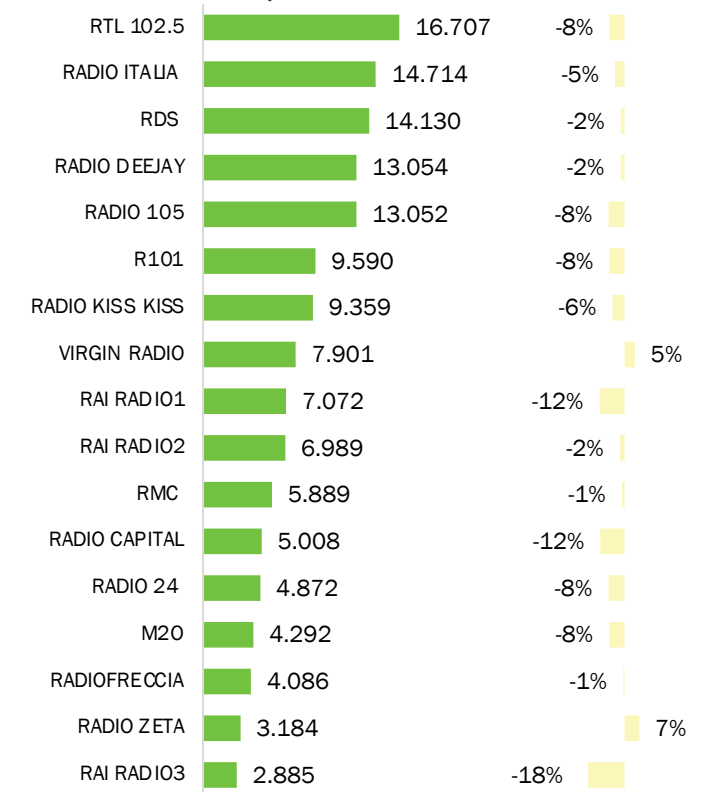


Ascoltatori 7 giorni    Var %



**44.827**  
**+3,9%**

Var %

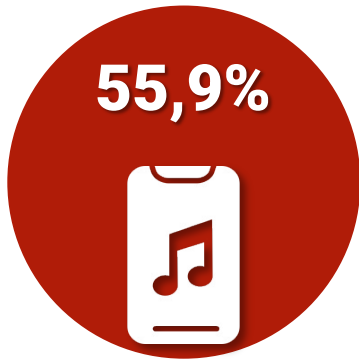




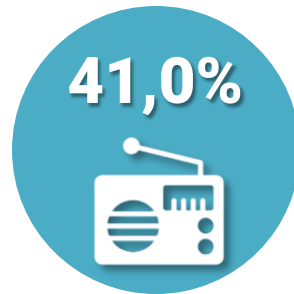
# The growing demand for personalized content leads **self-made playlists** to become the preferred way to listen to audio content

"What types of audio content do you prefer to listen to?"

%respondents -Adults online 16-64



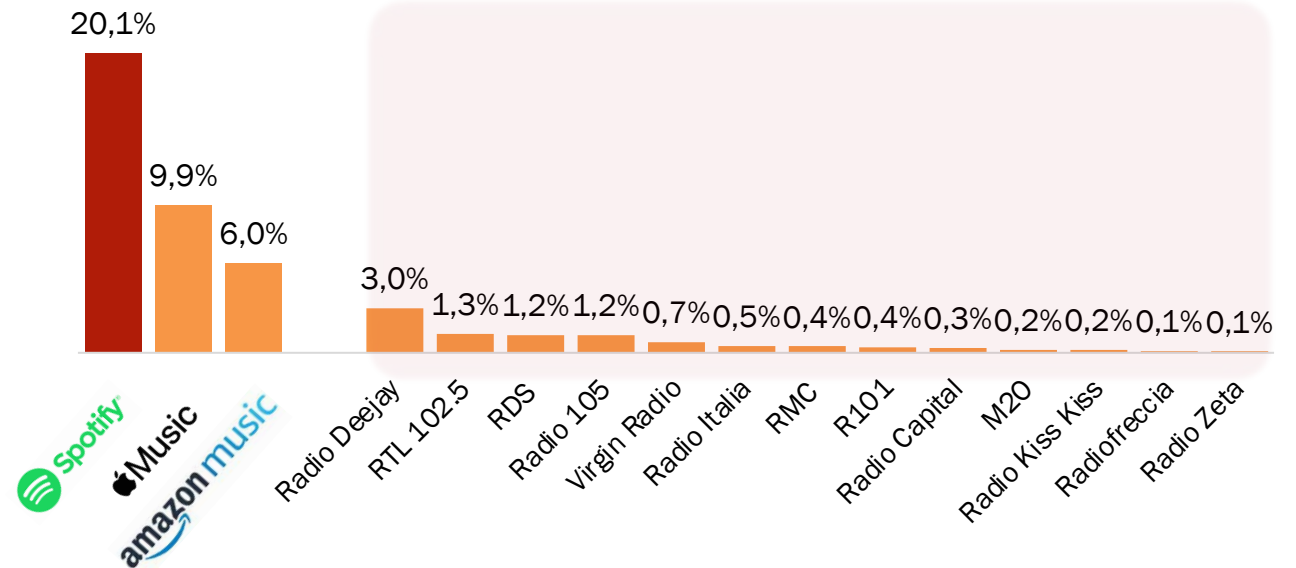
MY PLAYLIST



RADIO PROGRAMS

Reach month per website

%pen monthly - Adults 18-74



Source: OMG elaborations on GWI – Adults 16-64, 2021 data and Audiweb Jan-Dec 2021; Target: Adults 18-74; Total Web (Browser + App)

# Spotify is the leader

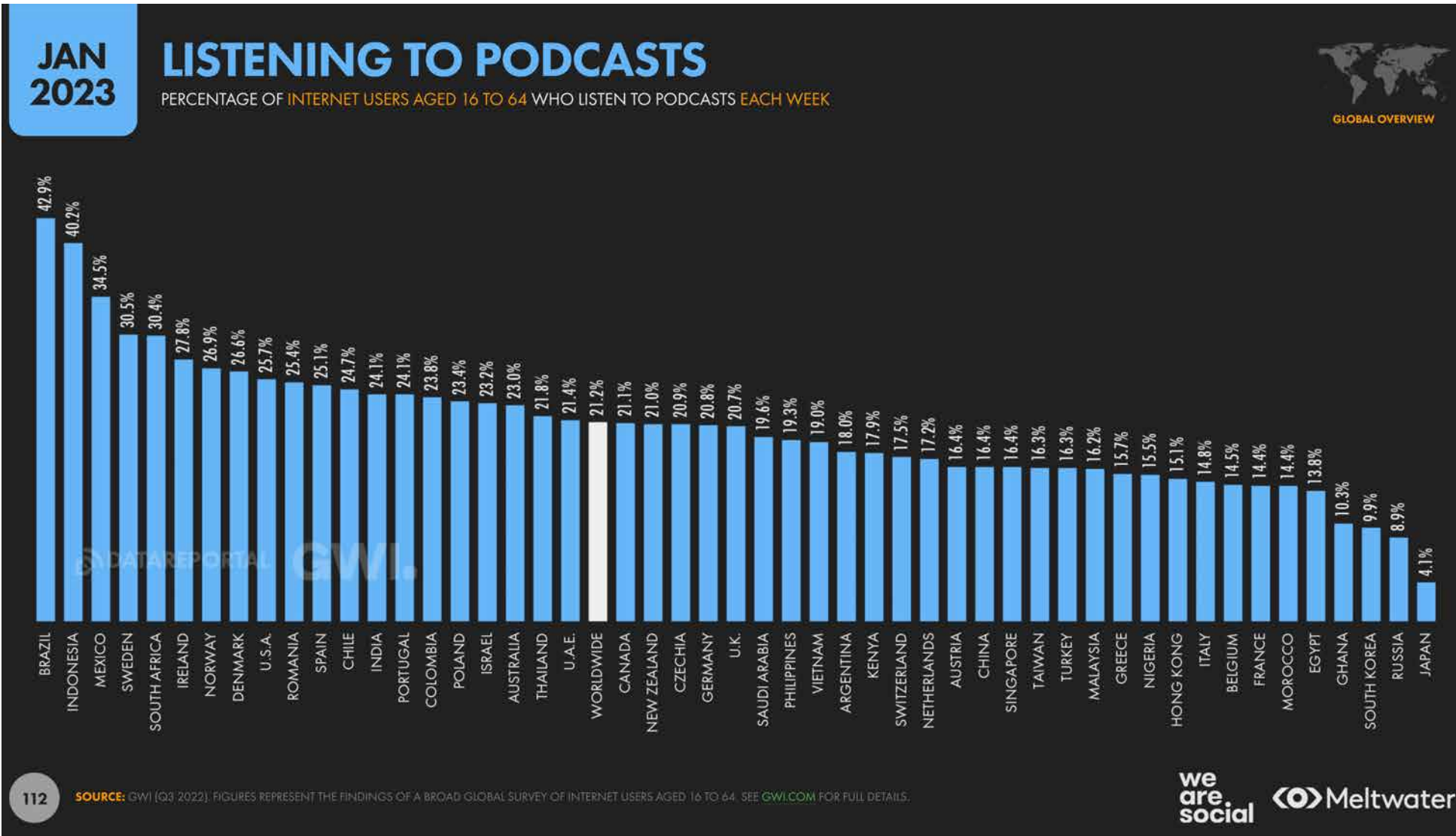
#1

**Spotify** is the world's most popular audio streaming platform



**345mio** monthly active users ww  
of which **57%** listen to  
**ad-supported** content

# 21% of internet users worldwide listen to podcasts



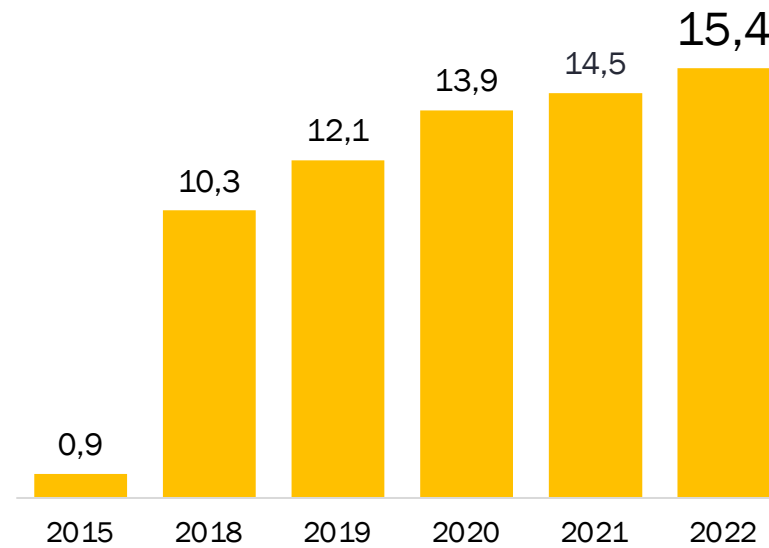


# Podcasts' offer and demand in Italy is growing, due also to its ability to entertain people while they are engaged in other activities, such as domestic activities



expansion of the Italian-language catalogue on Spotify between Sep-2020 and Sep-2021

**Podcast listeners trend**  
*Mio - At least once in the last year*



**78%**  
Home is where people listen to podcast



**47%**  
considers it a great tool to entertain while doing other things



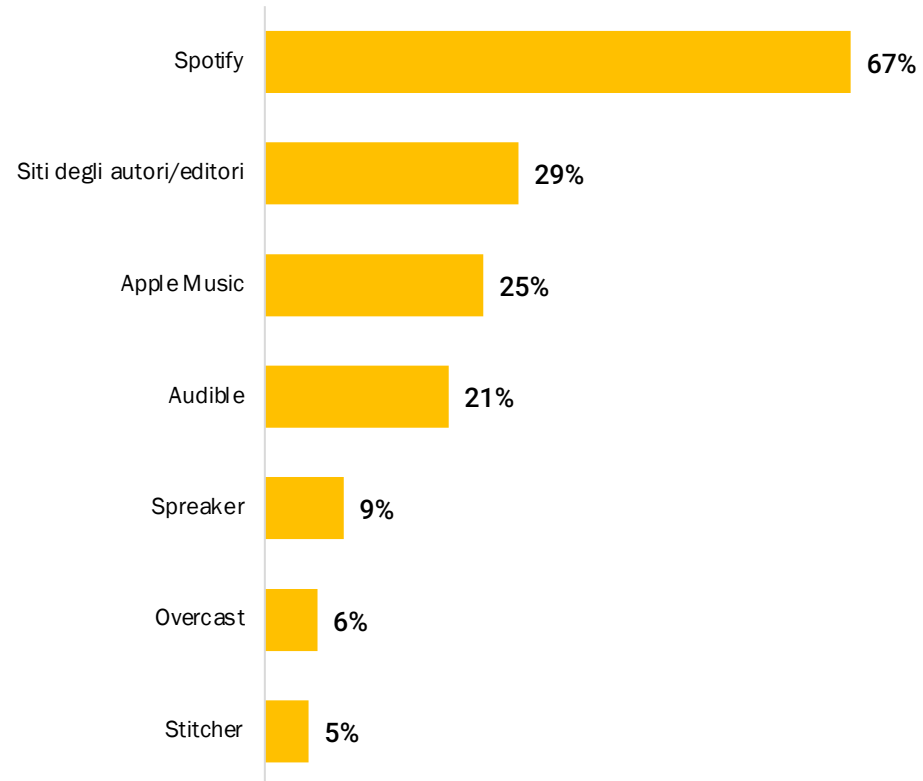
**36%**  
have used it as a tool to entertain their children during lockdowns in 2021

Fonte: Elaborazioni OMG su dati Nielsen 2021 – Adulti 18+ internet users and Spotify "The State of Podcasting" Oct-2021



# The preferred platform is Spotify

*%pen – Base: Internet users 18-64*



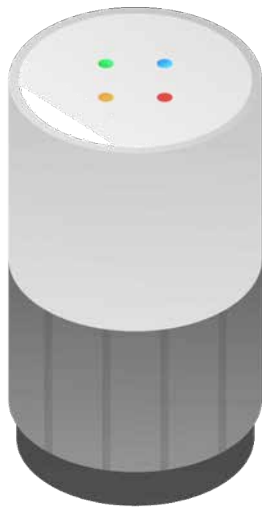




# As the digital audio market rises, the adoption of connected audio devices grows. **1 out of 4 internet users owns a Smart Speaker**, which is used for different purposes

**25%**

of internet users own a **Smart Speaker**  
(8% in 2019)



## 3 main activities on Smart Speaker

*%pen – Base: Smart Speaker owners*

### Listening to audio content

**85%** music

**82%** radio

**57%** podcast

### Not audio functionalities

*Requests, settings, actions*

**83%** weather

**78%** timer/alarm

**35%** connected device

**56%** games

**40%** purchase

### Ask information about

**78%** news

**69%** recipe

**66%** a product

# Audio advertising and the power of imagination





# Expressive capabilities

- **Audio ad** offers great opportunities to create theatre of the mind. **It creates imagery (with little production costs...)**
- Although it does not offer the visual power of television, it **helps reminding TV commercial** and it is very useful in combination with TV planning.

**Table 8-2 Effectiveness of Radio in the Media Mix**

| <b>Media Mix</b>  | <b>Unaided Brand Recall</b> | <b>First Choice Brand</b> |
|-------------------|-----------------------------|---------------------------|
| TV Only           | 100                         | 105                       |
| TV + Radio        | 124                         | 108                       |
| Newspaper Only    | 100                         | 99                        |
| Newspaper + Radio | 286                         | 106                       |

Source: RAB.org



## Drawbacks of audio ads

- We don't have visuals or text, therefore the **commercials must be very impactful** to be noticed. Creativity is a must.
- Radio is a **very cluttered medium** and we have to **plan with a lot of frequency** (but, compared to TV, it is not an expensive medium)



# How to plan advertising on radio



# Audience measurement



# [www.tavoloeditoriradio.it](http://www.tavoloeditoriradio.it) Radio TER survey

☎ 02.3199.3522 ✉ info@tavoloeditoriradio.it



HOME CHI SIAMO ▾ DATI DI ASCOLTO ▾ NEWS ▾ GALLERY ▾ CONTATTI





## Radio TER (GFK + IPSOS)

**120.000** interviews by phone and they ask:

If people **remember to have listened** (and where) to a specific radio station during the previous day, week, etc. (**choosing from a list**: it's recognition)





# In Italy you can download some audience data for free



HOME CHI SIAMO ▾ DATI DI ASCOLTO ▾ NEWS ▾ GALLERY ▾ CONTATTI



## RADIOTER 2021 – VOLUME 1° SEMESTRE 2021

Home » RADIOTER 2021 – Volume 1° semestre 2021

### VOLUME 1° SEMESTRE RADIOTER 2021

(clicca per scaricare l'intero volume in formato .zip)



### 1 – ASCOLTATORI NEL GIORNO MEDIO

(clicca per visualizzare il capitolo in formato .pdf)



### 2 – ASCOLTATORI PER FASCE ORARIE DI TRE ORE

(clicca per visualizzare il capitolo in formato .pdf)



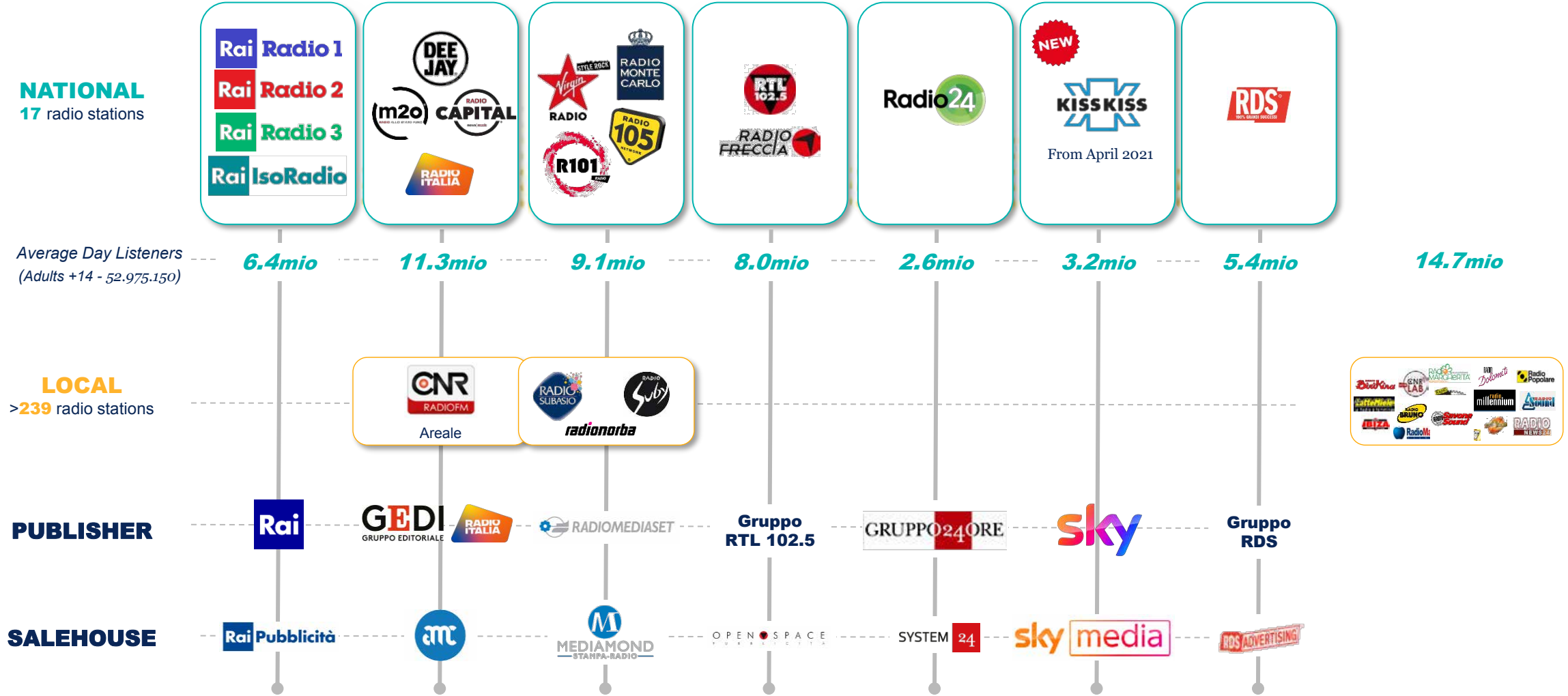
### 3 – ASCOLTATORI PER FASCIA DI UN'ORA

### CERCA NEL SITO

Search

# Planning & buying advertising on radio

# LIVE RADIO: THE STRUCTURE OF THE OFFER - A HIGHLY FRAGMENTED MARKET



SOURCE: GroupM BI&I elaborations on TER H2 2020 data – Adults 14+



# How to plan a radio advertising campaign

- Usually by flighting of 2–3 weeks, purchasing **packages of commercials** on a **daily rotation** (8/10 commercials per day per broadcaster, minimum 6)
- You can **reach pressures similar to those on television** (500 GRP's per week)
- It takes a lot of attendance to overcome the crowding
- Radio is an excellent medium of soliciting and maintaining the **television campaigns awareness**, so it is used effectively alternating it with TV flights



# An example of radio rate price

## DISPLAY RADIO

**ROTAZIONE  
6 SPOT DA 30" AL GIORNO PER 1 SETTIMANA**

| Emittente         | Tariffa per spot             |                              |
|-------------------|------------------------------|------------------------------|
|                   | Fascia oraria<br>05:00-01:00 | Fascia oraria<br>07:00-22:00 |
| Deejay + m2o      | 1.775 €                      | 2.140 €                      |
| Radio Capital     | 440 €                        | 530 €                        |
| CNR               | 1.050 €                      | 1.300 €                      |
| Pacchetto 4 radio | 2.900 €                      | 3.600 €                      |

SCONTI PER  
SECONDAGGI INFERIORI

|     |     |     |     |     |     |      |      |      |      |      |      |
|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|
| 5"  | 7"  | 10" | 15" | 20" | 25" | 35"  | 40"  | 45"  | 50"  | 55"  | 60"  |
| 35% | 50% | 60% | 80% | 90% | 95% | 120% | 140% | 160% | 175% | 185% | 200% |

**Modulo minimo consigliato:  
2 settimane per un totale di 84 spot per emittente.**

TUTTI I PREZZI SI INTENDONO AL NETTO DI SCONTI COMMERCIALI MEDI E AL LORDO DELLA COMMISSIONE D'AGENZIA DEL 15%





# A media plan example

| Concessionaria<br>Network | Formato | costo netto<br>cad | Novembre     |            |            | Dicembre   |            | TOTALE            |                   |
|---------------------------|---------|--------------------|--------------|------------|------------|------------|------------|-------------------|-------------------|
|                           | sec.    |                    | Totale       | 16-22      | 23-29      | 7-13       | 14-20      | Netto             | Net Net           |
| <b>TOTALE spot</b>        |         |                    | <b>2.588</b> | <b>627</b> | <b>587</b> | <b>699</b> | <b>691</b> | <b>753.202,16</b> | <b>640.221,84</b> |

| MANZONI        |                                |     | 504     | 126 | 126 | 126 | 126 | 146.493,50 | 124.519,48 |
|----------------|--------------------------------|-----|---------|-----|-----|-----|-----|------------|------------|
| <b>DEEJAY</b>  |                                |     |         |     |     |     |     |            |            |
|                | fasce qualità. 7-20            | 30" | 678,57  | 112 | 56  |     | 56  | 76.000,00  | 64.600,00  |
|                | fasce qualità. 20-23 (omaggio) | 30" |         | 14  | 7   |     | 7   |            |            |
|                |                                | 30" |         | 2   | 1   |     | 1   |            |            |
|                | fasce qualità. 7-20            | 15" | 475,00  | 112 |     | 56  | 56  | 53.200,00  | 45.220,00  |
|                | fasce qualità. 20-23 (omaggio) | 15" |         | 14  |     | 7   | 7   |            |            |
|                | fasce qualità. 14-16 (omaggio) | 15" |         | 2   |     | 1   | 1   |            |            |
| <b>CAPITAL</b> |                                |     |         |     |     |     |     |            |            |
|                | fasce qualità. 7-20            | 30" | 105,00  | 122 | 61  |     | 61  | 12.810,00  | 10.888,50  |
|                | fasce qualità. 20-23 (omaggio) | 30" |         | 2   | 1   |     | 1   |            |            |
|                | fasce qualità. 7-20            | 15" | 73,50   | 61  |     | 61  |     | 4.483,50   | 3.810,98   |
|                | fasce qualità. 20-23 (omaggio) | 15" |         | 1   |     | 1   |     |            |            |
|                | fasce qualità. 7-20            | 15" | omaggio | 61  |     |     | 61  |            |            |
|                | fasce qualità. 20-23 (omaggio) | 15" | omaggio | 1   |     |     | 1   |            |            |



# An example of a calendar

mediaedge:cia

CAMPAGNA TIM "MAXXI DAY"

RADIO 30"

PERIODO: dal 19 al 30 marzo 2007

Documento n. 15/d  
Milano, 15 Ottobre 2007

| Concessionaria<br>Emittente                         | Sec. | n.<br>spots | MARZO     |           |           |           |           |           |           |           |           |           |           |           |           |          |
|---|------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
|   |      |             | 19<br>lun | 20<br>mar | 21<br>mer | 22<br>gio | 23<br>ven | 24<br>sab | 25<br>dom | 26<br>lun | 27<br>mar | 28<br>mer | 29<br>gio | 30<br>ven | 31<br>sab | 1<br>dom |
| <b>MANZONI</b>                                      |      |             |           |           |           |           |           |           |           |           |           |           |           |           |           |          |
| RADIO DEEJAY<br>dalle 06 alle 01 - 9 comunicati     | 30"  | 90          | 655       | 655       | 655       | 725       | 616       |           |           |           | 655       | 725       | 616       | 725       | 655       |          |
|   |      |             | 955       | 825       | 925       | 955       | 955       |           |           | 925       | 955       | 925       | 855       | 825       |           |          |
|   |      |             | 1025      | 1125      | 1155      | 1055      | 1155      |           |           | 1155      | 1025      | 1125      | 1025      | 1125      |           |          |
|   |      |             | 1225      | 1325      | 1325      | 1225      | 1225      |           |           | 1225      | 1325      | 1225      | 1355      | 1225      |           |          |
|   |      |             | 1525      | 1455      | 1525      | 1425      | 1525      |           |           | 1455      | 1525      | 1555      | 1455      | 1525      |           |          |
|   |      |             | 1625      | 1725      | 1655      | 1755      | 1625      |           |           | 1655      | 1725      | 1655      | 1755      | 1655      |           |          |
|   |      |             | 1825      | 1925      | 1955      | 1825      | 1825      |           |           | 1825      | 1925      | 1825      | 1925      | 1825      |           |          |
|   |      |             | 2125      | 2025      | 2125      | 2025      | 2155      |           |           | 2155      | 2055      | 2155      | 2125      | 2055      |           |          |
|   |      |             | 2355      | 2225      | 2325      | 2225      | 2225      |           |           | 2225      | 2355      | 2255      | 2225      | 2325      |           |          |
|   |      |             |           |           |           |           |           |           |           |           |           |           |           |           |           |          |
| RADIO CAPITAL<br>dalle 06 alle 24 - 9 comunicati    | 30"  | 90          | 754       | 635       | 635       | 706       | 635       |           |           |           | 654       | 735       | 654       | 754       | 735       |          |
|   |      |             | 929       | 954       | 954       | 954       | 929       |           |           | 929       | 854       | 929       | 835       | 954       |           |          |
|   |      |             | 1054      | 1129      | 1029      | 1154      | 1054      |           |           | 1054      | 1154      | 1029      | 1029      | 1129      |           |          |
|   |      |             | 1229      | 1329      | 1254      | 1329      | 1254      |           |           | 1254      | 1355      | 1229      | 1354      | 1229      |           |          |
|   |      |             | 1429      | 1554      | 1454      | 1529      | 1554      |           |           | 1554      | 1429      | 1429      | 1529      | 1454      |           |          |
|   |      |             | 1729      | 1629      | 1729      | 1654      | 1729      |           |           | 1754      | 1629      | 1754      | 1629      | 1654      |           |          |
|   |      |             | 1829      | 1954      | 1929      | 1829      | 1829      |           |           | 1829      | 1929      | 1954      | 1829      | 1929      |           |          |
|   |      |             | 2054      | 2154      | 2029      | 2154      | 2154      |           |           | 2054      | 2154      | 2129      | 2029      | 2129      |           |          |
|   |      |             | 2329      | 2229      | 2354      | 2254      | 2354      |           |           | 2229      | 2354      | 2229      | 2354      | 2254      |           |          |
|   |      |             |           |           |           |           |           |           |           |           |           |           |           |           |           |          |
| <b>RCS</b>  |      |             |           |           |           |           |           |           |           |           |           |           |           |           |           |          |
| CIRCUITO GIOVANI<br>dalle 06 alle 24 - 9 comunicati | 30"  | 90          | 715       | 715       | 715       | 715       | 715       |           |           |           | 715       | 715       | 715       | 715       | 715       |          |
|   |      |             | 915       | 915       | 915       | 915       | 915       |           |           | 915       | 915       | 915       | 915       | 915       |           |          |
|   |      |             | 1115      | 1115      | 1115      | 1115      | 1115      |           |           | 1115      | 1115      | 1115      | 1115      | 1115      |           |          |
|   |      |             | 1215      | 1215      | 1215      | 1215      | 1215      |           |           | 1215      | 1215      | 1215      | 1215      | 1215      |           |          |
|   |      |             | 1315      | 1315      | 1315      | 1315      | 1315      |           |           | 1315      | 1315      | 1315      | 1315      | 1315      |           |          |
|   |      |             | 1515      | 1515      | 1515      | 1515      | 1515      |           |           | 1515      | 1515      | 1515      | 1515      | 1515      |           |          |
|   |      |             | 1715      | 1715      | 1715      | 1715      | 1715      |           |           | 1715      | 1715      | 1715      | 1715      | 1715      |           |          |
|   |      |             | 1915      | 1915      | 1915      | 1915      | 1915      |           |           | 1915      | 1915      | 1915      | 1915      | 1915      |           |          |
|   |      |             | 2115      | 2115      | 2115      | 2115      | 2115      |           |           | 2115      | 2115      | 2115      | 2115      | 2115      |           |          |
|   |      |             |           |           |           |           |           |           |           |           |           |           |           |           |           |          |



# Example of communication results

## TELECOM BUSINESS NUVOLA STORE

Economico Radio Commerciali + Sipra

Formato tabellare: 30" + 15"

Periodo: 16-29 novembre - 7 novembre - 20 dicembre 2014

### DATI GENERALI

|                                 |                |
|---------------------------------|----------------|
| <b>Totale comunicati piano:</b> | 2.342          |
| <b>Fonte:</b>                   | Audiradio 2013 |

### RISULTATI DI COMUNICAZIONE

|                |                  |
|----------------|------------------|
| <b>Target:</b> | Adulti + 14 anni |
| <b>Entità:</b> | 46.229.000       |

| Grp  | Copertura | Oth  |
|------|-----------|------|
| 1656 | 85,1      | 19,5 |

|                |                  |
|----------------|------------------|
| <b>Target:</b> | Impresa Semplice |
| <b>Entità:</b> | 3.304.000        |

| Grp  | Copertura | Oth  |
|------|-----------|------|
| 2469 | 91,7      | 26,9 |



# Text advertising and the power of information

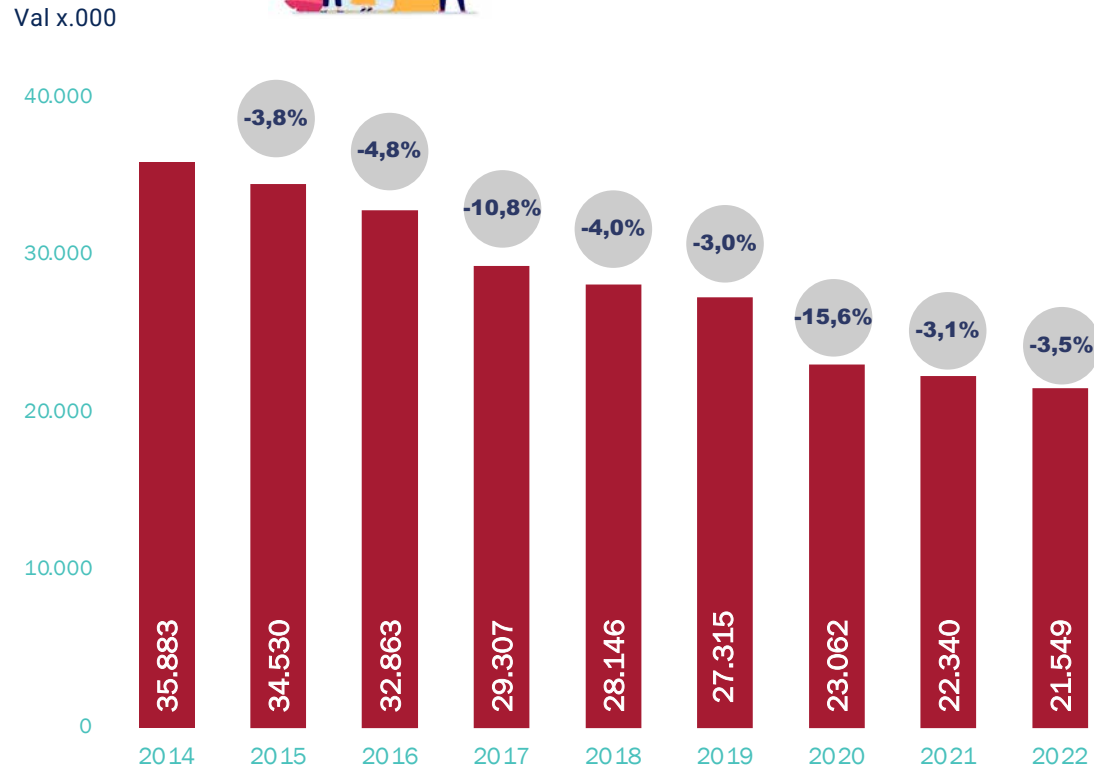




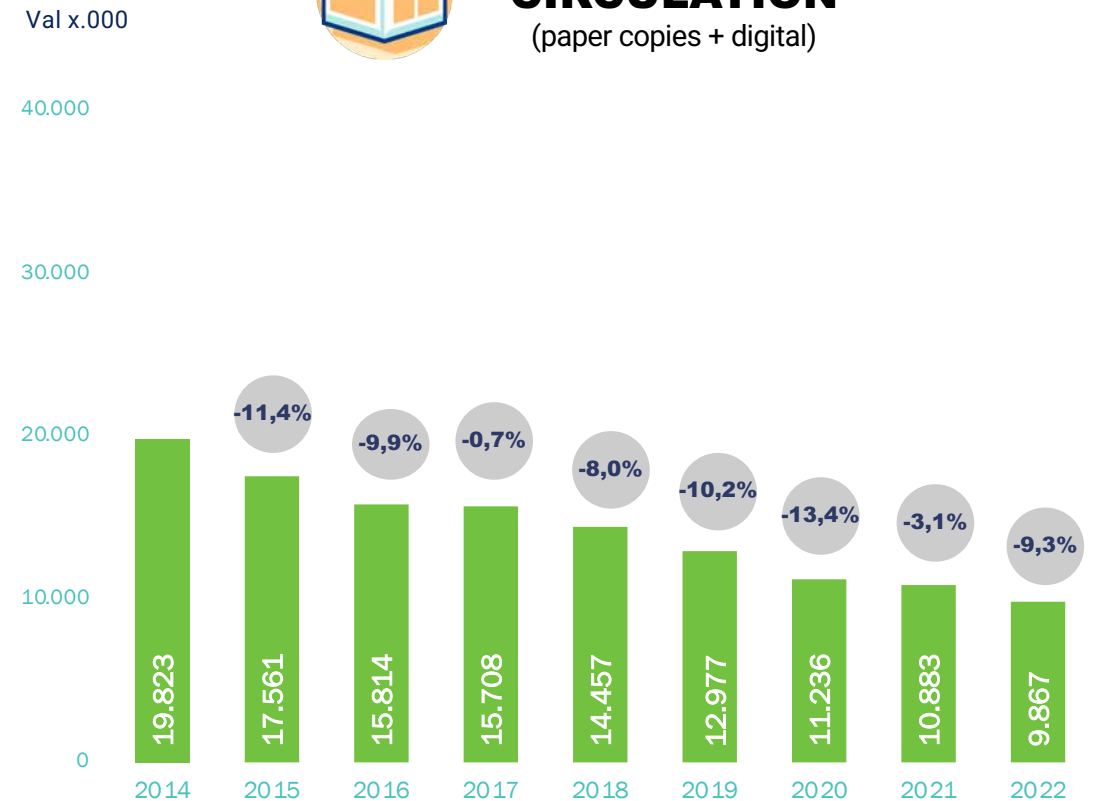
# The entire sector of newspapers and periodical press has been affected for years by a **negative trend** both in terms of the number of readers and distributed copies



## READERS (paper copies + digital)



## CIRCULATION (paper copies + digital)

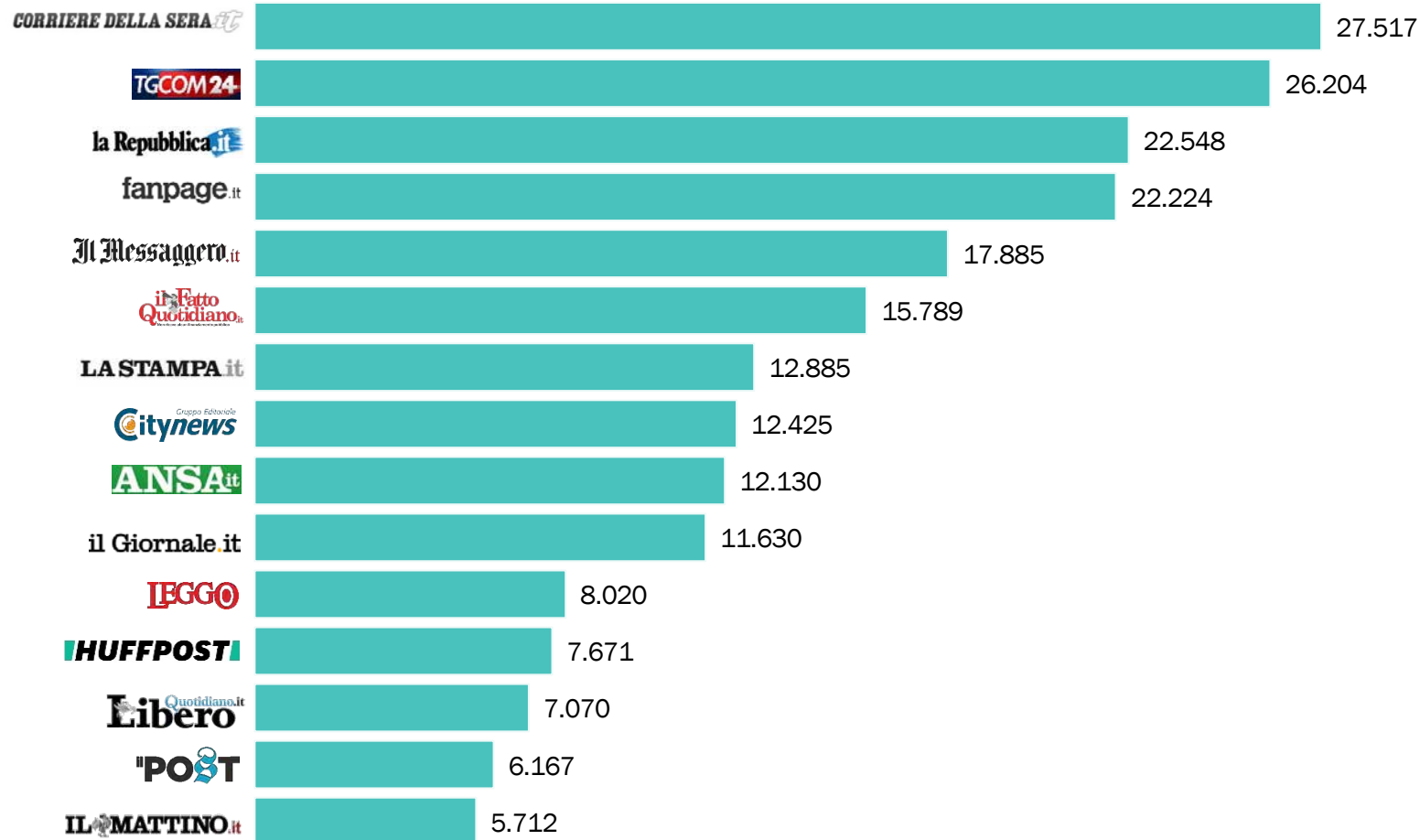


Fonte: Elaborazione OMG su dati Audipress 2022/III carta e/o replica per numero lettori e su dati ADS per numero di diffusione



# Online news: websites of paper newspapers are at the top of the list

Top online news sites  
unique users (.000) - monthly



57%

internet users 16-64

Uses News App



13%

Pay for online news



# Online newspaper readers are more evenly distributed between men and women and tend to be younger

## Paper reader

## Online Reader

SEX



40%



60%

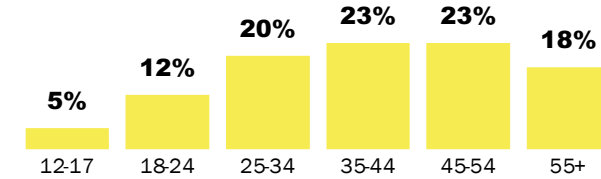
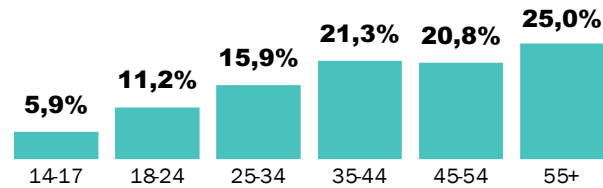


45%

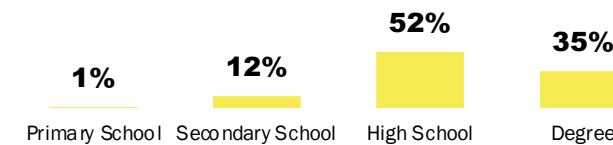
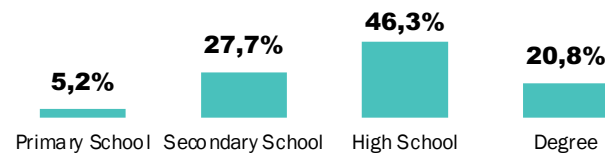


55%

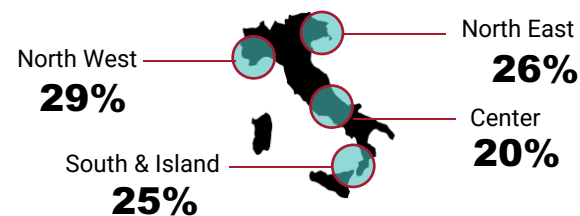
AGE



STUDY



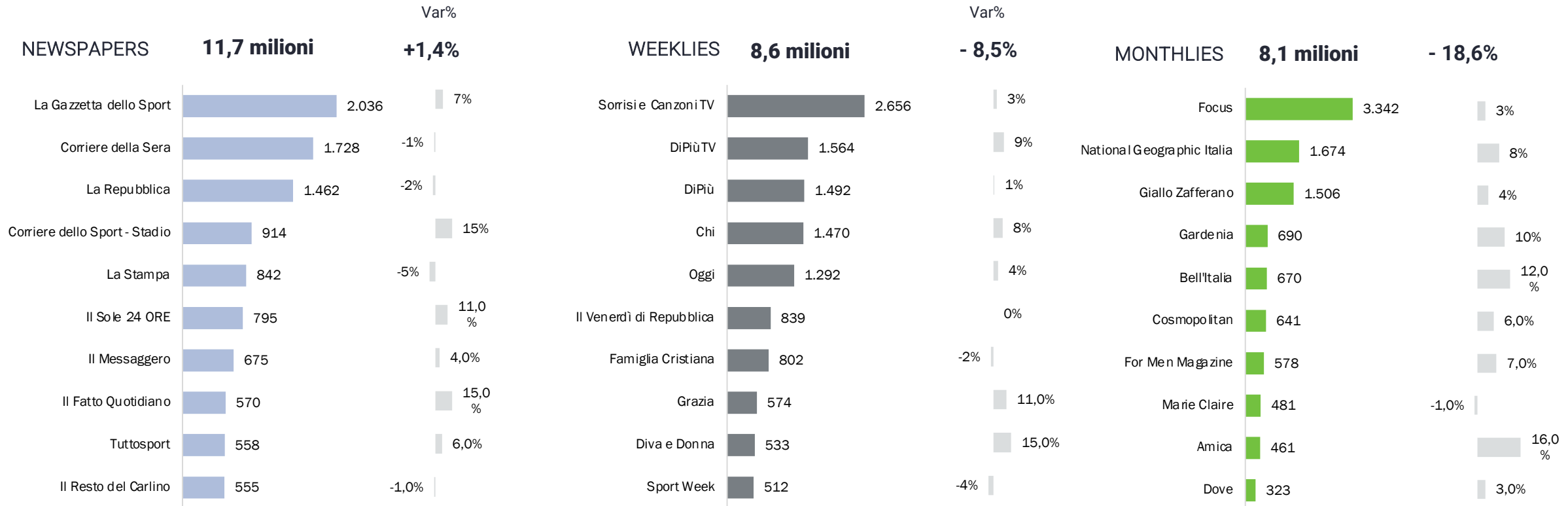
GEO





# La Gazzetta dello Sport is the most read newspaper, Sorrisi e Canzoni TV the weekly and Focus the monthly

**Readership**  
(.000) - Adulti 14+ - %var vs 2022.II



Fonte: elaborazione OMG su dati Audipress 2023/II carta e/o replica - Individui 14+; Var% vs edizione Audipress 2022/II carta e/o replica  
Lettori nel giorno medio per quotidiani, negli ultimi 7 giorni per settimanali e negli ultimi 30 giorni per mensili



# Why should we plan advertising on the press?

1. **Newspapers are the media of stakeholders.** The so called “top 10%” read newspapers.
2. **They are targeted. Newspapers** have a specific **geographical coverage**, **magazines** target **almost every conceivable consumer or business market/audience** – from music or auto or wine enthusiasts...
3. It is **possible to explain** products or service in detail

# Newspapers are read by the ruling class (C-level managers, politicians, etc.)



## Facebook aiuta la crescita delle nuove imprese in Europa.

Per il lancio di My Jolie Candle in Francia, Samuel Guez ha utilizzato le piattaforme Facebook per connettersi con le persone, catturando l'attenzione di quasi mezzo milione di utenti Instagram.

Oggi, fino all'80% dei clienti europei di My Jolie Candle proviene dalle piattaforme Facebook. "La pubblicità personalizzata è la nostra soluzione a molte sfide, ad esempio farci conoscere dal pubblico giusto e mantenere i clienti esistenti", ha affermato Samuel.

E non è il solo. Oltre il 50% delle PMI intervistate in UE ha definito le app di Facebook utili per trovare nuovi clienti durante la pandemia.\*

Per le aziende in rapida crescita, riuscire a raggiungere un pubblico europeo e internazionale con costi contenuti è fondamentale. Molte altre piccole imprese europee hanno sfruttato le piattaforme social per incrementare le vendite, ricorrendo spesso a Facebook.

Facebook aiuta la crescita delle nuove imprese in tutta Europa.

Scopri di più su [about.fb.com/it/europe](https://about.fb.com/it/europe)

**FACEBOOK**

\*Ricerca Ipsos MORI. 7500 PMI europee hanno partecipato a un sondaggio a livello globale, febbraio-marzo 2021.

## ABBIAMO TUTTE LE REGIONI PER SENTIRCI ITALIANI.



**Marcello**  
Commerciale Coca-Cola in Sicilia

**Monica**  
Baristessa Stabilimento in Campania

**Andrea**  
Commerciale Coca-Cola in Veneto

### INSIEME ALL'ITALIA DA PIÙ DI 90 ANNI. E ANCORA CI PROVIAMO GUSTO.

Dal 1927 siamo presenti nel Paese, dove produciamo con 6 stabilimenti in Piemonte, Veneto, Abruzzo, Campania, Basilicata e Sicilia.

Nel 2020, abbiamo distribuito in Italia risorse per 870 milioni di euro (pari allo 0,05% del PIL nazionale) e creato oltre 22 mila posti di lavoro, indotto incluso. Lavoriamo sull'intero territorio nazionale con la forza vendita più grande d'Italia e collaboriamo con oltre 1.500 fornitori locali.

Promuoviamo un ambiente di lavoro inclusivo e supportiamo le comunità locali: durante l'emergenza sanitaria abbiamo sostenuto Croce Rossa Italiana con 1,4 milioni di euro e reinvestito ad oggi più di 2,5 milioni di euro a favore di bar e ristoranti in Italia.

Ci impegniamo a ridurre il nostro impatto ambientale, anche attraverso le nostre confezioni tutte totalmente riciclabili e grazie alle nuove bottiglie in plastica 100% riciclata.

**Coca-Cola**  
ITALIANA DI FATTO

Inquadra il QR Code e scopri il perché [italianadifatto.it](https://italianadifatto.it)

© 2021 The Coca-Cola Company. Coca-Cola, la bottiglia contour e l'onda dinamica sono marchi registrati di The Coca-Cola Company.

But the main reason for planning the press is that it **increases the possibility of earning good articles from journalists (Earned media)**





## Drawbacks of press ads

- We have **only text and images**, it is more difficult to create emotions
- Newspapers are still a **very expensive** medium

# How to plan advertising on the press

# How do we measure press audience?



# In Italy we have ADS and Audipress

## ■ CIRCULATION DATA

- **ADS** certifies **circulation** (declared by publishers)

## ■ AUDIENCE DATA

- While **Audipress** is a survey that measures **readership**



# www.adsnotizie.it



Accertamenti Diffusione Stampa

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## ADS

Certifichiamo i dati di diffusione dei principali quotidiani e periodici pubblicati in Italia

[Maggiori informazioni](#)

Dal 1975 certifichiamo i dati di diffusione e tiratura della stampa pubblicata in Italia

ADS in breve

ADS news

In Evidenza



# You can download the file with the ADS circulation data

| Testata                    | Editore                                   | Periodicità | Accertamento | Certificato | Anno | Mese | Tipologia dato | Numeri usciti | Tiratura | Vendite individuali pagate dall'acquirente |   |                                    |        | Totale Vendite individuali |
|----------------------------|---|-------------|--------------|-------------|------|------|----------------|---------------|----------|--|---|------------------------------------|--------|----------------------------|
|                            |   |             |              |             |      |      |                |               |          | Vendite individuali cartacee *             | Abbonamenti individuali cartacei pagati** | Vendite copie digitali individuali |        |                            |
|                            |   |             |              |             |      |      |                |               |          |  |   | 4a                                 | 4b     | 5 (2+3+4)                  |
| ADIGE (L')                 | Societa' Iniziative Edit. Spa             | Quotidiano  | 35           |             | 2021 | 10   | DMS            | 31            | 20.595   | 8.853                                      | 6.625                                     | 4.332                              | 214    | 20.024                     |
| ALTOADIGE                  | Societa' Iniziative Edit. Spa             | Quotidiano  | 45           |             | 2021 | 10   | DMS            | 31            | 9.016    | 4.176                                      | 2.081                                     | 1.467                              | 109    | 7.832                      |
| ARENA (L')                 | Societa' Athesis Spa                      | Quotidiano  | 39           |             | 2021 | 10   | DMS            | 31            | 30.547   | 17.611                                     | 3.221                                     | 2.249                              | 29     | 23.111                     |
| AVVENIRE                   | Avvenire Nuova Editoriale Spa             | Quotidiano  | 44           |             | 2021 | 10   | DMS            | 27            | 107.163  | 5.264                                      | 10.852                                    | 1.412                              | 0      | 17.529                     |
| CENTRO (IL)                | Il Centro Spa                             | Quotidiano  | 36           |             | 2021 | 10   | DMS            | 31            | 13.475   | 8.705                                      | 60  | 497                                | 3      | 9.265                      |
| CORRIERE ADRIATICO         | Corriere Adriatico Srl                    | Quotidiano  | 35           |             | 2021 | 10   | DMS            | 31            | 14.020   | 8.503                                      | 87  | 799                                | 348    | 9.737                      |
| CORRIERE DELLA SERA        | RCS Mediagroup Spa - divisione quotidiani | Quotidiano  | 47           |             | 2021 | 10   | DMS            | 31            | 229.963  | 151.290                                    | 1.024                                     | 35.062                             | 43.037 | 230.414                    |
| CORRIERE DELLE ALPI        | Gedi News Network Spa-Divisione Nord Est  | Quotidiano  | 11           |             | 2021 | 10   | DMS            | 31            | 5.605    | 3.888                                      | 52  | 557                                | 65     | 4.563                      |
| CORRIERE SPORT - STADIO    | Corriere Dello Sport Srl                  | Quotidiano  | 35           |             | 2021 | 10   | DMS            | 27            | 106.616  | 39.203                                     | 11  | 1.005                              | 227    | 40.445                     |
| CORRIERE SPORT-STADIO LUN. | Corriere Dello Sport Srl                  | Quotidiano  | 35           |             | 2021 | 10   | DMS            | 4             | 124.400  | 50.503                                     | 31  | 1.006                              | 225    | 51.765                     |



## Audipress survey

- Audipress provides **readership data** and **information on readers** for major newspapers and magazines in Italy.
- Every year about **40,000 personal interviews** are conducted on a sample of the Italian adult population (14 years and over) + a single source panel from of **16,000 people**.
- Data is published three times a year: in February, May and September.

# PRINT: THE STRUCTURE OF THE OFFER IN ITALY







# Let's look for CairoRCS Media to see the options for Corriere della Sera



NEWS | **I NOSTRI BRAND** | BRAND SOLUTIONS



VISUALIZZA PER CONTESTO

VISUALIZZA PER MEZZO

## PowerBrand



LA7










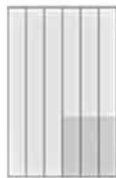
**CORRIERE DELLA SERA**

Corriere della Sera

**La Gazzetta dello Sport**  
Tutto il rosa  della vita

La Gazzetta dello Sport

# We can check the different formats available

|   |  |  |  |
|---|--|--|--|
|  <p><b>PG Ultima</b><br/>Pagina intera<br/>mm. 275 x 404<br/>Ultima</p>            |  <p><b>X004 - Pagina 1</b><br/>Finestrella<br/>mm. 65,75 x 79</p>                                     |  <p><b>X117 - Pagina 1</b><br/>Striscia Verticale<br/>mm. 7 x 370</p> |  <p><b>X043 sx - Pagina 1</b><br/>Manchette<br/>mm. 41,3 x 29,1<br/>Pos. T1MS</p> |
|  <p><b>X043 dx - Pagina 1</b><br/>Manchette<br/>mm. 41,3 x 29,1<br/>Pos. T1MD</p> |  <p><b>X112 - Pagina 1</b><br/>Doppia Finestrella Affiancata<br/>mm. 135,5 x 79<br/>Pos. DOPFIN1</p> |  <p><b>0607 - Pagina 2/3</b><br/>Piede<br/>mm. 275 x 99,5</p>        |  <p><b>0310 - Pagina 2/3</b><br/>Quadrotto<br/>mm. 135,5 x 143</p>               |

# Advertising formats on the press

Press formats are very flexible, especially in newspapers

On magazines we usually buy pages, double pages or half pages.

TOP CLASS

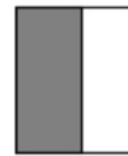
|  |   |  |  |   |   |
|--|---|--|--|---|---|
|  |   |  |  |   |   |
| Ultima<br>PG<br>Pagina Intera<br>mm 275x404  | Pagina 1<br>X004<br>Finestrella<br>mm 65,75x79  | Pagina 1<br>X117<br>Striscia Verticale<br>mm 7x370<br>Pos. Stringa | Pagina 1 sx<br>X043<br>Manchette<br>mm 41,3x29,1<br>Pos. T1MS  | Pagina 1 dx<br>X043<br>Manchette<br>mm 41,3x29,1<br>Pos. T1MD | Pagina 1<br>X112<br>Doppia Finestrella<br>Affiancata<br>mm 135,5x79<br>Pos. DOPFIN1 |
|  |   |  |  |   |   |
| Pagina 2/3<br>0607<br>Piede<br>mm 275x99,5   | Pagina 2/3<br>0310<br>Quadroto<br>mm 135,5x143  | Pagina 2/3<br>0314<br>Torre centrale<br>mm 135,5x201               | Pagina 4/7<br>PG<br>Pagina<br>mm 275x404                       | Pagina 5/6<br>0607<br>Quadroto<br>mm 135,5x143                | Pagina 5/6<br>0607<br>Piede<br>mm 275x99,5  |
| Venduto singolarmente o doppio con la possibilità di essere affiancati e centrati nella doppia pagina. |   |  |  |   |   |
|  |   |  |  |   |   |
| Pagina 5/6<br>0314<br>Torre centrale<br>mm 135,5x201   | Pagina 6<br>0414<br>Maxi quadroto<br>mm 182x201 | Entro pagina 11 e<br>entro pag. 17<br>0418<br>Junior page          | Entro pagina 13 e<br>entro pag. 15<br>PGMO<br>Mezza pag. oriz. | Entro pagina 15<br>PG<br>Pagina<br>mm 275x404                 | Pagina 1<br>X197<br>Mini piede<br>mm 275x64   |

Data di consegna materiali : 20 GIORNI prima della data di uscita  
**MATERIALE RICHIESTO: CD ROM + CROMALINE DIGITALE + PDF**



**Pagina al vivo**  
(220x280 mm)

**Euro 68.000**



**2 colonne**  
Vivo (107x280 mm)

**Euro 47.000**



**mezza pagina orizz.**  
Vivo (220x140 mm)

**Euro 47.000**

# Press price lists examples

DISPLAY  
STAMPA

## QUOTIDIANI E SUPPLEMENTI FORMATO QUOTIDIANO

| Testata        | Formato         | Costo indicativo |
|----------------|-----------------|------------------|
| La Repubblica  | pagina intera   | 20.000 €         |
|                | 1/2 pagina o jp | 14.000 €         |
|                | quarto o piede  | 8.000 €          |
| La Stampa      | pagina intera   | 15.000 €         |
|                | 1/2 pagina o jp | 10.000 €         |
|                | quarto o piede  | 6.000 €          |
| Affari&Finanza | pagina intera   | 15.000 €         |
|                | 1/2 pagina o jp | 10.000 €         |
|                | quarto o piede  | 6.000 €          |
| Moda&Beauty    | pagina intera   | 12.000 €         |
|                | doppia pagina   | 21.600 €         |
| Salute         | pagina intera   | 12.000 €         |
|                | 1/2 pagina o jp | 8.000 €          |
|                | quarto o piede  | 4.800 €          |
| Green&Blue     | pagina intera   | 10.000 €         |
|                | doppia pagina   | 18.000 €         |
| Il Gusto       | pagina intera   | 12.000 €         |
| Italian Tech   | pagina intera   | 12.000 €         |

## PERIODICI E SUPPLEMENTI FORMATO MAGAZINE

| Testata           | Formato       | Costo indicativo |
|-------------------|---------------|------------------|
| Venerdi           | pagina        | 8.000 €          |
|                   | doppia pagina | 16.000 €         |
| D                 | pagina        | 8.000 €          |
|                   | doppia pagina | 16.000 €         |
| Dlui              | pagina        | 6.000 €          |
|                   | doppia pagina | 12.000 €         |
| NatGeo            | pagina        | 5.000 €          |
|                   | doppia pagina | 10.000 €         |
| Nat Geo Traveller | pagina        | 4.000 €          |
|                   | doppia pagina | 8.000 €          |
| AlVolante         | pagina        | 17.000 €         |
|                   | doppia pagina | 34.000 €         |
| InSella           | pagina        | 7.500 €          |
|                   | doppia pagina | 15.000 €         |

**Modulo minimo consigliato:  
2-3 avvi/sett. per quotidiani, 2-4 avvisi/mese per settimanali, 2-3 avvisi/semestre per mensili**

**TUTTI I PREZZI SI INTENDONO AL NETTO DI SCONTI COMMERCIALI MEDI E AL LORDO DELLA COMMISSIONE D'AGENZIA DEL 15%**





## Scheduling strategy

We need to **plan a lot of frequency**. Newspapers are cluttered and magazines are read once in a while.

**It is difficult to create awareness in a very short time**

The more used patterns are:

- **Flighting** for **newspaper**
- **Continuity** for **magazines**



# Example of a newspaper campaign

CAMPAGNA: IS NUVOLA STORE  
 Mezzo: Stampa Quotidiana  
 Formato: Pagina Intera / Piede  
 Periodo: 27 Ottobre - 15 Novembre 2014

| Testate                       | Formato       | Posizionamento     | COSTO CAMPAGNA |                   |                   | SAVING         |             | n° uscite | OTTOBRE |     |     |     |     |     |     | NOVEMBRE |     |     |     |    |    |    |    |    |
|-------------------------------|---------------|--------------------|----------------|-------------------|-------------------|----------------|-------------|-----------|---------|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|----|----|----|----|----|
|                               |               |                    | netto cad.     | netto tot         | net net tot       | Valore net net | %           |           | dom     | lun | mar | mer | gio | ven | sab | dom      | lun | mar | mer |    |    |    |    |    |
|                               |               |                    |                |                   |                   |                |             |           | 26      | 27  | 28  | 29  | 30  | 31  | 01  | 02       | 03  | 04  | 05  | 06 | 07 | 08 | 09 | 10 |
| <b>MANZONI</b>                |               |                    |                | <b>83.100,00</b>  | <b>70.635,00</b>  | <b>-7.905</b>  | <b>-10%</b> | <b>10</b> |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| <b>La Repubblica</b>          |               |                    |                | <b>83.100,00</b>  | <b>70.635,00</b>  |                |             | <b>7</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| La Repubblica                 | Pagina Intera | Pagina 5           | 30.000,00      | 30.000,00         | 25.500,00         |                |             | <b>1</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| La Repubblica                 | Piede         | Pag. 2             | 1.100,00       | 1.100,00          | 935,00            |                |             | <b>1</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| La Repubblica                 | Piede         | Pag. 2/3           | 10.400,00      | 52.000,00         | 44.200,00         |                |             | <b>5</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
|                               |               |                    |                | <b>0,00</b>       | <b>0,00</b>       |                |             | <b>3</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| Il Tempo                      | Pagina Intera | ULTIMA PAGINA      | 0,00           | 0,00              | 0,00              |                |             | <b>3</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| <b>RCS</b>                    |               |                    |                | <b>155.000,00</b> | <b>131.750,00</b> | <b>-5.503</b>  | <b>-4%</b>  | <b>21</b> |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| <b>Il Corriere della Sera</b> |               |                    |                | <b>79.000,00</b>  | <b>67.150,00</b>  |                |             | <b>7</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| Il Corriere della Sera        | Pagina Intera | Pagina 7           | 29.000,00      | 29.000,00         | 24.650,00         |                |             | <b>1</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| Il Corriere della Sera        | Piede         | piede top - pag. 3 | 0,00           | 0,00              | 0,00              |                |             | <b>1</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| Il Corriere della Sera        | Piede         | piede top - pag. 3 | 10.000,00      | 30.000,00         | 25.500,00         |                |             | <b>3</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |
| Il Corriere della Sera        | Piede         | piede top - pag. 2 | 10.000,00      | 20.000,00         | 17.000,00         |                |             | <b>2</b>  |         |     |     |     |     |     |     |          |     |     |     |    |    |    |    |    |



# Example of a magazine campaign

## TELECOM BUSINESS NUVOLA STORE

Mezzo: Stampa Periodica

Periodo: Novembre / Dicembre 2014

| TESTATE  | FORMATO                | Periodicità | Diffusione | CPM | COSTO CAMPAGNA   |                 |                 | n° uscite     | cons. materiale | NOV                            |                  |                  |                  | DIC                                   |                  |                  |                  |                  |
|--|------------------------|-------------|------------|-----|------------------|-----------------|-----------------|---------------|-----------------|--------------------------------|------------------|------------------|------------------|---------------------------------------|------------------|------------------|------------------|------------------|
|  |                        |             |            |     | netto cad.       | netto tot       | net net tot     |               |                 | 26-Oct<br>01-Nov               | 02-Nov<br>08-Nov | 09-Nov<br>15-Nov | 16-Nov<br>22-Nov | 23-Nov<br>29-Nov                      | 30-Nov<br>06-Dec | 07-Dec<br>13-Dec | 14-Dec<br>20-Dec | 21-Dec<br>27-Dec |
| <b>VISIBILIA</b><br>PC Professionale                       | pagina 4c / c.sommario | mensile     | 61.946     | 39  | 2.400,00         | <b>4.800,00</b> | <b>4.080,00</b> | <u>2</u><br>2 | 29-Oct          | 6/11/2014 - Fascicolo Novembre |                  |                  |                  | 5/12/2014 - Fascicolo Dicembre        |                  |                  |                  |                  |
| <b>CONDE' NAST</b><br>Wired                                | pagina 4c              | mensile     | 87.717     | 94  | 8.235,29         | <b>8.235,29</b> | <b>7.000,00</b> | <u>1</u><br>1 | 15-Oct          |                                |                  |                  |                  | Fascicolo Dicembre                    |                  |                  |                  |                  |
| <b>PLAY MEDIA COMPANY</b><br>PC World Italia               | pagina 4c              | mensile     | 50.000     | 32  | 1.600,00         | <b>6.600,00</b> | <b>5.610,00</b> | <u>4</u><br>2 | 15-Oct          | 10-Nov                         |                  |                  |                  | 10-Dec                                |                  |                  |                  |                  |
| Chip   | pagina 4c              | mensile     | 50.000     | 34  | 1.700,00         | 3.400,00        | 2.890,00        | 2             | 15-Oct          | Fascicolo Novembre             |                  |                  |                  | Fascicolo Dicembre                    |                  |                  |                  |                  |
| <b>F.LLI PINI</b><br>Data Manager                          | pagina 4c              | mensile     | 20.000     | 176 | 3.529,41         | <b>7.058,82</b> | <b>6.000,00</b> | <u>2</u><br>2 | 28-Oct          | 15-Nov                         |                  |                  |                  | 15-Dec                                |                  |                  |                  |                  |
| <b>SOIEL INTERNATIONAL</b><br>Office Automation            | pagina 4c              | mensile     | 17.000     | 104 | 1.764,71         | <b>3.529,41</b> | <b>3.000,00</b> | <u>2</u><br>2 | 20-Oct          | Fascicolo Novembre             |                  |                  |                  | Fascicolo Dicembre                    |                  |                  |                  |                  |
| <b>MASTER ADVERTISING</b><br>Computer Bild                 | pagina 4c              | mensile     | 26.000     | 69  | 1.800,00         | <b>3.600,00</b> | <b>3.060,00</b> | <u>2</u><br>2 | 15-Oct          |                                |                  |                  |                  | Fascicolo Novembre Fascicolo Dicembre |                  |                  |                  |                  |
| <b>TECHNA EDITRICE</b><br>Ict Security                     | pagina 4c              | bimestrale  | 15.000     | 75  | 1.117,65         | <b>1.117,65</b> | <b>950,00</b>   | <u>1</u><br>1 | 25-Oct          |                                |                  |                  |                  | Fascicolo Novembre/Dicembre           |                  |                  |                  |                  |
| <b>ESTE EDIZIONI SCIENTIFICHE</b><br>Sistemi & Impresa     | pagina 4c              | mensile     | 7.500      | 373 | 2.800,00         | <b>5.600,00</b> | <b>4.760,00</b> | <u>2</u><br>2 | 20-Oct          |                                |                  |                  |                  | 20-Nov 20-Dec                         |                  |                  |                  |                  |
| <b>RCS</b><br>Oggi   | pagina 4c              | settimanale |            |     | 3.000,00         | <b>6.000,00</b> | <b>5.100,00</b> | <u>2</u><br>2 | 20-Oct          | 29-Oct                         | 05-Nov           |                  |                  |                                       |                  |                  |                  |                  |
| <b>TVN MEDIA GROUP</b><br>ADV - Strategie di Comunicazione | pagina 4c / I romana   | mensile     |            |     | 2.117,65         | <b>2.117,65</b> | <b>1.800,00</b> | <u>1</u><br>1 | 20-Oct          |                                |                  |                  |                  | 20-Nov                                |                  |                  |                  |                  |
| <b>GAMBERO ROSSO</b><br>Gambero Rosso (spec Food&wine)     | pagina 4c              | mensile     |            |     | 1.764,71         | <b>1.764,71</b> | <b>1.500,00</b> | <u>1</u><br>1 | 20-Oct          |                                |                  |                  |                  | Fascicolo Dicembre                    |                  |                  |                  |                  |
| <b>TOTALE NETTO</b>  |                        |             |            |     | <b>50.423,53</b> |                 |                 | <b>20</b>     |                 | 23.029,41                      |                  |                  |                  | 23.829,41                             |                  |                  |                  |                  |
| <b>TOTALE NET NET</b>                                      |                        |             |            |     | <b>42.860,00</b> |                 |                 |               |                 | 19.575,00                      |                  |                  |                  | 20.255,00                             |                  |                  |                  |                  |



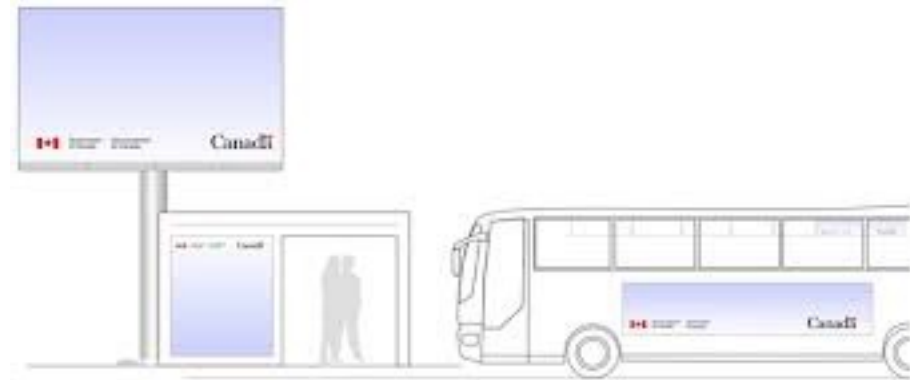
# The impact of OOH





# What is OOH?

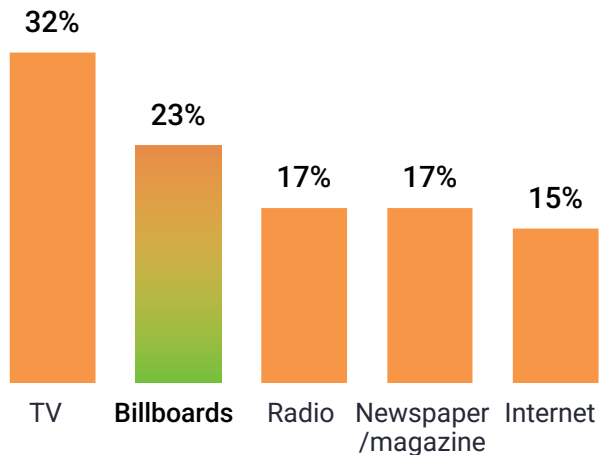
For **Out of Home** we mean everything that's out of our house: billboards, but also video, ambient advertising, etc.





After TV, billboards attract the **maximum attention of the public**, especially the ones on the go. Most of the people living in **large cities** are often moving

Attention to touchpoint  
%pen - quite/a lot



42%

of people pay attention to touchpoints video while being **on the move**



29%

Underground screens



19%

TV/monitor on the bus



9%

Screens in the airport

73%

People living in **cities** with more than 500.000 inhabitants who are **on the move everyday**



1h 52min

Time spent per day travelling or going around

Fonte: Elaborazioni OMG su dati TSSP 2023/B (Apr 2022-Mar 2023)

# Those who are often on the move have an high qualitative profile..



**25%**

Graduated

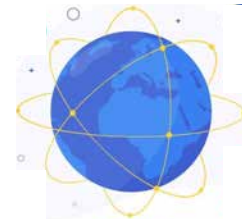
*IDX vs pop.*  
171



**91%**

Have a smartphone

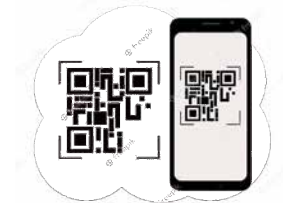
*IDX vs pop.*  
108



**78%**

Surf the internet several times everyday

*IDX vs pop.*  
118



**23%**

In the last 7 days used the mobile to read a Qr code

*IDX vs pop.*  
131

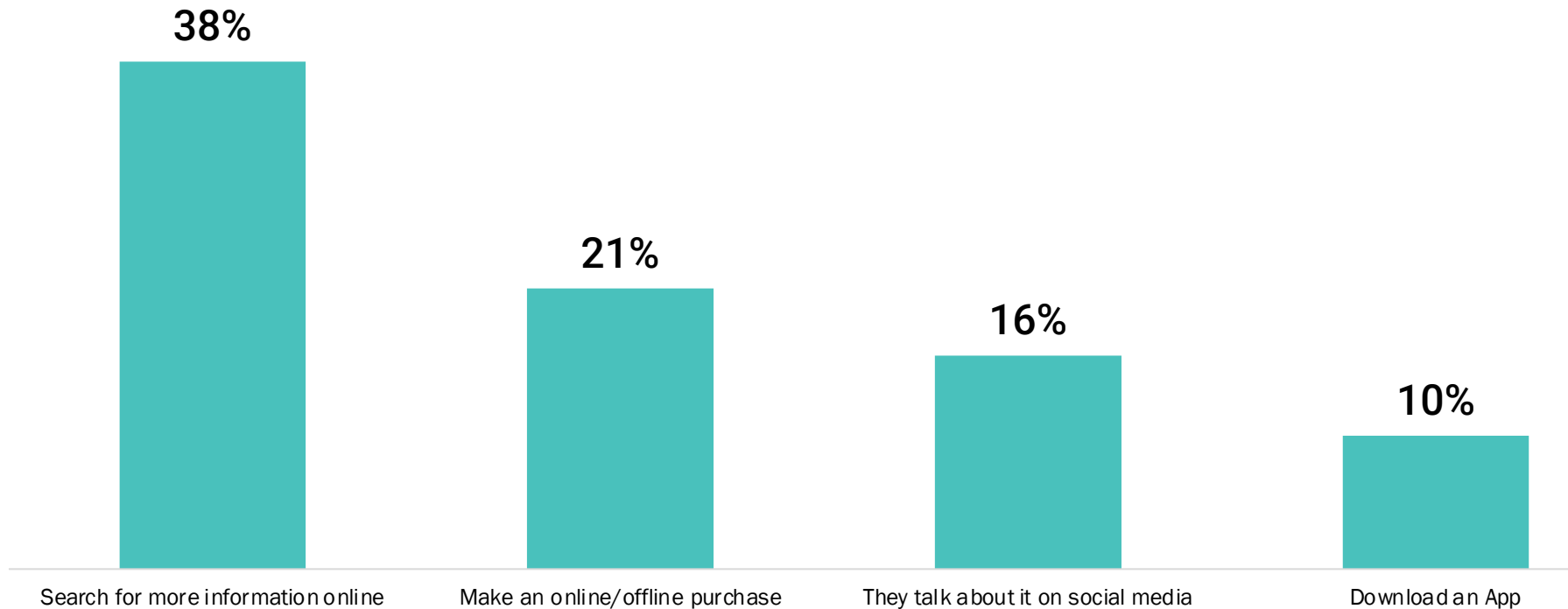


Fonte: Elaborazione OMG su dati TSSP 2023/B (Apr 2022-Mar 2023)



# .. and they tend to have a reaction after seeing a billboard advertising

Activities after viewing a poster advertisement  
%rispondents



# major categories of outdoor advertising

# Outdoor advertising

1. **Posters** (30-sheet posters and 8-sheet posters)
  - Could be also illuminated.
  - They are excellent for **market coverage**, name recognition, and message or product reinforcement
  - In Italy you can plan them for **14 consecutive days** (there is a specific calendar)



# Billboards

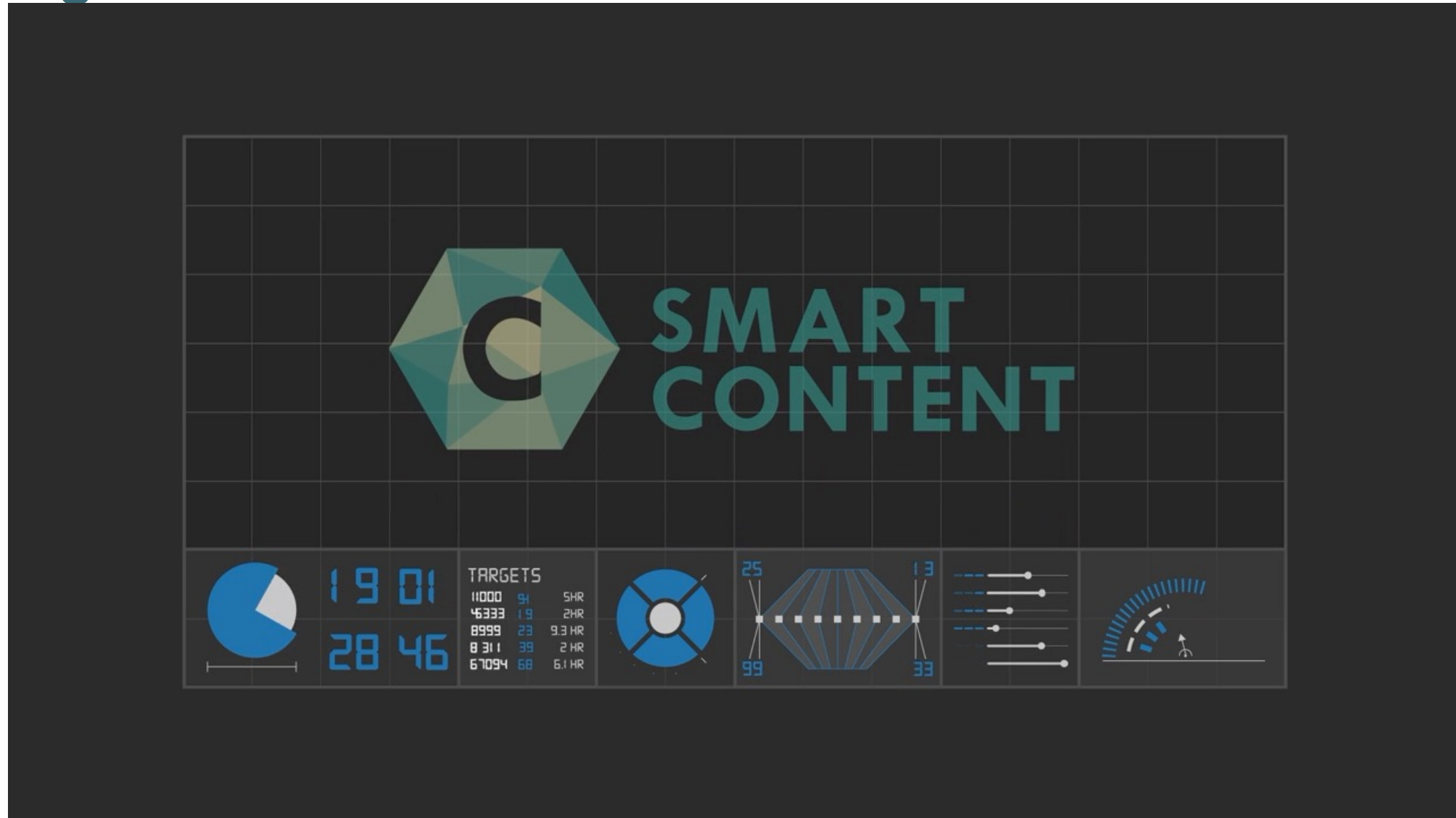
2. **Billboards** may be rotaries, permanent bulletins, or **spectaculars**.
- They are one of the **largest outdoor format** with a standard size in U.S. of 14 feet high by 48 feet wide.
  - Usually illuminated, they are most often seen on freeways
  - They present **excellent visibility** and could be extremely impactful





# 3. Digital Out Of Home

3'02''





# Significant growth in 2023 for digital OOH inventory.



## DOOH solutions

Countdown



Qr code



Touch screens



Creative change with trigger



Live events



# 3D TECHNOLOGY

3D videos are the new feature of dooh. The effect can be achieved on both double corner screens and single screens.

# Digital OOH could be spectacular with 3D Technology



# SPECIAL ACTIVATION

Special activations are increasingly being used to maximize user engagement and campaign newsworthiness.

## 4. Street Furniture

**Street furniture** encompass benches, shelters, ect. to engage clients physically (branded spaces)



# 5. Transit

**Bus, train, transit, railway station and airport advertising** reaches commuters as they wait or ride.



## 6. Wraps

There are also taxi and bus **wraps**, wrapped cars, **inside** of buses and trains or **building wraps**

The number of creative idea using outdoor is amazing...



# 7. Ambient



To get the message out about a McDonald's free coffee promotion, a common streetlight was transformed into a giant carafe pouring a cup of coffee.





# 8 Stickers

Stickers of any size and shape, applied on common objects or surfaces



# Out Of Home impact and creativity



# OOH it's a "glance medium"

An outdoor board may be exposed for less than a second.

Only a **short, simple, visually dominant message** can be communicated



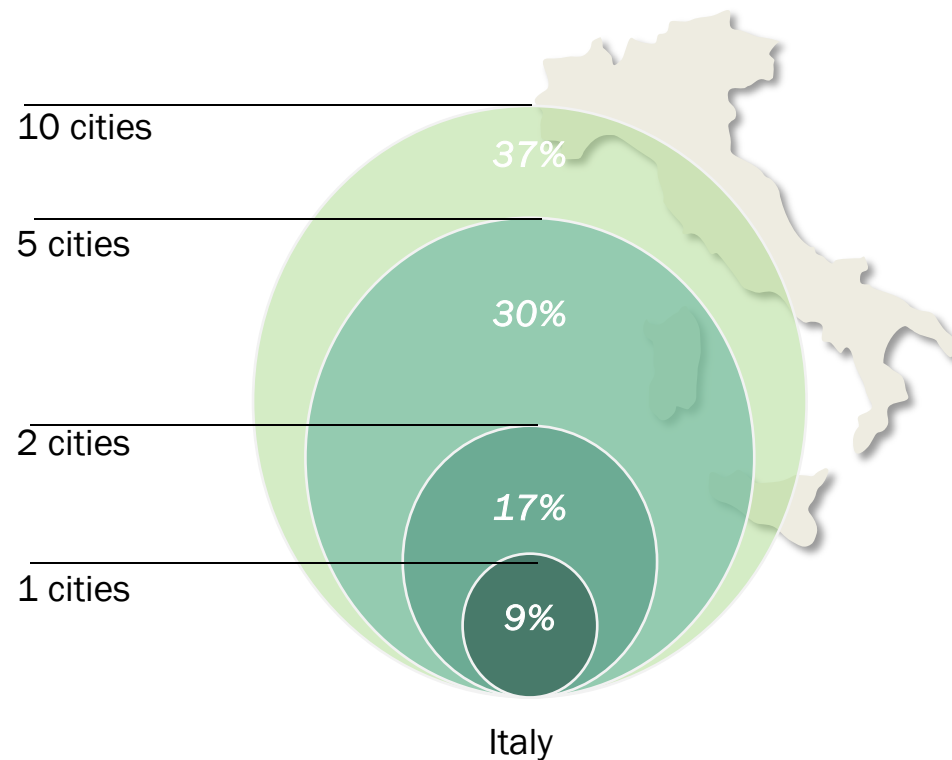
But it's is perhaps the most  
**geographically flexible** mass  
medium available



# How to measure Outdoor audience?

In Italy there are **specific surveys** and the **Audioutdoor Research**, but more simply we **measure the population** living in the cities

50% coverage of the Italian population is given by 26 cities.



Source: OMG elaboration

# How to plan advertising on OOH



## How to buy OOH

Traditional transit and posters are bought in “packages”, called **circuits**.

- Other formats can be bought separately, depending on the seller’s policy
- Main media owners that operates in Italy are **IGP Decaux, Clear Channel, Acone Associati and Urban Vision**





# Technical constraints

**Posters** are sold for **14 days** following a specific schedule

| Gen     | Feb     | Mar     | Apr       | Mag     | Giu       | Lug     | Ago       | Set       | Ott       | Nov        | Dic       |
|---------|---------|---------|-----------|---------|-----------|---------|-----------|-----------|-----------|------------|-----------|
| M 1     | V 1     | V 1     | L 1 VII   | M 1     | S 1       | L 1     | G 1       | D 1       | M 1       | V 1        | D 1       |
| M 2     | S 2     | S 2     | M 2       | G 2     | D 2       | M 2     | V 2       | L 2 XVIII | M 2       | S 2        | L 2       |
| G 3     | D 3     | D 3     | M 3       | V 3     | L 3       | M 3     | S 3       | M 3       | G 3       | D 3        | M 3       |
| V 4     | L 4 III | L 4 V   | G 4       | S 4     | M 4       | G 4     | D 4       | M 4       | V 4       | L 4        | M 4       |
| S 5     | M 5     | M 5     | V 5       | D 5     | M 5       | V 5     | L 5 XVI   | G 5       | S 5       | M 5        | G 5       |
| D 6     | M 6     | M 6     | S 6       | L 6     | G 6       | S 6     | M 6       | V 6       | D 6       | M 6        | V 6       |
| L 7 I   | G 7     | G 7     | D 7       | M 7     | V 7       | D 7     | M 7       | S 7       | L 7       | G 7        | S 7       |
| M 8     | V 8     | V 8     | L 8       | M 8     | S 8       | L 8 XIV | G 8       | D 8       | M 8       | V 8        | D 8       |
| M 9     | S 9     | S 9     | M 9       | G 9     | D 9       | M 9     | V 9       | L 9       | M 9       | S 9        | L 9 XXV   |
| G 10    | D 10    | D 10    | M 10      | V 10    | L 10 XII  | M 10    | S 10      | M 10      | G 10      | D 10       | M 10      |
| V 11    | L 11    | L 11    | G 11      | S 11    | M 11      | G 11    | D 11      | M 11      | V 11      | L 11 XXIII | M 11      |
| S 12    | M 12    | M 12    | V 12      | D 12    | M 12      | V 12    | L 12      | G 12      | S 12      | M 12       | G 12      |
| D 13    | M 13    | M 13    | S 13      | L 13 X  | G 13      | S 13    | M 13      | V 13      | D 13      | M 13       | V 13      |
| L 14    | G 14    | G 14    | D 14      | M 14    | V 14      | D 14    | M 14      | S 14      | L 14 XXI  | G 14       | S 14      |
| M 15    | V 15    | V 15    | L 15 VIII | M 15    | S 15      | L 15    | G 15      | D 15      | M 15      | V 15       | D 15      |
| M 16    | S 16    | S 16    | M 16      | G 16    | D 16      | M 16    | V 16      | L 16 XIX  | M 16      | S 16       | L 16      |
| G 17    | D 17    | D 17    | M 17      | V 17    | L 17      | M 17    | S 17      | M 17      | G 17      | D 17       | M 17      |
| V 18    | L 18 IV | L 18 VI | G 18      | S 18    | M 18      | G 18    | D 18      | M 18      | V 18      | L 18       | M 18      |
| S 19    | M 19    | M 19    | V 19      | D 19    | M 19      | V 19    | L 19 XVII | G 19      | S 19      | M 19       | G 19      |
| D 20    | M 20    | M 20    | S 20      | L 20    | G 20      | S 20    | M 20      | V 20      | D 20      | M 20       | V 20      |
| L 21 II | G 21    | G 21    | D 21      | M 21    | V 21      | D 21    | M 21      | S 21      | L 21      | G 21       | S 21      |
| M 22    | V 22    | V 22    | L 22      | M 22    | S 22      | L 22 XV | G 22      | D 22      | M 22      | V 22       | D 22      |
| M 23    | S 23    | S 23    | M 23      | G 23    | D 23      | M 23    | V 23      | L 23      | M 23      | S 23       | L 23 XXVI |
| G 24    | D 24    | D 24    | M 24      | V 24    | L 24 XIII | M 24    | S 24      | M 24      | G 24      | D 24       | M 24      |
| V 25    | L 25    | L 25    | G 25      | S 25    | M 25      | G 25    | D 25      | M 25      | V 25      | L 25 XXIV  | M 25      |
| S 26    | M 26    | M 26    | V 26      | D 26    | M 26      | V 26    | L 26      | G 26      | S 26      | M 26       | G 26      |
| D 27    | M 27    | M 27    | S 27      | L 27 XI | G 27      | S 27    | M 27      | V 27      | D 27      | M 27       | V 27      |
| L 28    | G 28    | G 28    | D 28      | M 28    | V 28      | D 28    | M 28      | S 28      | L 28 XXII | G 28       | S 28      |
| M 29    |         | V 29    | L 29 IX   | M 29    | S 29      | L 29    | G 29      | D 29      | M 29      | V 29       | D 29      |
| M 30    |         | S 30    | M 30      | G 30    | D 30      | M 30    | V 30      | L 30 XX   | M 30      | S 30       | L 30      |
| G 31    |         | D 31    |           | V 31    |           | M 31    | S 31      |           | G 31      |            | M 31      |



Home / Catalogue

WHERE TO ADVERTISE?  
Entire Italy

WHICH PRODUCT?  
All categories

SMART CONTENT >

DIGITAL GATE LINATE >

DIGITAL ESCALATORS >

VISION NETWORK >

85Q M LINATE >

EXHIBITION AREAS >

TEMPORARY >

SAMPLING >



MAXI LED/VIDEOWALL >



AIRPORT VISION NETWORK >



POSTERS >



1 TO 5 SHEET PANELS >



SPECTACULARS >



COLUMNS >



SENIOR >



BRAND SHELTERS >



Next week we'll see how to plan advertising  
online

# References

- Marketing Communications. A European Perspective, P. De Pelsmacker, M. Geuens and J. Van Den Bergh – 6<sup>th</sup> edition, Pearson 2017 – cap. 7.
- The media handbook – Helen Katz – 2017
- Media planning & buying in the 21st century – Ronald Geskey – 2017
- OMG