



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **80**TANTESIMO 2019



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1939 80° ANNIVERSARIO 2019

Paid Media ATL

Lesson 6 part. 1
Thursday November, 21



Where are we?

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



We have seen how to plan and buy
digital paid media

But let's take a step back and talk in general
about **paid ATL media**

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%

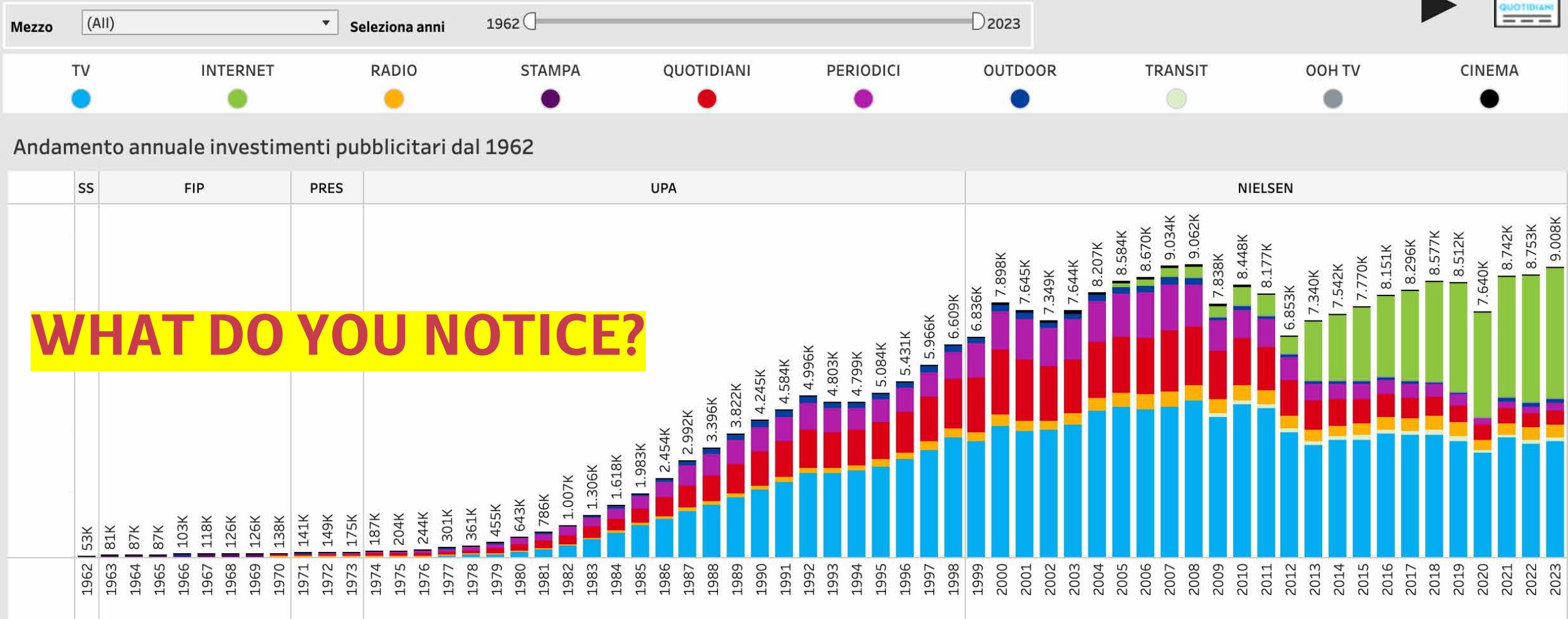
**ADVERTISING AGENCY FEE +
PRODUCTION COSTS = 15%**

ADVERTISING BUDGET = 100%

Media investments in Italy



Trend in advertising expenditures in Italy

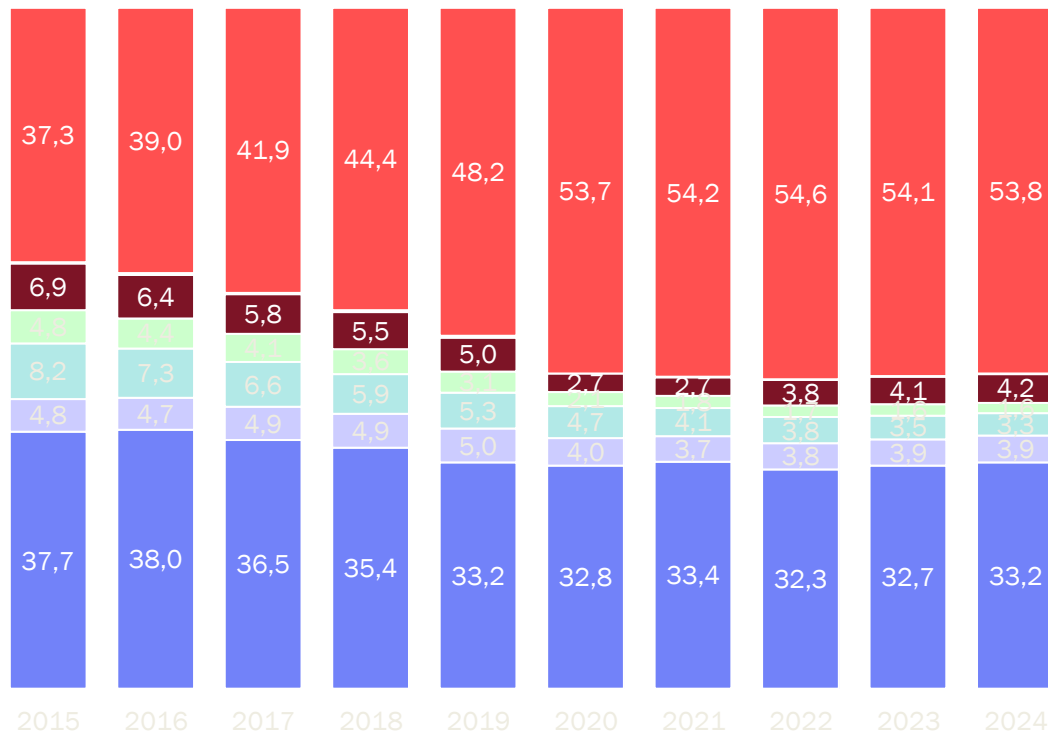




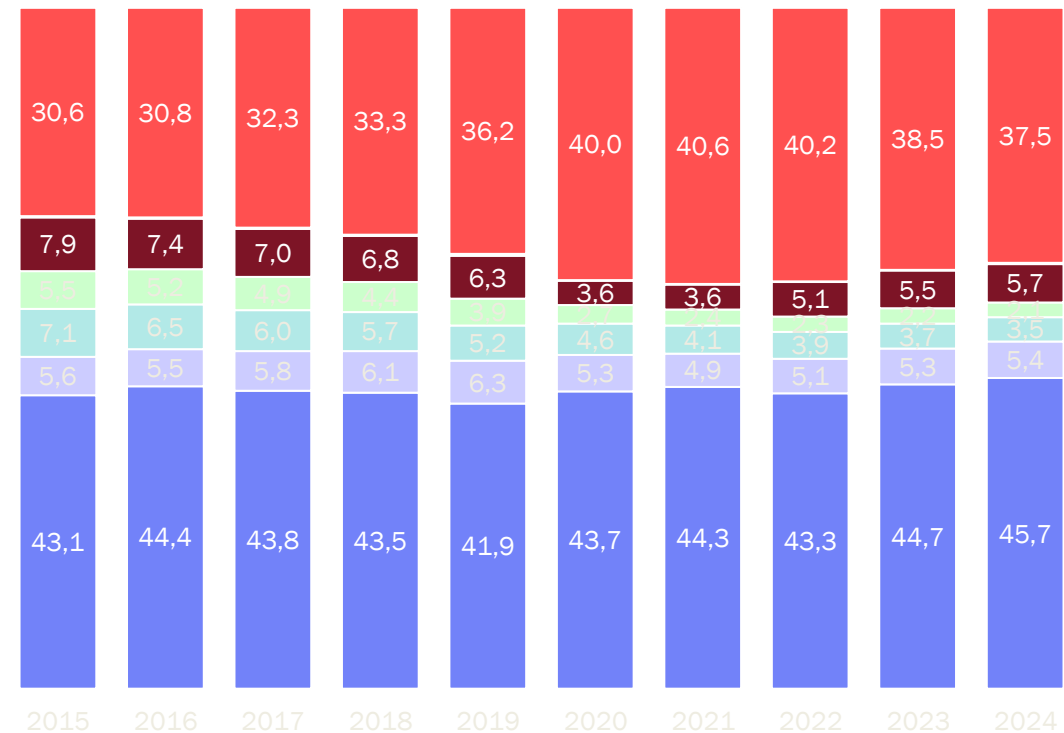
The impact on media mix: digital now accounts 1 investment out of 2; TV is still the main medium in a no SMB perimeter

TV Radio Newspaper Magazine OOH Cinema Digital

Share (%) – Tot. Market



Share (%) – Tot. Market **NO Small Business**

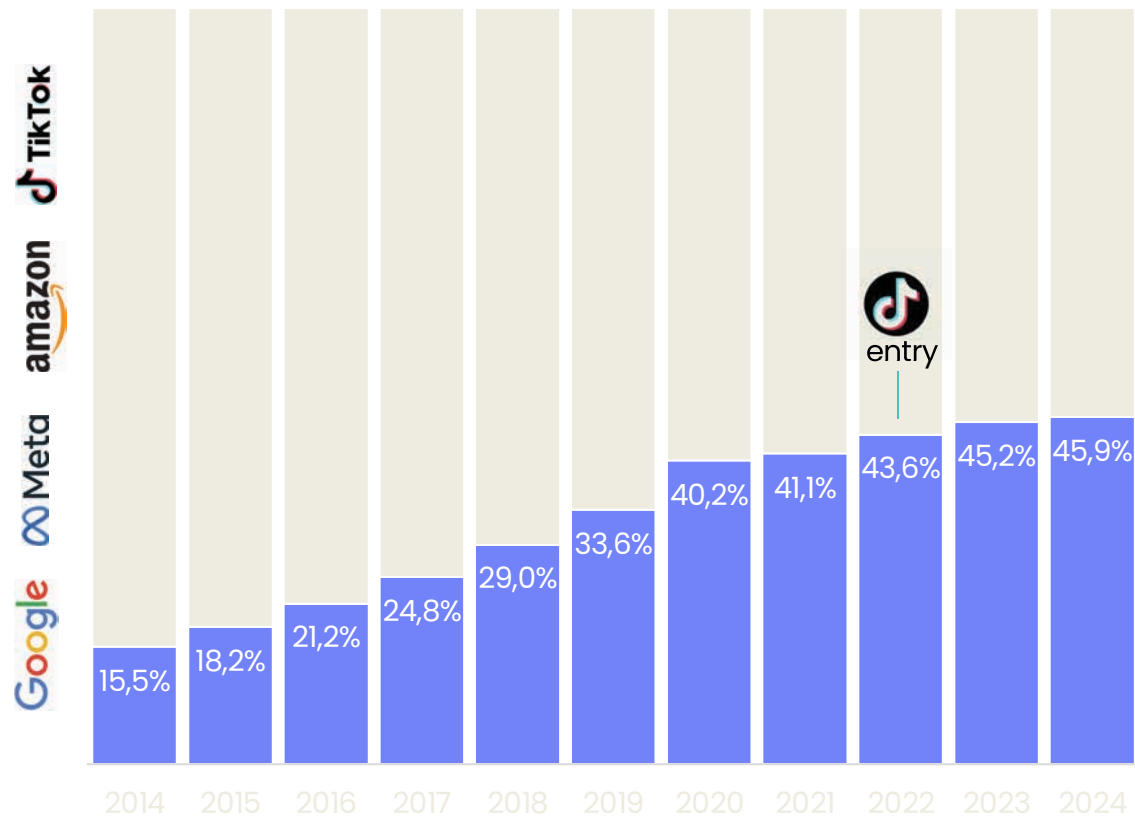


Source: GroupM Business Intelligence & Insight estimates

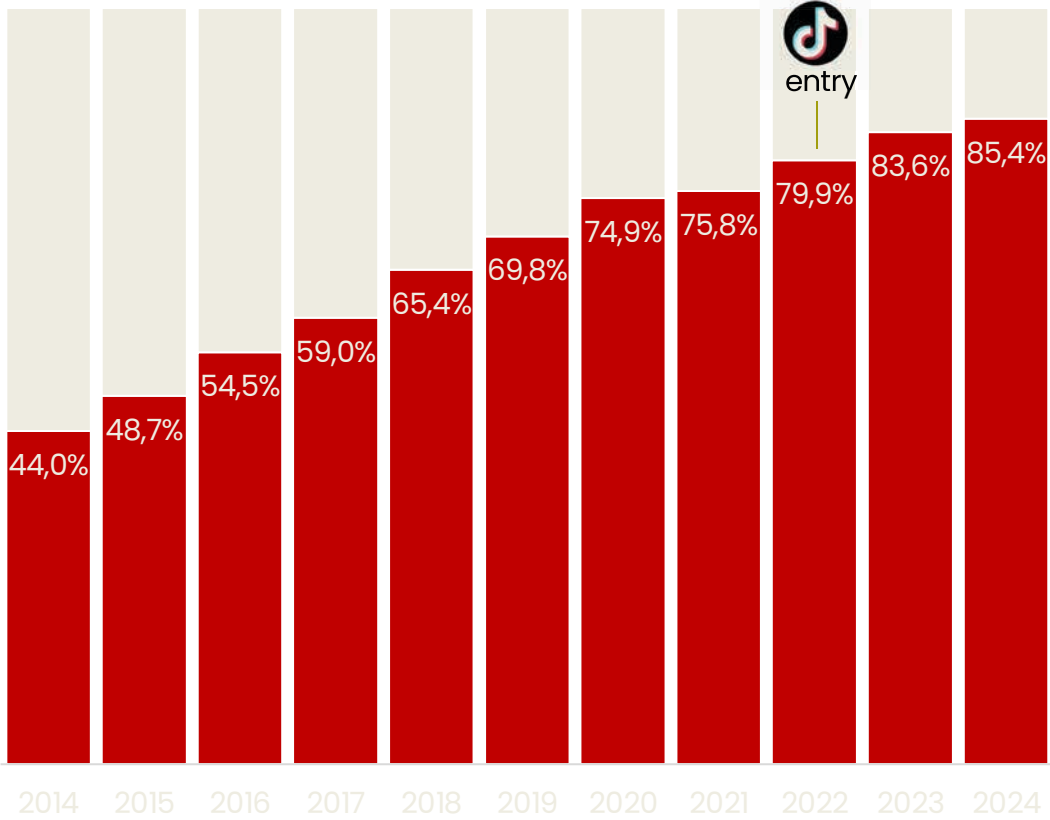


The rise of GAMT on the Market

Share on **Total Adv Market**



Share on **Digital Market**



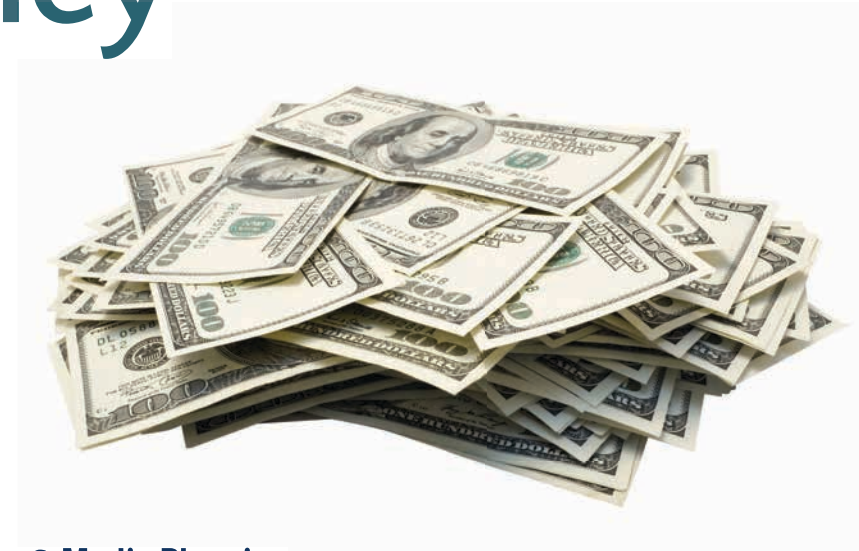
Source: GroupM Business Intelligence & Insight estimates

How do you explain this media investments mix?

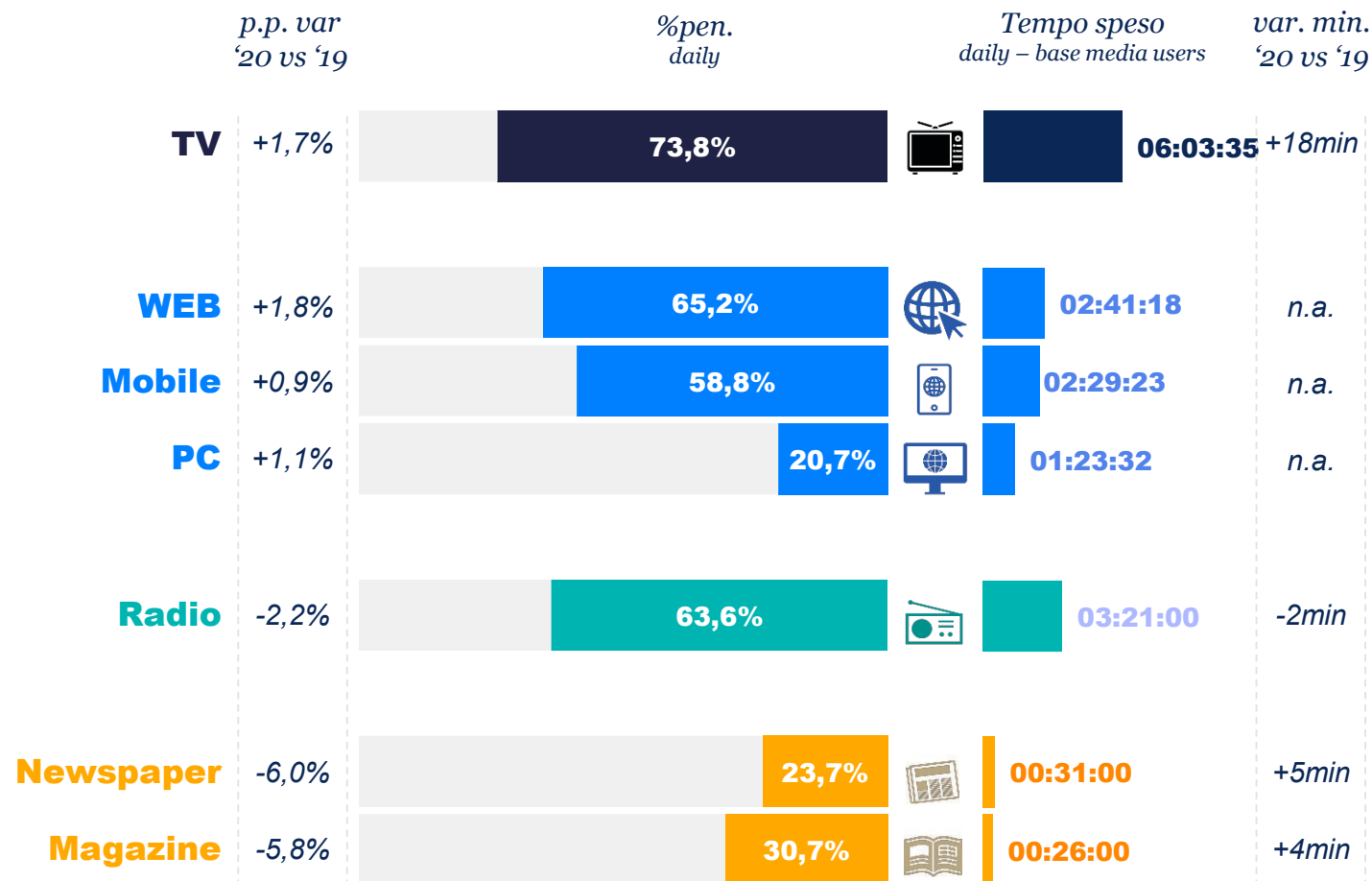




+ audience...
+ money



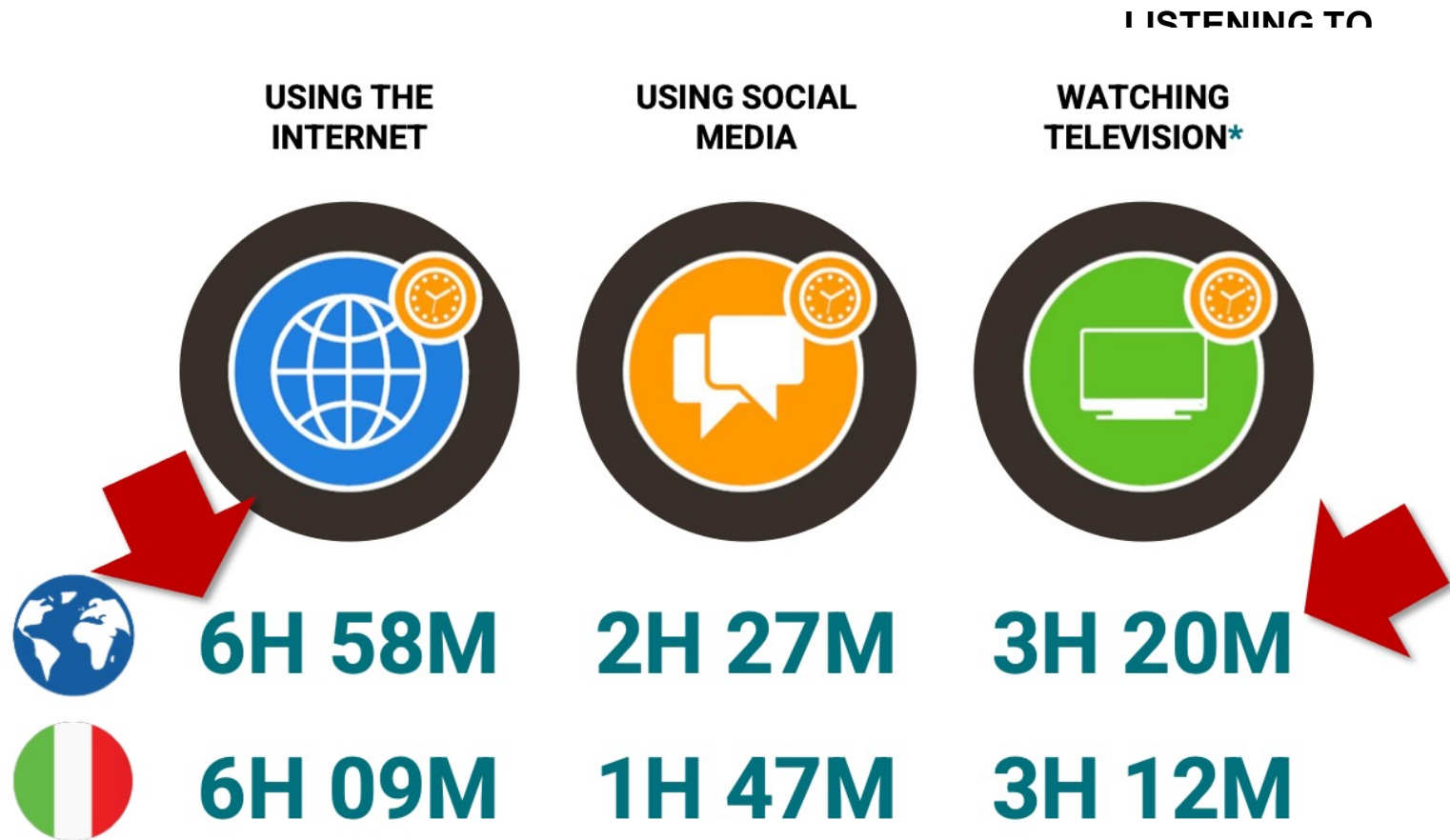
THE CONSUMER MEDIA DIET DOMINATED BY SCREENS AND AUDIO



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

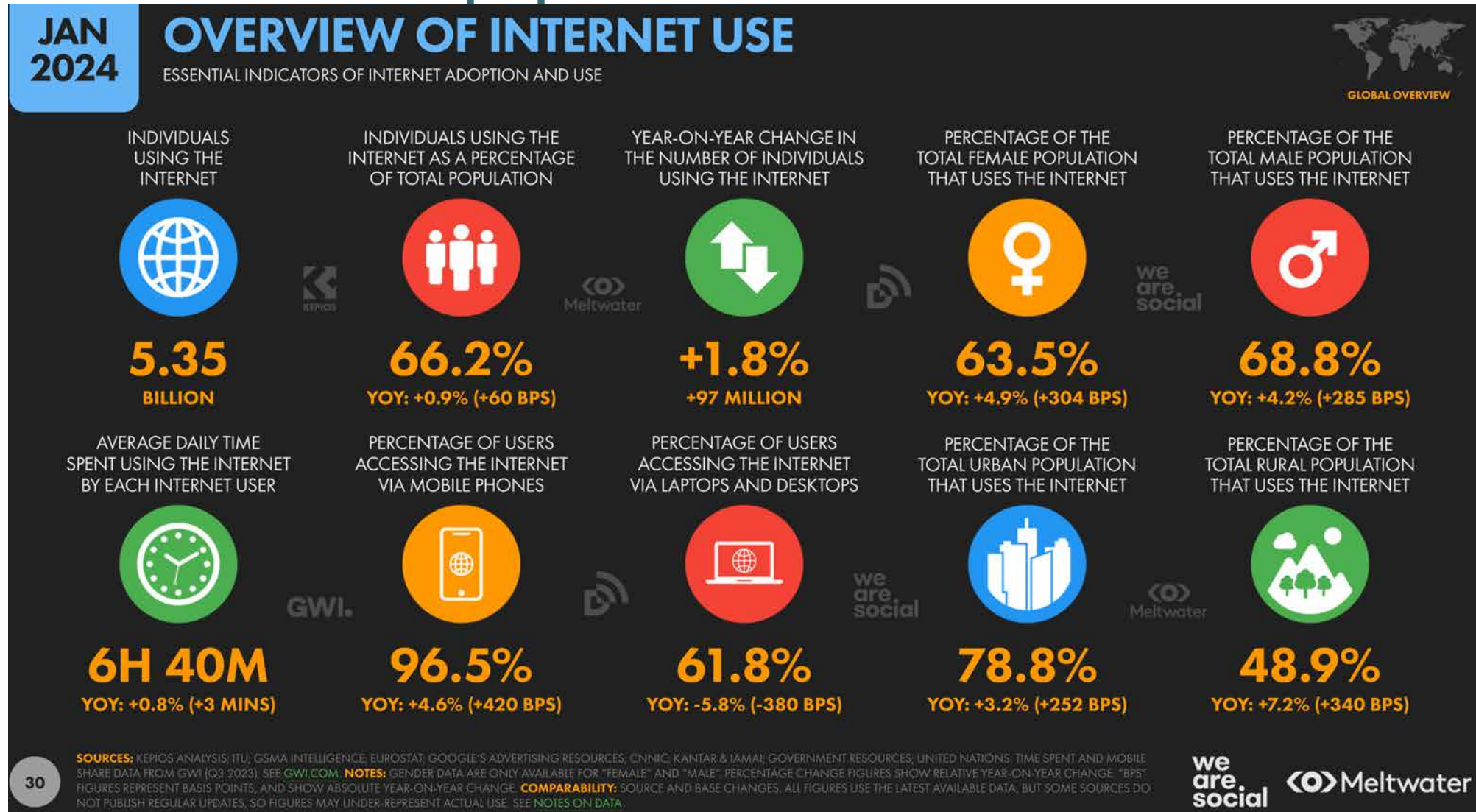


*Notes: television time includes broadcast (linear) television and content delivered via streaming and video-on-demand services. Use of different devices and consumption of different media may occur concurrently

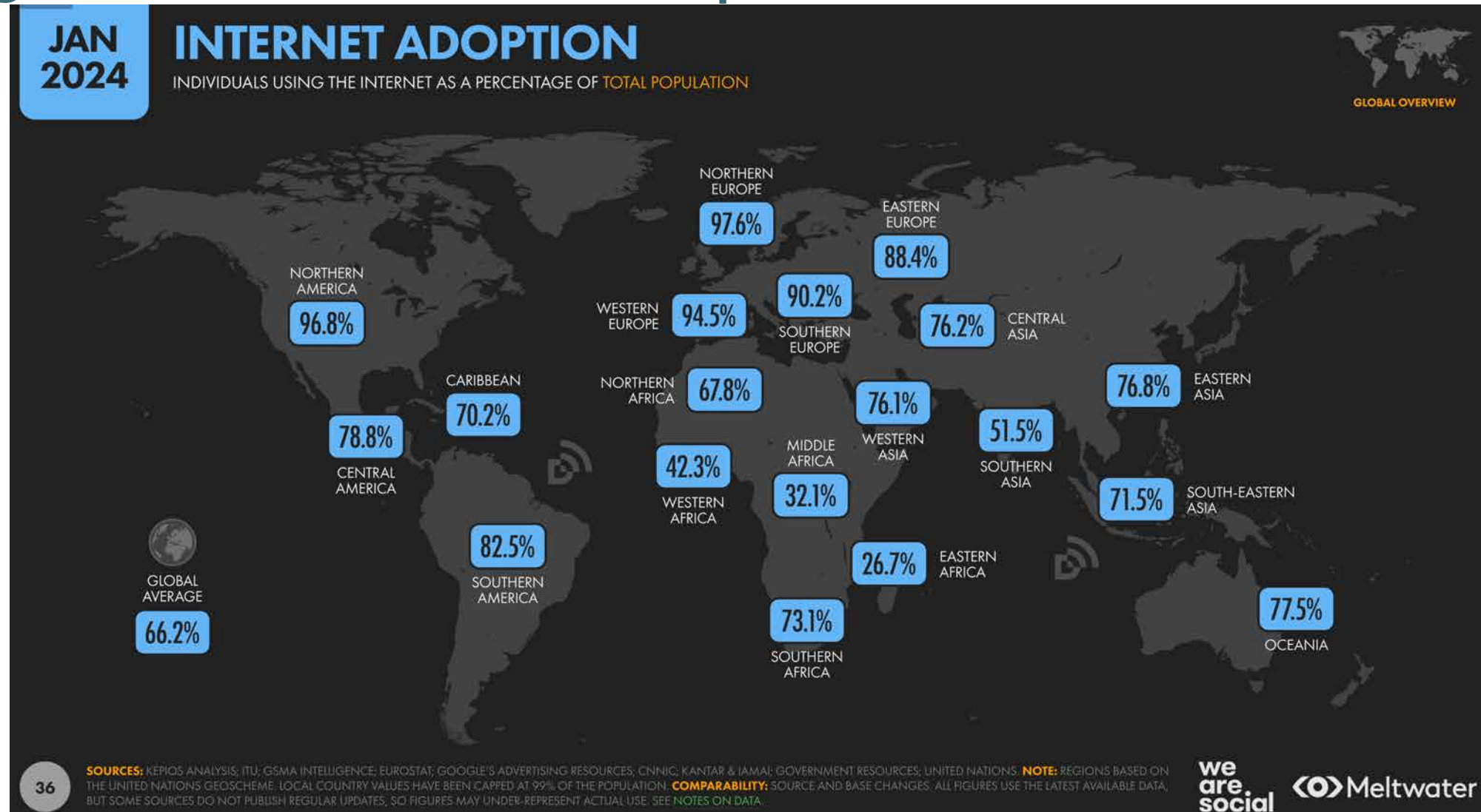
Source: We Are Social «Digital 2022 Global Overview» and «Digital 2022 Italia», January 2022. Data from GlobalWebIndex (Q3 2021). Figures represent the findings of a broad survey of internet users aged 16 to 64

The internet revolution

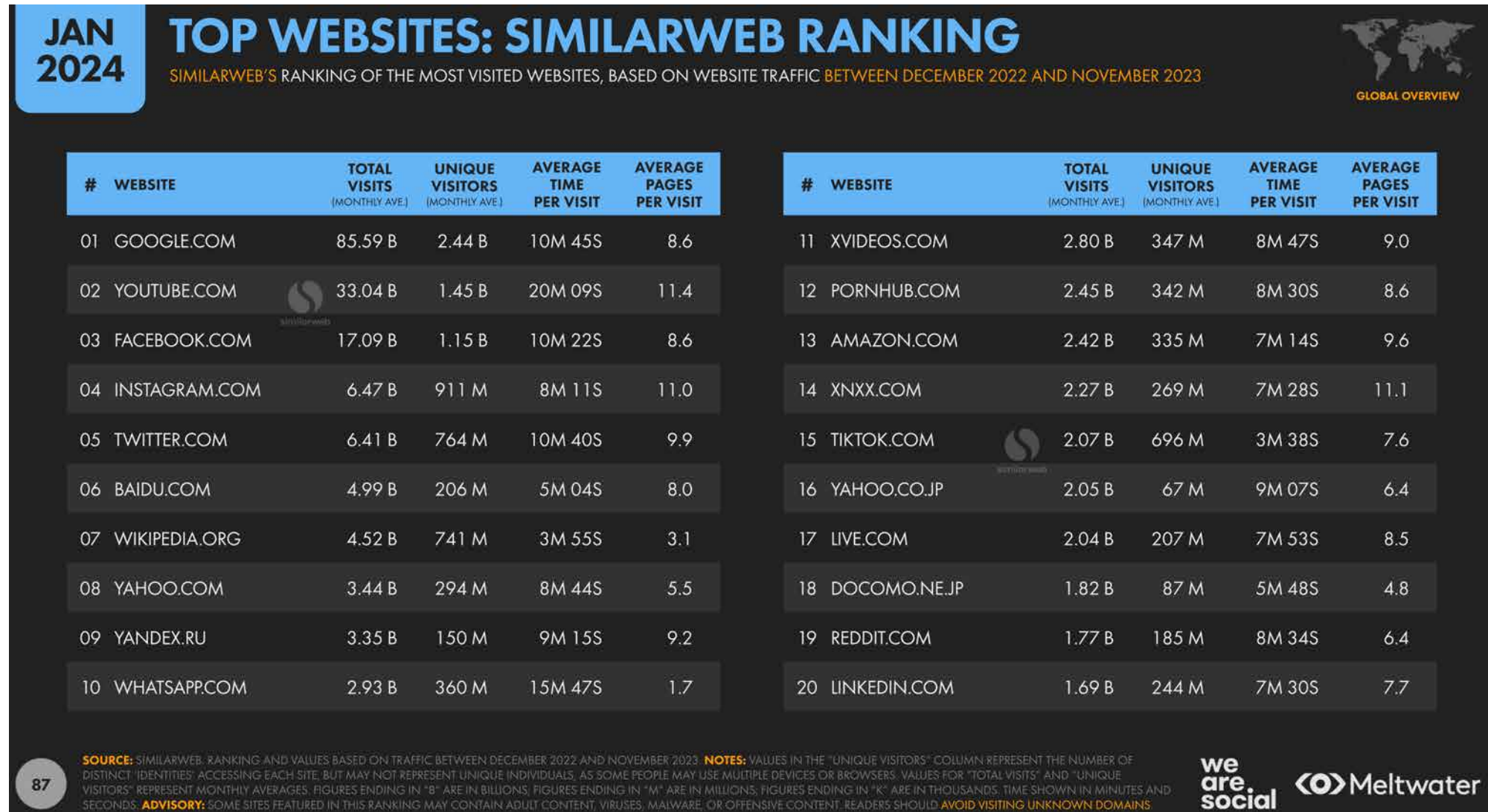
66.2% of the world population uses internet



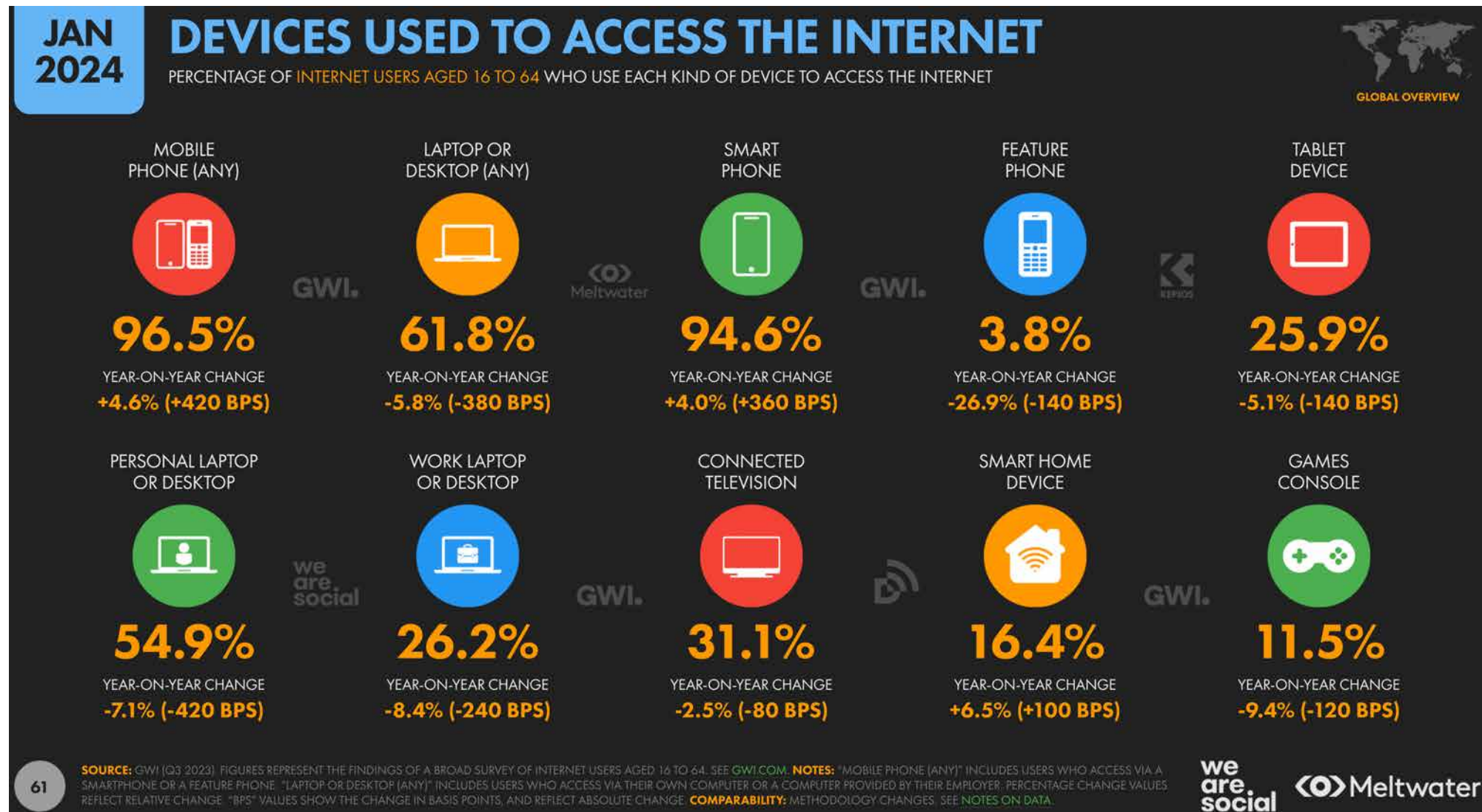
Higer reach in Northern Europe and Nord America



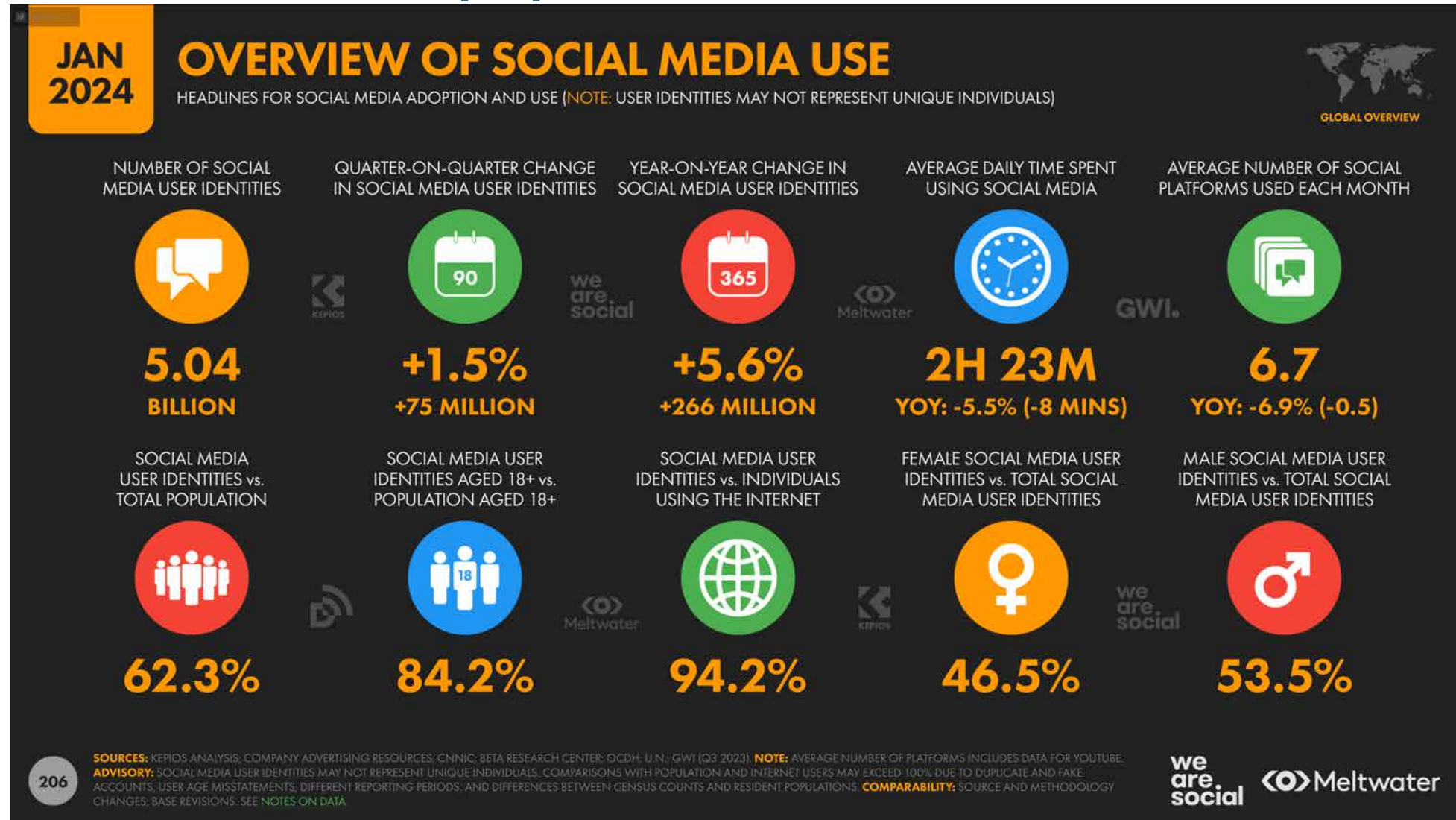
Google, Youtube and Facebook are the most visited websites



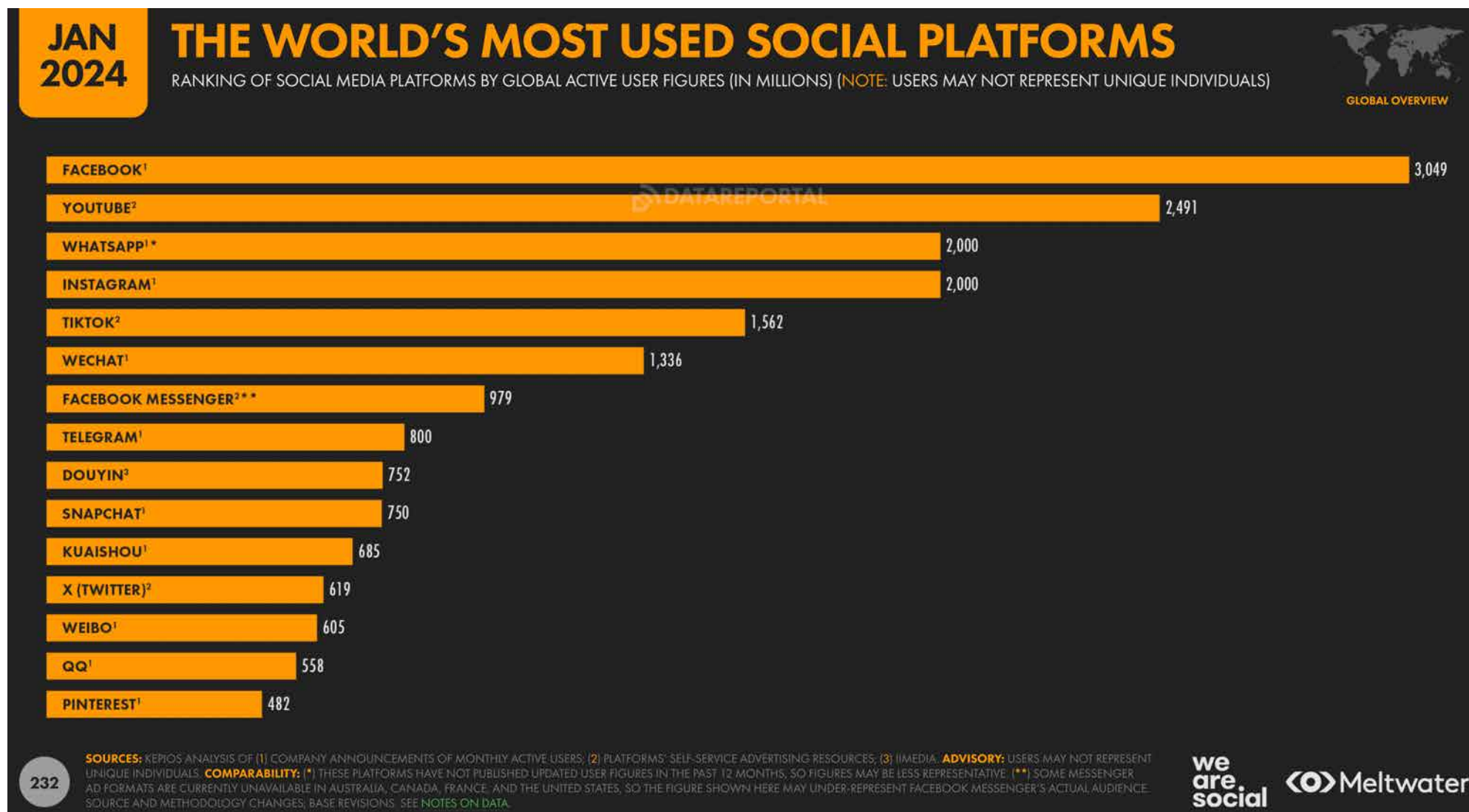
Mobile phones are the most used devices to access the internet



62,3% of the world population uses **social media**



Facebook is still the leader



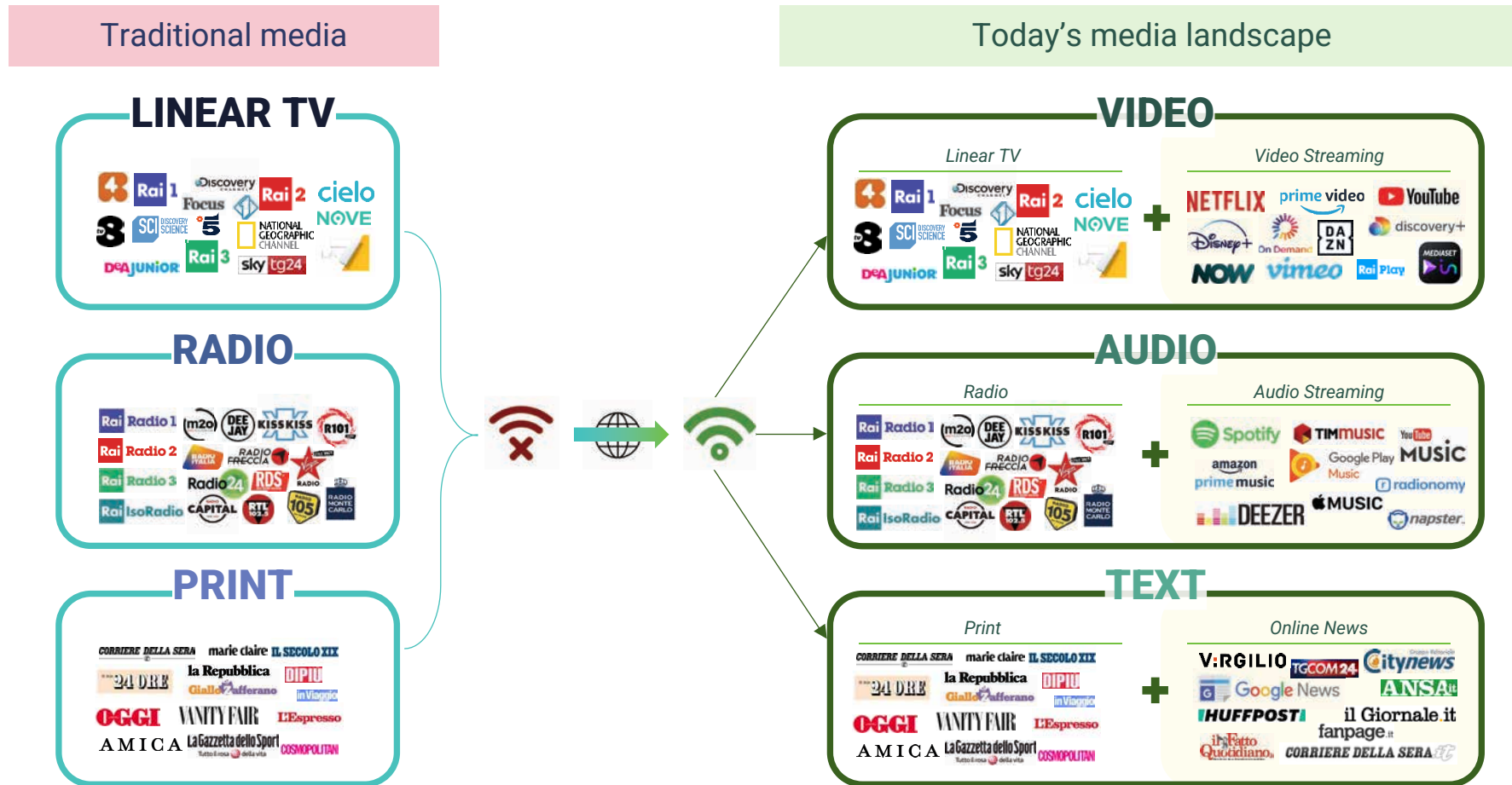


Thanks to internet the ATL media landscape is changing

These traditional offline media are becoming «hybrid»

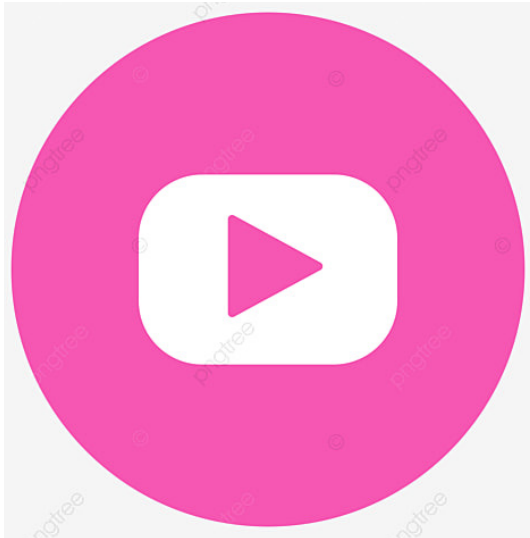
- TV
- Print (Newspapers, Magazines)
- Radio
- Billboards
- Cinema

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



Video is the most effective ac



Expressive capabilities



Use sight, sound, color and motion in commercials.

- emotional commercials
- product demos,
- show people in situations they can **identify** with
- The bigger the screen, the better





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



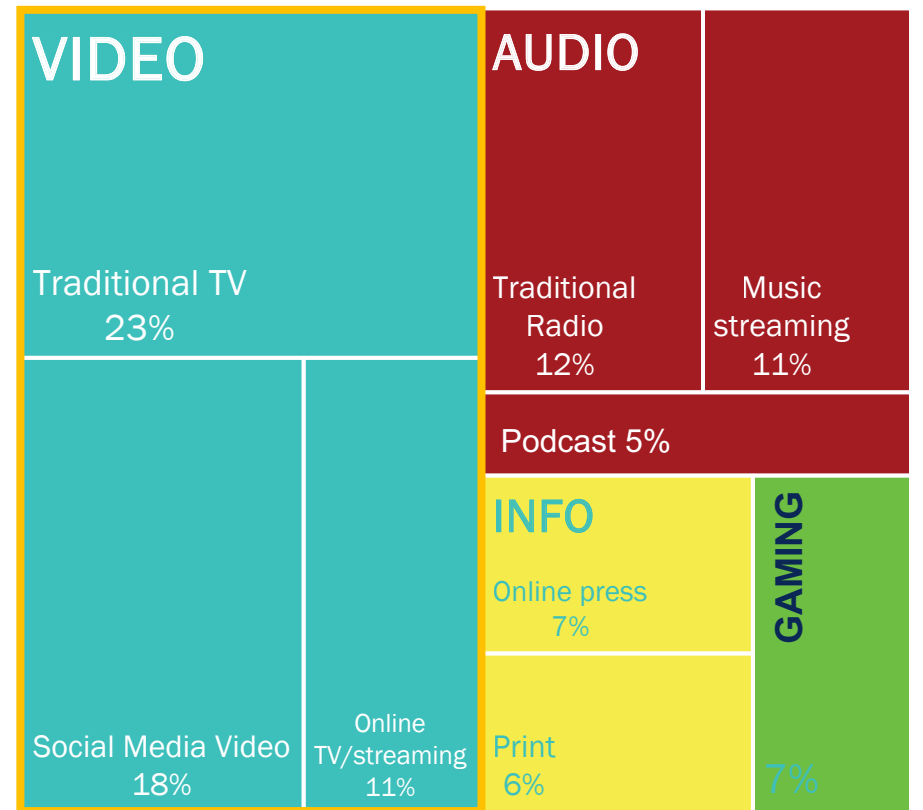
Why is video important?

It is the fundamental of the Italian media diet

Italians spend
Almost 5 hours
per day
watching **video**
contents



Time spent on media per day
(% - adults 16-64 y.o. - H1 2023)



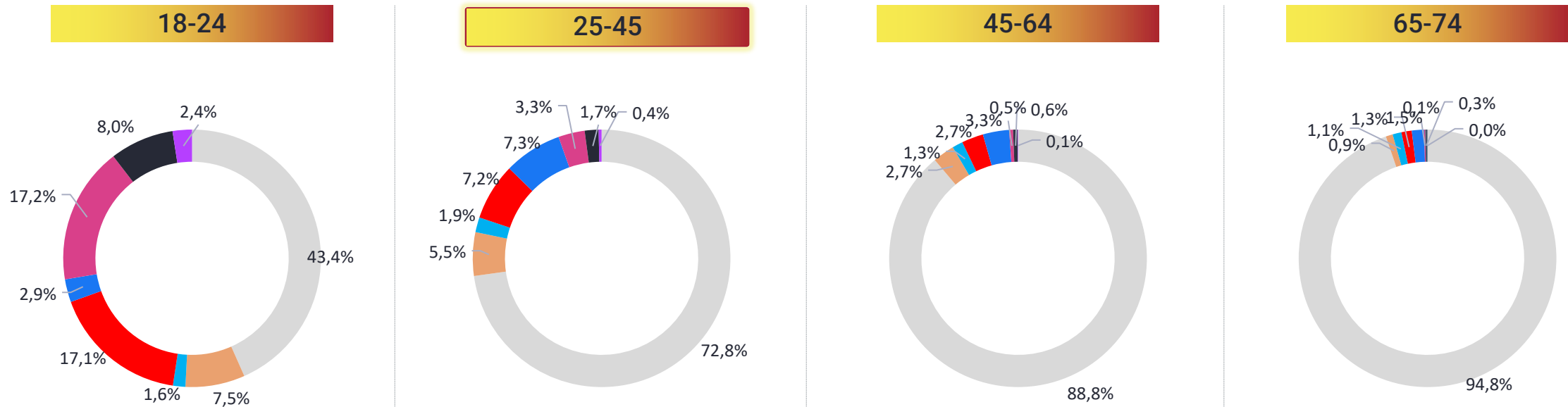
Total
09:11
(hh:mm)

How do we watch videos?

Time spent daily on video content

%share

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



What do we find inside the TV screen?



TRADITIONAL TV:

Traditional TV broadcasting video content via satellite or cable



FAST CHANNEL:

«Free Ad-supported Streaming TV»
TV live streaming without subscription.
Contents are broadcast 24/7



LINEAR

ON DEMAND



SVOD:

«Subscription Video On Demand»
Unlimited access to content for a subscription fee



AVOD:

«Advertising Video On Demand»
Video contents for free + ADV



HVOD:

«Hybrid Video On Demand»
Like a SVOD, the Subscription fee depends on ADV



TVOD:

«Transactional Video On Demand»
Video fruition by paying single content





On-Demand viewing will surpass linear TV also in Italy, but it will take time

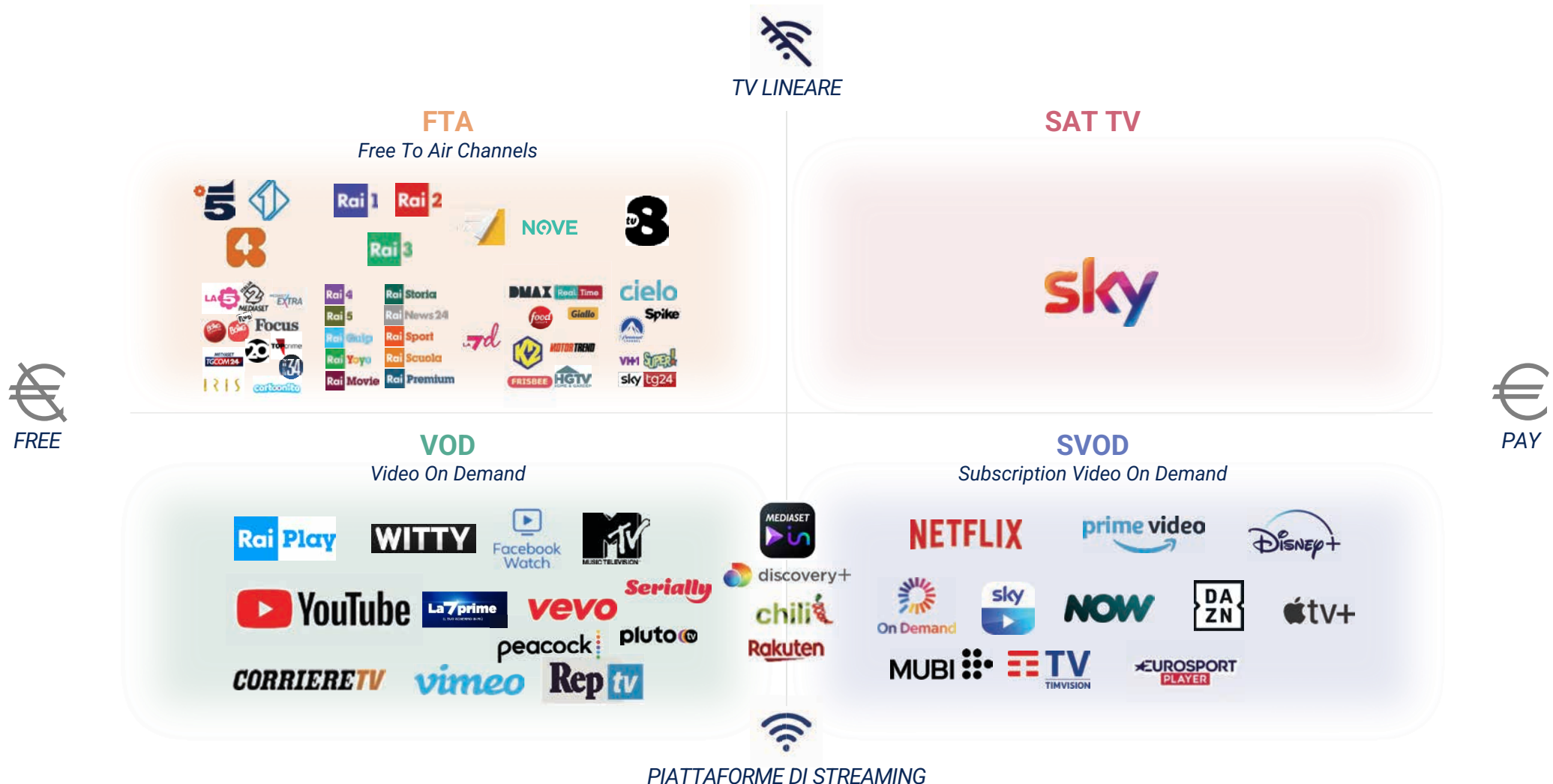


“Where do you watch TV content?”

Pen. (%) AFF INDEX	18-24	25-44	45-59	60+
Linear TV	54% 80	63% 92	69% 101	75% 110
AVOD	37% 161	28% 123	23% 100	16% 68
SVOD	56% 139	53% 130	41% 102	27% 67

Source: GroupM B&I elaboration on Audience Origin data - 2024 - AO 22/23: «Where do you watch TV Content?» Pop. 18+

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



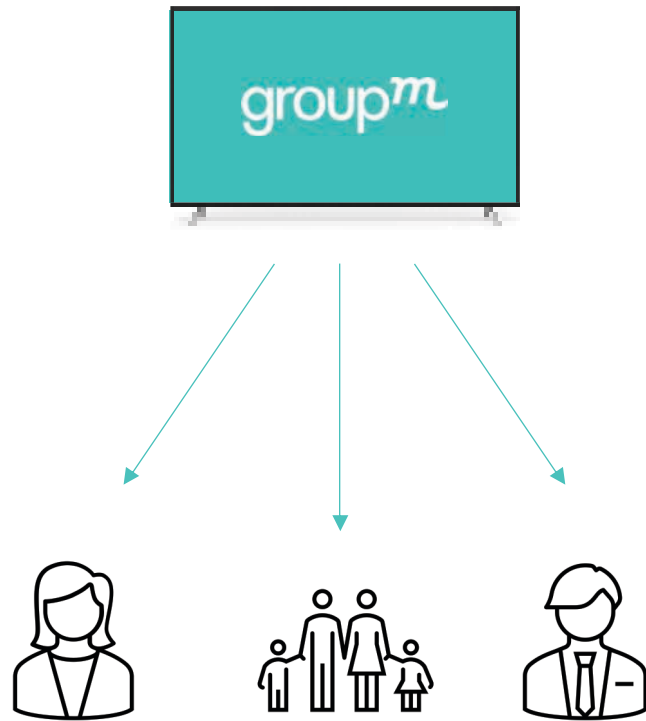
Advanced tv

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

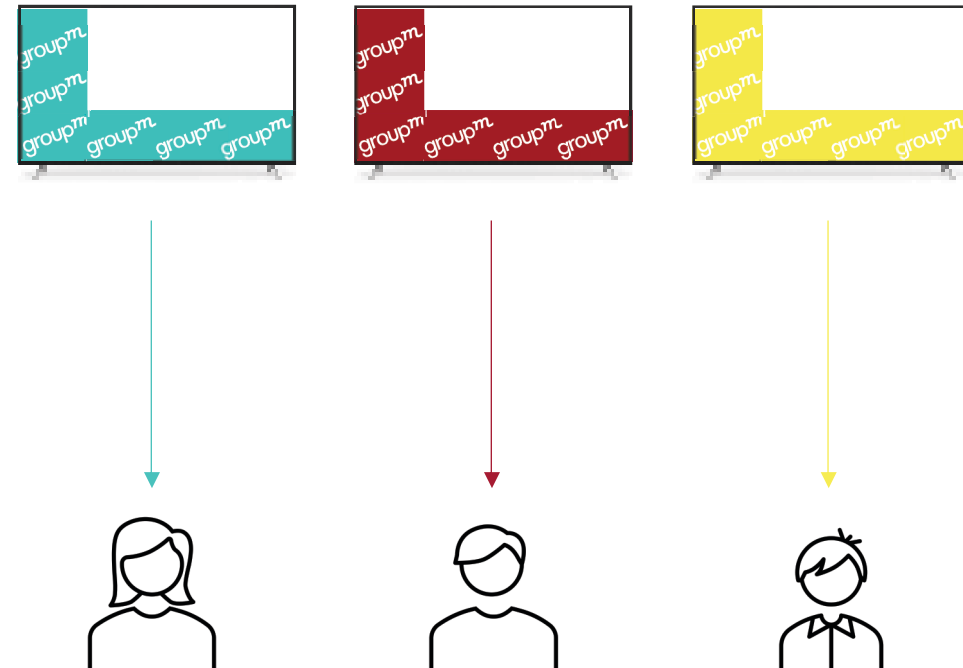


Advanced TV (addressable TV) is the new frontier, where connected TV (CTV) adv acquires digital adv characteristics:

TRADITIONAL ADV



ADRESSABLE TV



different ads to different users
watching the same program

All addressable formats available

LINEAR

Display Format:



L-Shape banner



Side skin



Full skin



Banner

Video Format:



*Spot replacement/
DAI (Ad dynamic insertion)*

ON DEMAND/STREAMING



*Pre/Mid/Post roll
In-Streaming Video ads*



Source: OMG

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



The main linear TV channels have the highest reach

PRIME TIME

CANALE	PROGRAMMA	ORARIO INIZIO	ORARIO FINE	ASCOLTATORI MINUTO MEDIO	SHARE MEDIA
Rai 1	DON MATTEO 14	21:44:45	23:44:14	4.325.025	24,20%
Rai 2	L'ALTRA ITALIA	21:32:08	24:04:36	206.209	1,20%
Rai 3	SPLENDIDA CORNICE	21:46:56	24:00:07	930.666	5,47%
Canale 5	ENDLESS LOVE	21:40:59	23:49:59	2.528.088	14,28%
Italia 1	LE IENE PRESENTANO INSIDE	22:00:19	25:37:32	1.001.674	8,62%
Rete 4	DRITTO E ROVESCIO	21:29:09	24:55:39	968.320	6,62%
La7	PIAZZA PULITA	21:29:51	25:07:21	872.224	6,21%
Tv8	CALCIO UEFA EUROPA LEAGUE - FENERBAHCE-MANCHESTER UNITED	21:01:13	22:54:25	710.393	3,53%
Nove	IL CONTADINO CERCA MOGLIE	21:56:06	23:41:26	347.298	1,97%

October, 24 2024 Auditel data - UPA



The main linear TV channels have the highest reach (e.g. Newscasts have some of the highest audiences)

TG					
CANALE	PROGRAMMA	ORARIO INIZIO	ORARIO FINE	ASCOLTATORI MINUTO MEDIO	SHARE MEDIA
Rai 1	TG1	19:56:17	20:33:55	4.171.459	21,74%
Rai 2	TG2	20:32:07	21:01:15	838.882	4,07%
Rai 3	TG3	19:00:03	19:33:50	1.882.064	12,82%
	TGR	19:37:48	19:57:25	2.571.573	14,90%
Canale 5	TG5	20:01:21	20:35:25	3.967.829	20,42%
Italia 1	STUDIO APERTO	18:29:22	18:52:32	587.729	5,15%
Rete 4	TG4	18:58:07	19:35:46	655.647	4,47%
La7	TG LA 7	20:01:45	20:36:11	1.471.206	7,56%

October, 24 2024 Auditel data - UPA



VOD audience behaviour reflects the availability of new released contents in their library

Weekly Reach Trend

People 14+

NETFLIX

amazon
prime video

Rai Play

Disney+

discovery+

Paramount+

Week

8,6mio

7,4mio

3,4mio

2,1mio

532mila

112mila

2023

2024

Source: GroupM BI&I elaborations on GFK VOD data
based on a panel of individuals 14+ base: 9.000

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

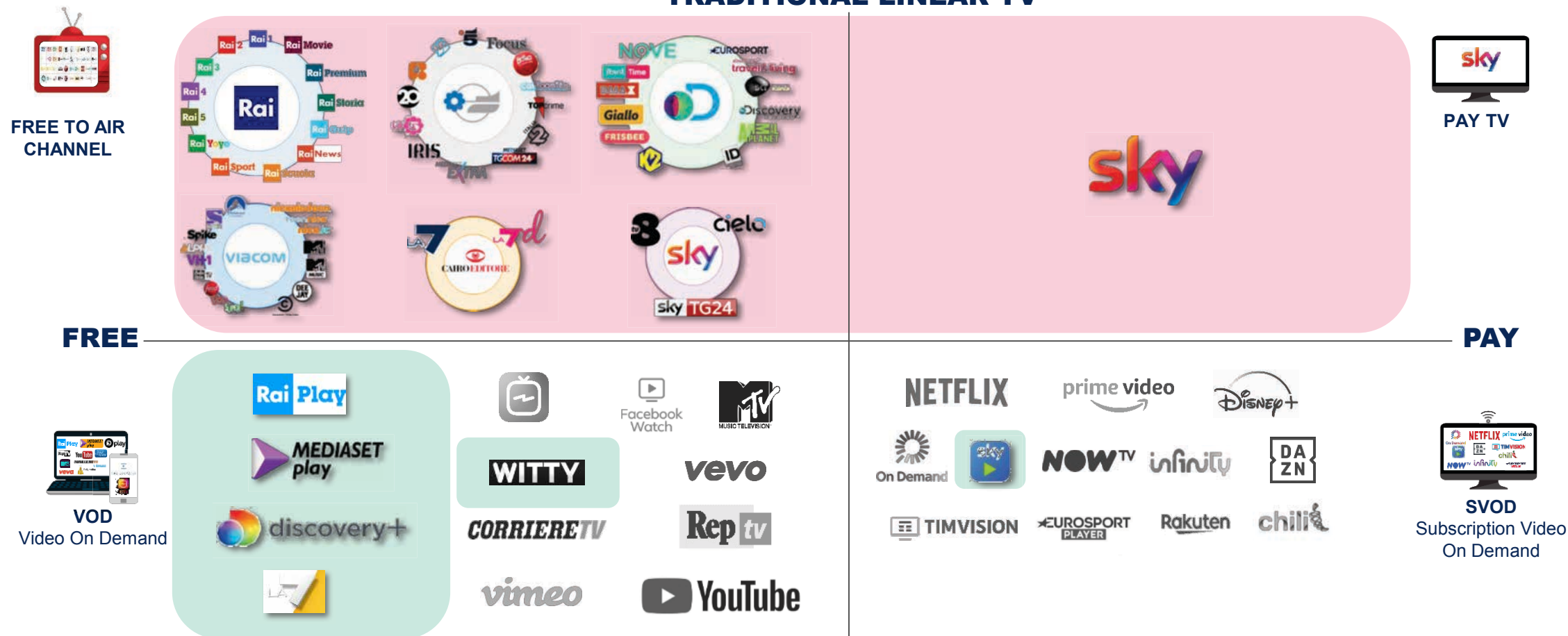
Instead of measure household audience, Auditel measure **individuals'** behaviour



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

People Audience
Device Audience

TRADITIONAL LINEAR TV



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.

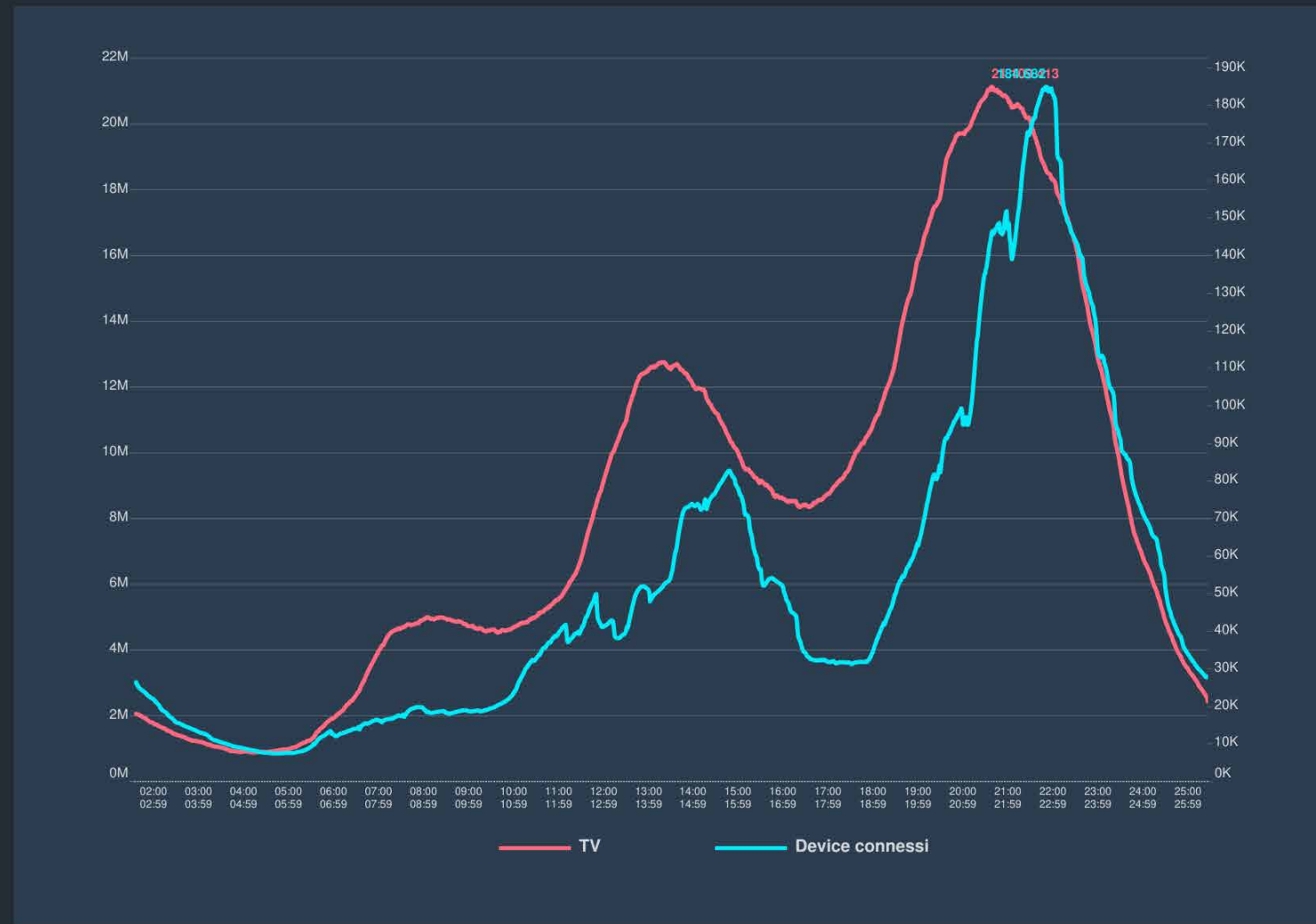


TV audience on an average day (Oct 2024)

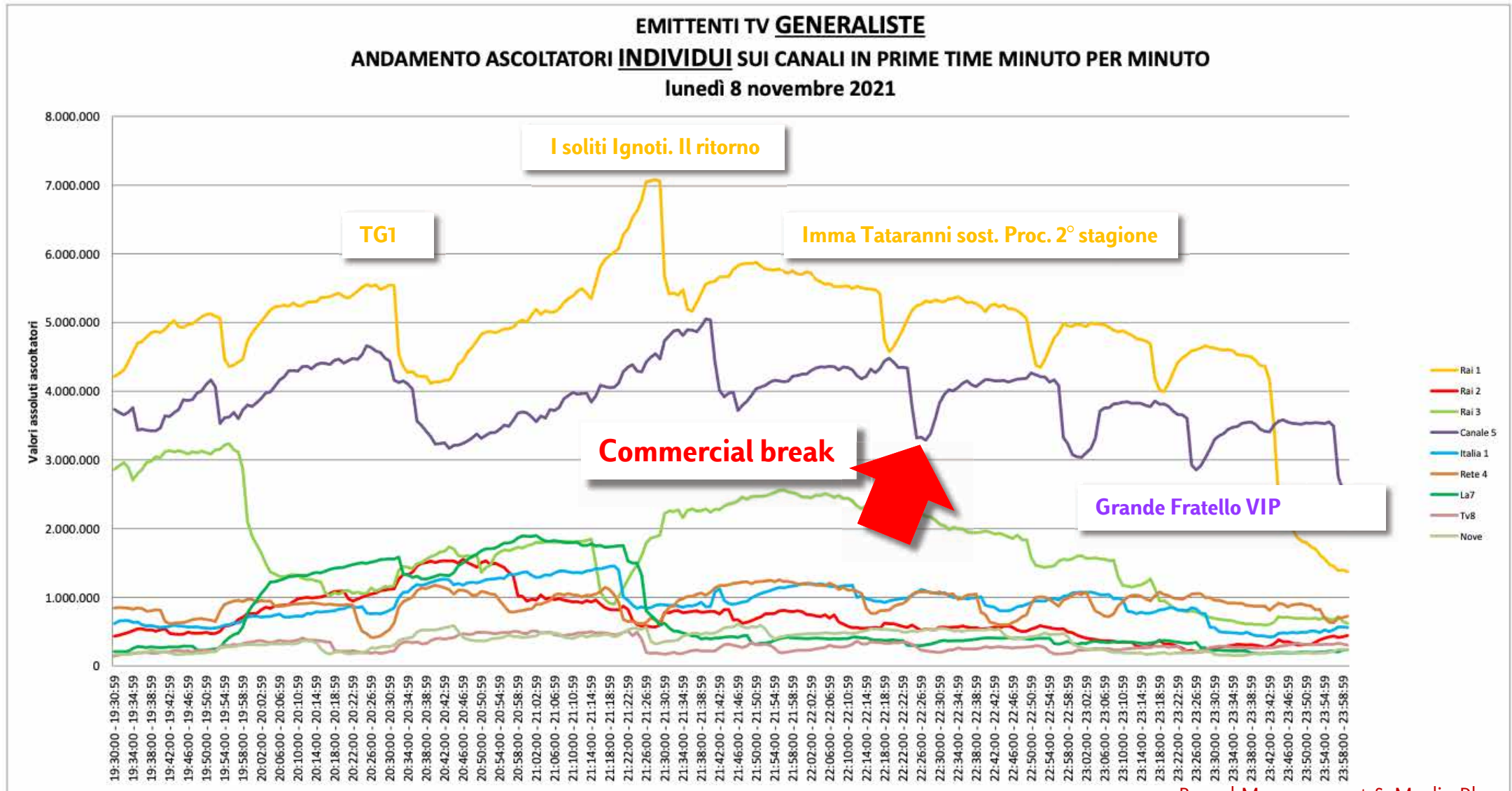
**total
audience
linear
AMR
per fascia
oraria nel
giorno medio**

totale editori

Dati relativi alla settimana Auditel:
13 ottobre 2024 - 19 ottobre 2024

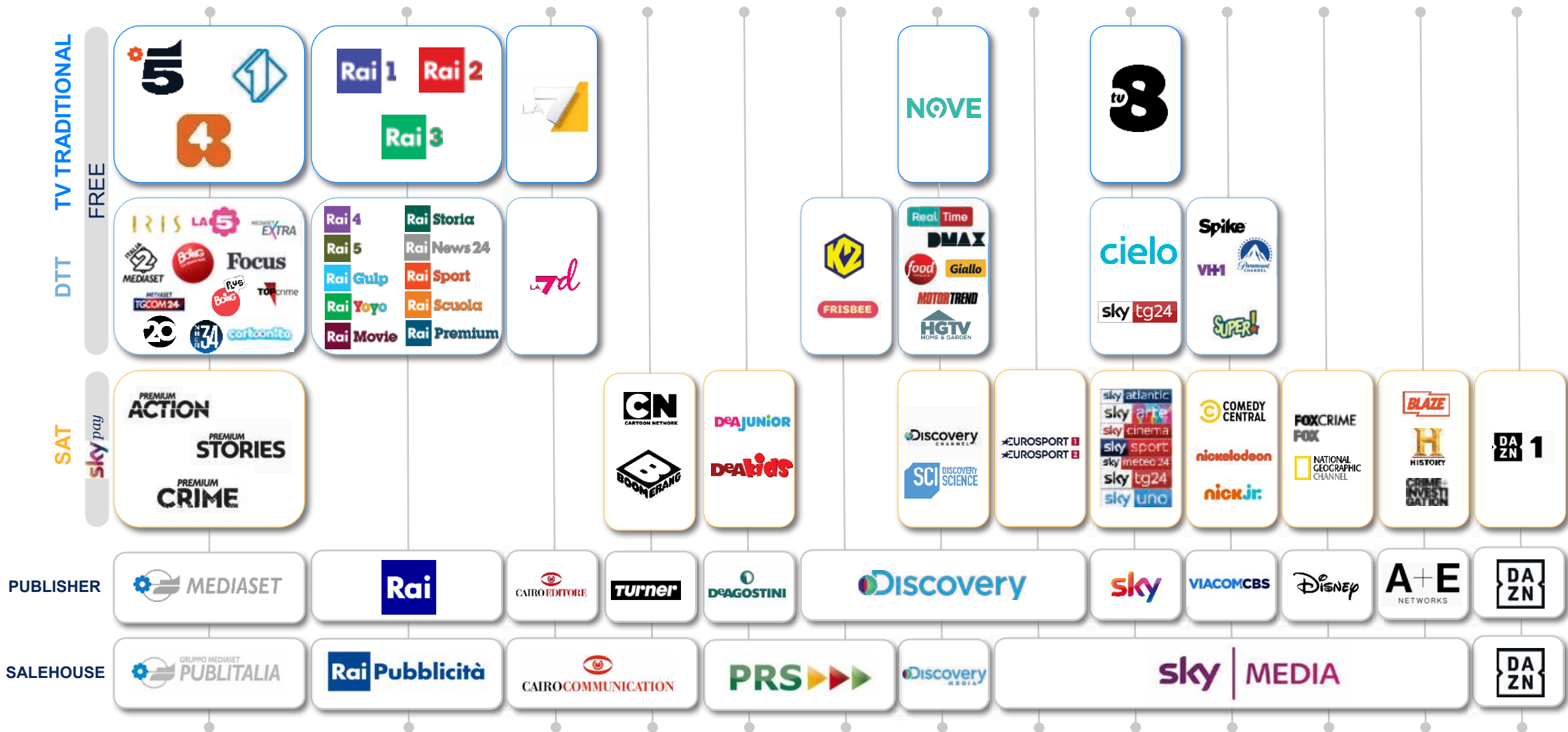


We can estimate the audience during the advertising breaks





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](#)

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

Listini in vigore

Tabella riparametratale Telepromozioni

**Dal 5 giugno 2022**
[VAI ALLA TABELLA](#)

Crossmediale tabella riparametratale

**Tabella riparametratale**
[VAI ALLA TABELLA](#)

Crossmediale tabellare

**Feste 2024/2025**
22 dicembre 2024 – 4 gennaio 2025
[VAI AL LISTINO](#)

**Novembre – dicembre 2024**
3 novembre – 21 dicembre 2024
[VAI AL LISTINO](#)

**Settembre – ottobre 2024**
1 settembre – 2 novembre 2024
[VAI AL LISTINO](#)



...And look for price-list (for a 30" commercial) and audience estimate

Tv Linear - Listino TABELLARE																				
Listino Novembre-Dicembre 2024 (3 novembre - 21 dicembre)																				
Rete	Rubriche di vendita	Note	Programma	Orario Indicativo	Giorni di Trasmissione							Stime					Tariffe base			
					DOMENICA	LUNEDI	MARTEDI	MERCOLEDI	GIOVEDI	VENERDI	SABATO	3/11-30/11					TABELLARE 30"		P/U 30"	
												IND	R.A.	15-64 anni	25-54 anni	15-34 anni	3/11-30/11	1/12-21/12	3/11-30/11	1/12-21/12
UNIVERSI AUDITEL												57.352.052	24.476.018	37.488.934	22.911.057	12.002.452				
RAI 1	R1 P.M. Domenica	no 1/12	A ruota libera	17:50	•							1.600.000	971.520	564.320	233.760	65.760	17.400,00	17.200,00	19.140,00	18.920,00
RAI 1	R1 P.M. Fiction		Il paradiso delle signore	16:10		•	•	•	•	•		1.550.000	1.044.390	504.835	193.130	47.120	15.600,00	16.600,00	17.160,00	18.260,00
RAI 1	R1 Tg1 20.00		Tg1	19:55	•	•	•	•	•	•	•	3.700.000	2.098.640	1.455.580	700.410	257.890	95.000,00	95.000,00	104.500,00	104.500,00
RAI 1	R1 Tg1 20.00 Plus		Calcio Nations League/Affari tuoi/Ballando con le s	20:30-20:35	•	•	•	•	•	•	•	4.000.000	2.212.000	1.586.400	752.400	296.000	104.000,00	104.000,00	114.400,00	114.400,00
RAI 1	R1 Affari tuoi		Affari tuoi	20:45	•	•	•	•	•	•		3.600.000	1.994.040	1.400.760	657.720	269.280	92.000,00	91.000,00	101.200,00	100.100,00
RAI 1	R1 Fiction Start	dai 19/11	Libera/Vincenzo Malinconico, avvocato/Leopardi -	21:25/21:35	•	•	•					3.700.000	2.094.200	1.646.870	770.340	290.080	112.000,00	112.000,00	123.200,00	123.200,00
RAI 1	R1 Fiction	dai 19/11	Libera/Vincenzo Malinconico, avvocato/Leopardi -	22:15/22:55	•	•	•					3.100.000	1.757.378	1.477.798	603.136	245.901	101.500,00	102.000,00	111.650,00	112.200,00
RAI 1	R1 Fiction Top Start	fino al 9/12	Ninfa dormiente - Teresa Battaglia/L'amica geniale	21:25/21:35		•						4.500.000	2.547.000	2.002.950	936.900	352.800	136.000,00	136.000,00	149.600,00	149.600,00
RAI 1	R1 Fiction Top	fino al 9/12	Ninfa dormiente - Teresa Battaglia/L'amica geniale	22:15/22:55		•						3.800.000	2.154.205	1.811.494	739.328	301.427	125.000,00	125.000,00	137.500,00	137.500,00
RAI 1	R1 Don Matteo Start		Don Matteo	21:25/21:35					•			5.000.000	2.626.180	2.253.995	1.076.615	426.650	154.000,00	154.000,00	169.400,00	169.400,00
RAI 1	R1 Don Matteo		Don Matteo	22:15/22:55					•			4.800.000	2.494.579	2.404.546	1.129.517	444.715	168.000,00	168.000,00	184.800,00	184.800,00
RAI 1	R1 Prime Time Start		Ballando con le stelle/Purchè finisca bene/Tale e q	20:40-21:25/21:35	•		•	•		•	•	3.600.000	2.081.880	1.391.400	658.080	245.880	94.000,00	94.000,00	103.400,00	103.400,00
RAI 1	R1 Prime Time	fino all'11/12	Serata Bambin Gesù/Serata Unicef/Film/Docufilm	21:35-22:25/22:30-23:05	•		•	•		•	•	2.000.000	1.140.356	921.608	436.252	137.476	63.000,00	65.000,00	69.300,00	71.500,00
RAI 1	R1 Prime Time B	il 13,20/11 e 7/12	Serata Bambin Gesù/Serata Unicef/Film	23:05-23:50				•			•	2.635.000	1.502.419	1.214.219	574.762	181.125	53.000,00	55.000,00	58.300,00	60.500,00
RAI 1	R1 Sanremo Giovani Start	il 18/12	Sanremo Giovani	21:25				•										106.000,00		116.600,00

Example of Publitalia rate prices for a 30" commercial

PRIMISSIMA E PRIME LISTINO 30"

5

	Ottobre 29/9-26/10 PRIMISSIMA	Ottobre 29/9-26/10 rotazione*	Ottobre 29/9-26/10 rotazione PSU	Novembre A 27/10-16/11 PRIMISSIMA	Novembre A 27/10-16/11 rotazione*	Novembre A 27/10-16/11 rotazione PSU
P E Sera 5 La ruota della fortuna		92.500	99.000		98.500	105.400
P E Sera 5 La ruota della fortuna weekend		67.000	71.700		71.500	76.600
P N Anteprima TG5 20:00		90.500			93.500	
P N Anteprima TG5 20:00 weekend		77.500			82.000	
P N TG5 20:00	142.500	125.500	134.300	141.500	124.500	133.300
P N TG5 20:00 weekend	125.000	110.000	117.700	129.000	113.500	121.500
P N TG5 Sera-Meteo		113.500	121.500		113.500	121.500
P N TG5 Sera-Meteo weekend		99.000	106.000		104.000	111.300
P E Speciale Striscia		113.500	121.500		106.000	113.500
P E Speciale Striscia weekend		93.000	99.600		99.500	106.500
P E Striscia la notizia	114.000	97.500	104.400	128.000	109.500	117.200
P E Striscia la notizia weekend	141.000	125.500	134.300	139.000	123.500	132.200
P Premiere weekend	88.500	78.500	84.000	102.500	91.000	97.400
W F Segreti di famiglia FPT	67.500	56.500	60.500			
P E Grande fratello FPT	106.000	87.500	93.700	106.500	88.000	94.200
P E Grande fratello		61.000	65.300		62.000	66.400

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



Price list per lenght of tim

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)

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

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 Modulo/Ciclone	Dur. Sec.	Listino €	List. Des. €	Num. Spot	Sconti	Grp Unit.	Costo x Grp	Totale Grp	Totale Lordo	Totale 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

Concessionario

Publitalia

Spot	Netto	Net Net	Contatti	Grp	C x Grp	Aff	Grp PT	% PT
467	358.172	304.446	84.120	257,0	1.403	96	113,4	44

Nome Rubrica Modulo/Ciclone	Pol. Acq.	Dur. Sec.	Num. Spot.	Indice Affin	Totale Grp	Totale Netto	Totale Net Net	Prime Time
14/03/2021 - 20/03/2021								
C5-AMICI FPT /Q	Prime / Best Last	20	1	104	6,0	13.616	11.574	6,0
C5-ANT TG5 2000 WE /Q	Prime / Best Last	20	1	95	6,4	14.352	12.199	6,4
C5-MELAVARDE /PSU	Entertainment	20	1	85	3,1	3.238	2.753	
C5-METEO 5 /PSU	News E Sport	20	1	83	4,2	4.784	4.066	
C5-STRISCIA NOTIZIA /PSU	Prime / Best Last	20	1	104	7,0	15.953	13.560	7,0
C5-TG5 ORE 0800 BREAK 0830 /Q	News E Sport	20	2	87	3,2	3.054	2.596	
C5-TG5 ORE 1300 /PSU	News E Sport	20	1	82	4,6	5.060	4.301	
C5-TG5 ORE 1300 /Q	News E Sport	20	1	82	4,5	4.821	4.098	
I1-LE IENE SHOW FPT /Q	Prime / Best Last	20	1	128	3,5	7.360	6.256	3,5
I1-PRESSING /Q	News E Sport	20	1	129	0,8	1.343	1.142	
I1-PRIMA SERATA TOP /PSU	Prime / Best Last	20	1	121	1,0	1.840	1.564	1,0
I1-SPORT CLUB /PSU	News E Sport	20	1	118	1,5	1.932	1.642	
I1-ST.APERTO 1230 /PSU	News E Sport	20	1	105	2,3	2.705	2.299	
I1-ST.APERTO 1830 /PSU	News E Sport	20	1	111	1,4	1.435	1.220	
I1-STUDIO SPORT /PSU	News E Sport	20	1	114	1,8	2.392	2.033	
I1-TIKI TAKA /PSU	News E Sport	20	1	123	0,7	1.288	1.095	
R4-ANT TG4 SERA /PSU	News E Sport	20	1	49	0,4	313	266	
R4-ANT TG4 SERA /Q	News E Sport	20	1	49	0,4	294	250	
R4-NEWS 4 WE FPT /Q	Prime / Best Last	20	1	90	1,2	1.527	1.298	1,2
R4-QUARTA REPUBBLICA FPT /Q	Prime / Best Last	20	1	74	1,2	1.730	1.470	1,2

Example of TV planning

ADV CONSUMER 2011

		GENNAIO				FEBBRAIO				MARZO				APRILE				MAGGIO				GIUGNO				
21 marzo 2011		02	09	16	23	30	06	13	20	27	06	13	20	27	03	10	17	24	01	08	15	22	29	05	12	19
TV		TIM MNP				Promo Sms 100				Internet senza limiti				TIMxTutti				SmartPhone				MNP:Passa a TIM				
		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/Cube																				
		400 1000 850 800				850 800 800				750 720				750 720												
	6.410.214				5.760.310				3.570.000				4.086.738													
	TIM Natale				MNP																					
	24.529				699.996																					
	1.032																									



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)

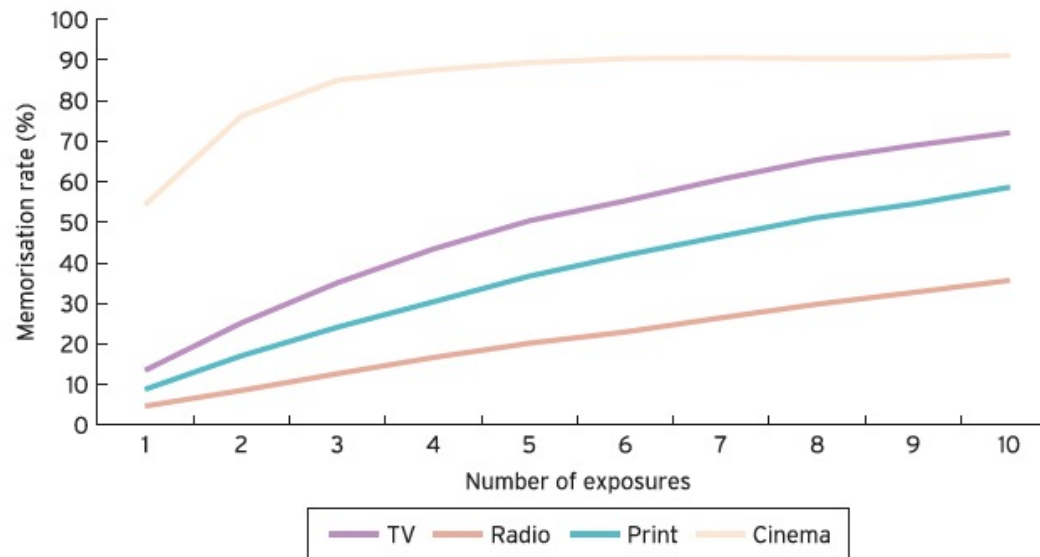
Cinema (video on BIG screens) gets the highest level of memorization

Table 8.1 β -coefficients for different media

Medium	β -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

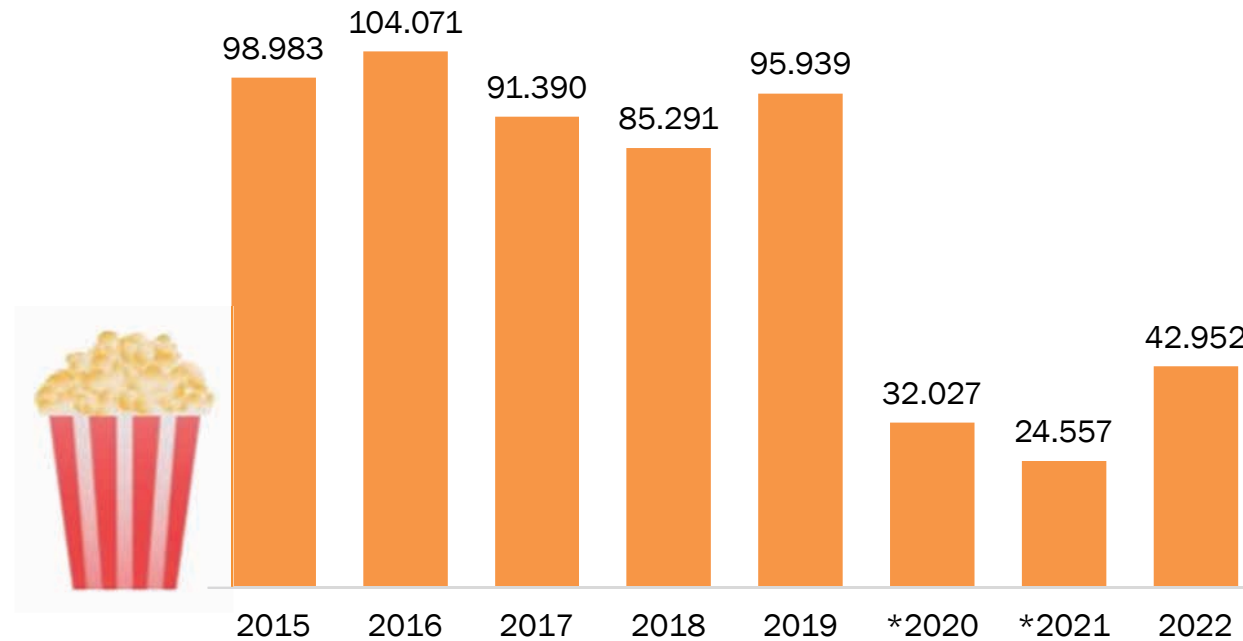


Source: JFC Informatique & média, Paris, France (2003).



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?

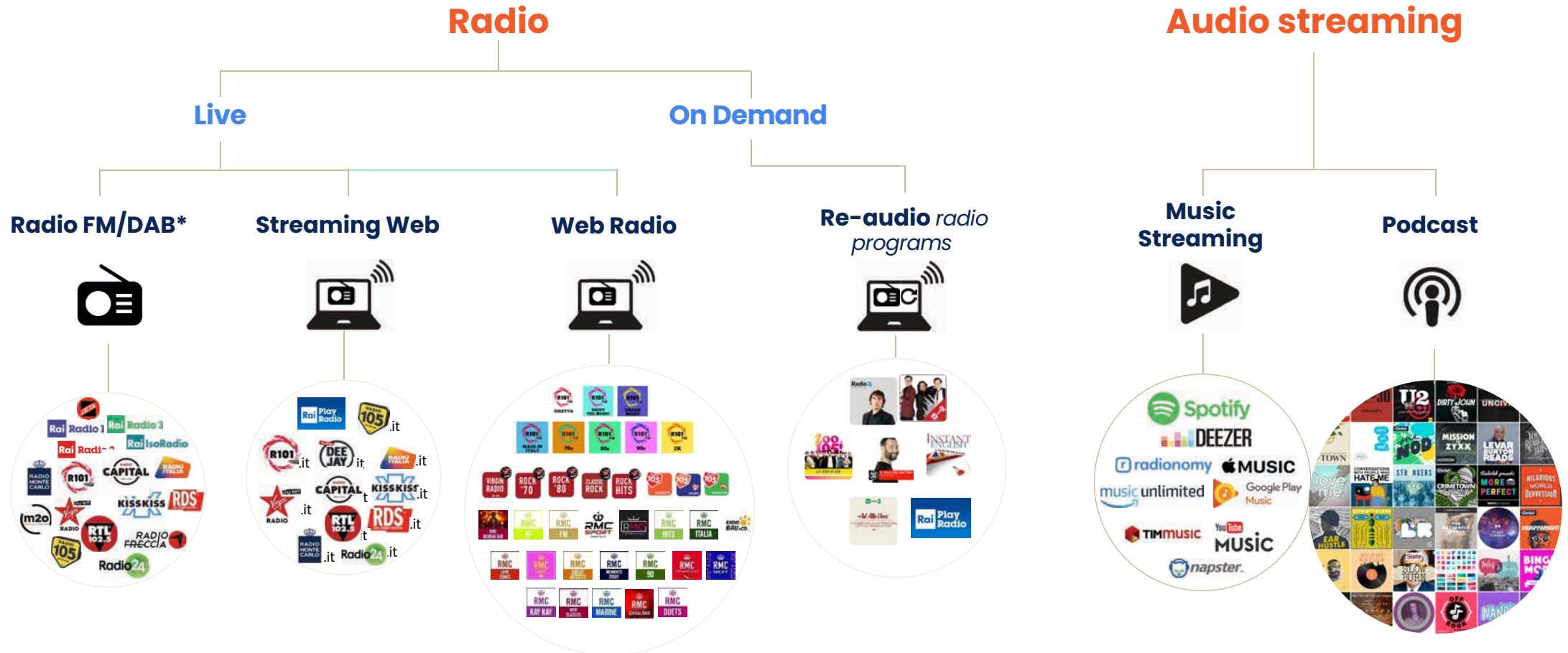
- **Audience** is measured by **ticket sold** (Audimovie.it)
- As for television, we buy **video commercials** (30", 60" etc.)
- we usually buy a **circuits of theatres** for a certain period of time (some dealers now offers the possibility of following a movie)
- We can also buy other communication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





The Audio beyond the radio

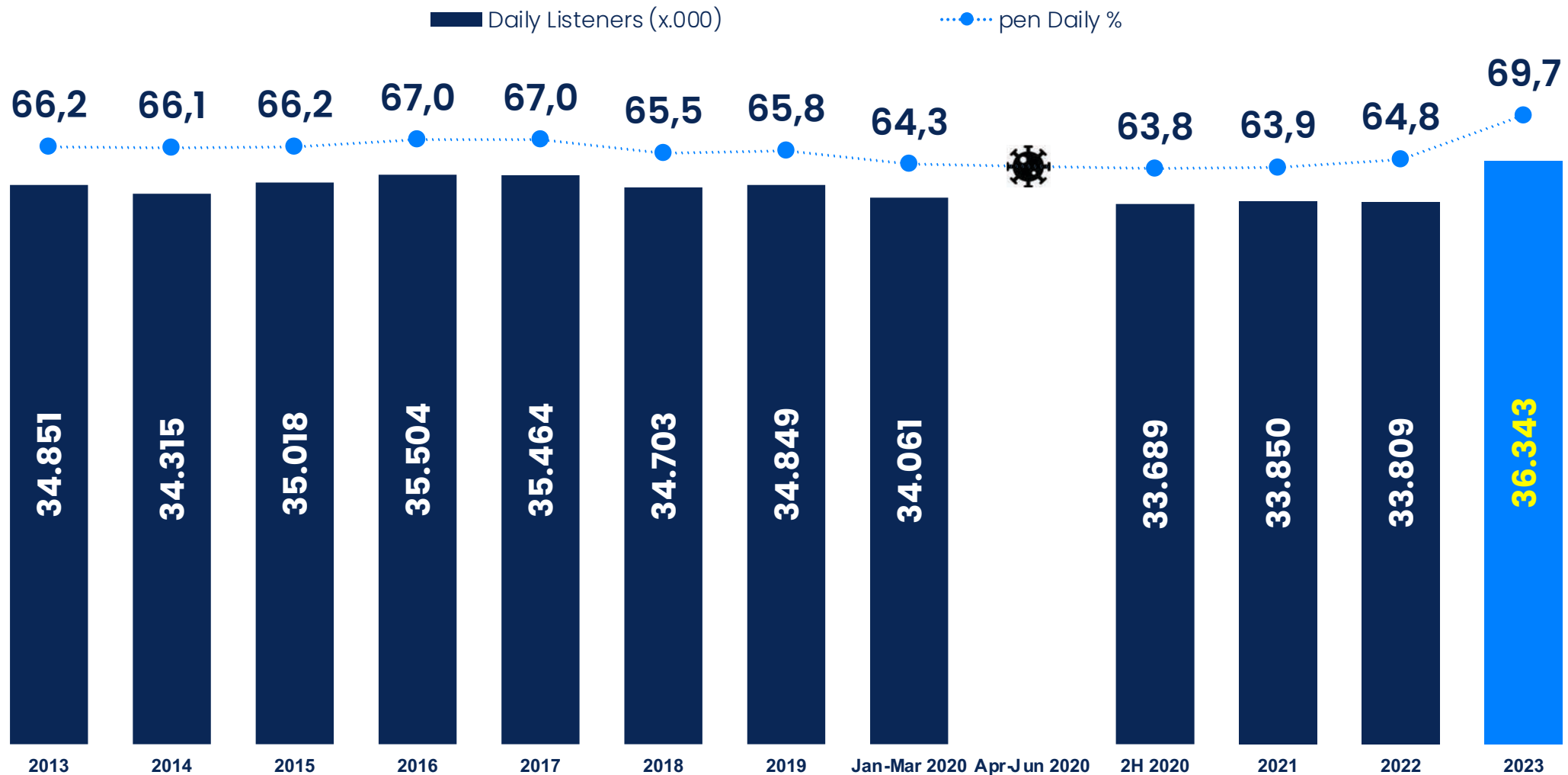
The new audio ecosystem



*DAB: audio broadcasting in which analogue audio is converted into a digital signal and transmitted on an assigned channel in the AM or (more usually) FM frequency range.



Radio reaches almost **70% of the adult population** every day



NB: during the first months of the pandemic (2020), TER was unable to proceed regularly with the interviews.

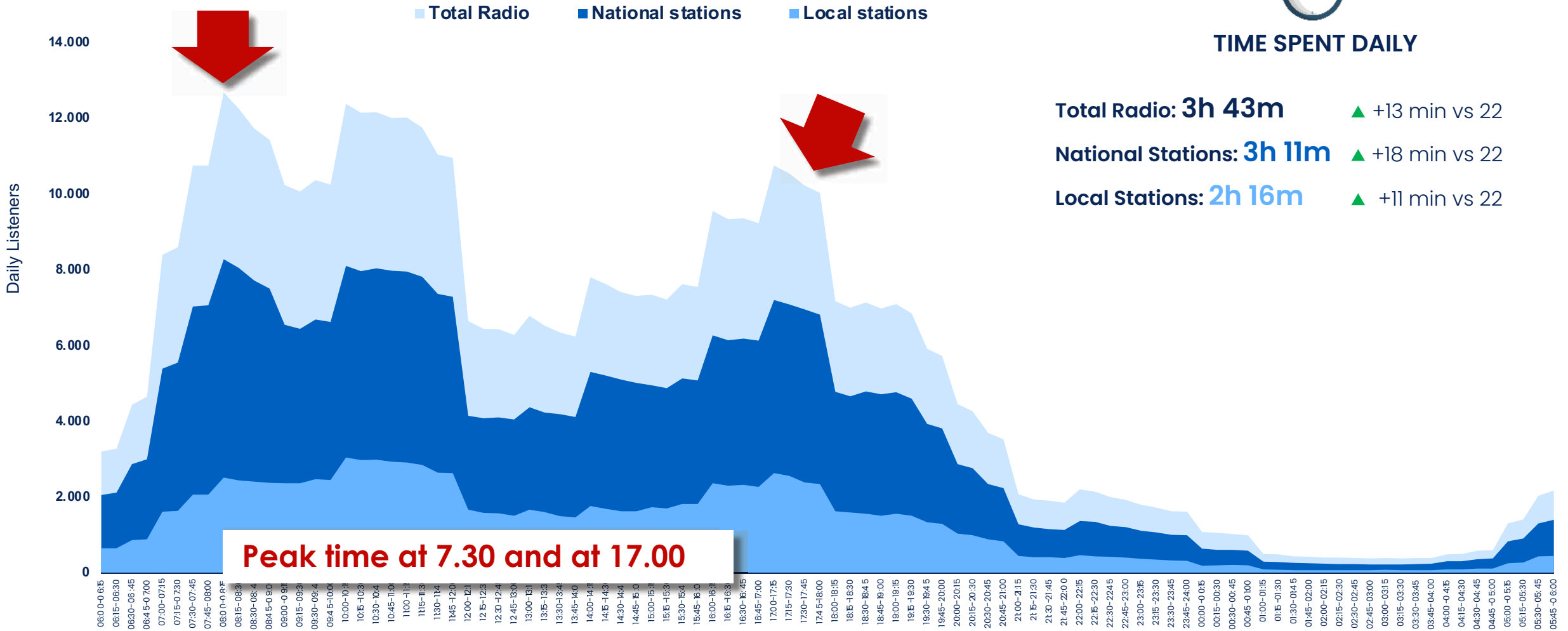
Source: GroupM BI&I elaborations on TER data, Adult 14+

The listening curve is complementary to the TV one

2023



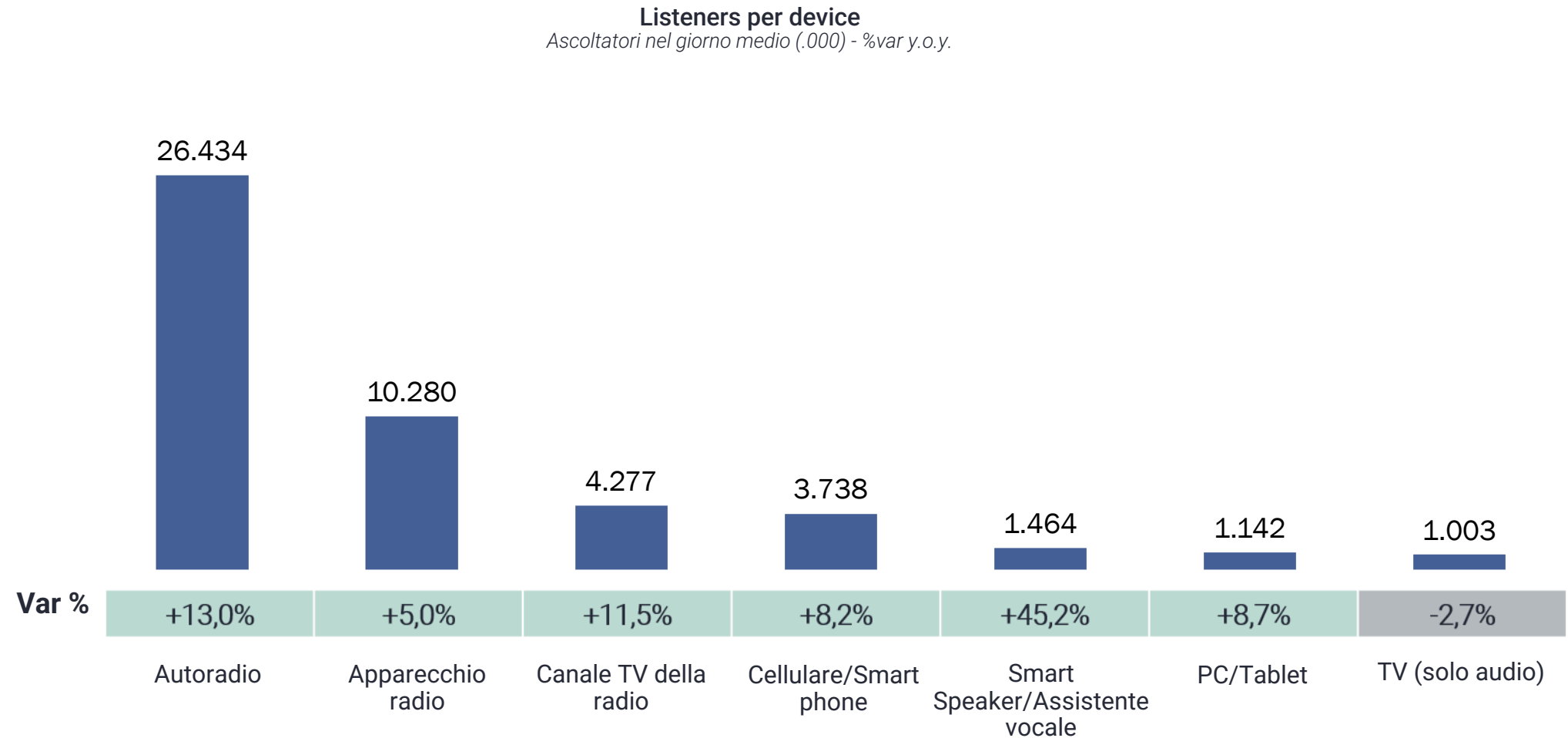
TIME SPENT DAILY



Source: GroupM BI&I elaborations on TER 2023 data – Adults 14+



We mostly listen to radio while driving





Radio stations audience in Italy

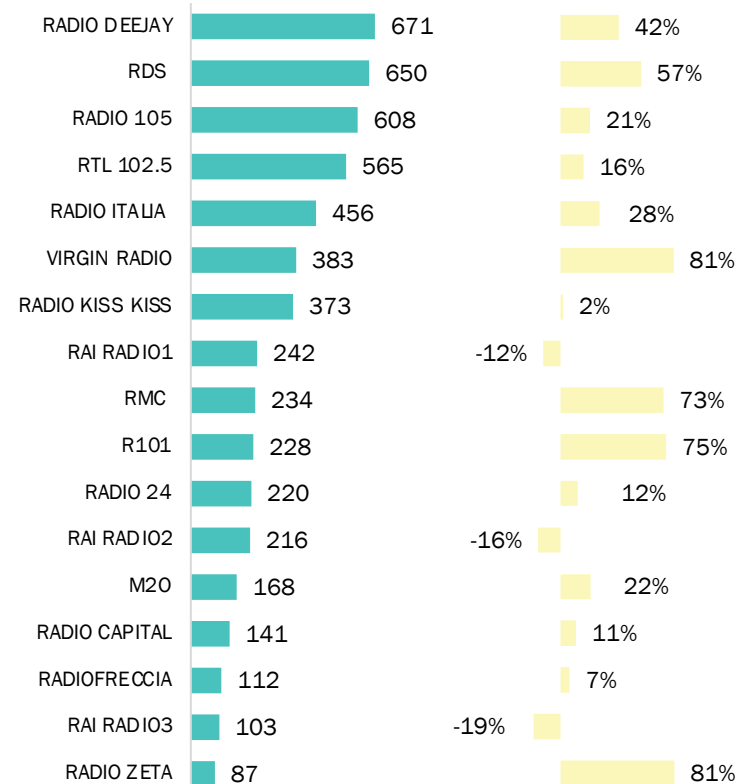
Ascoltatori quarto d'ora medio

Var %



7.335

+17,7%



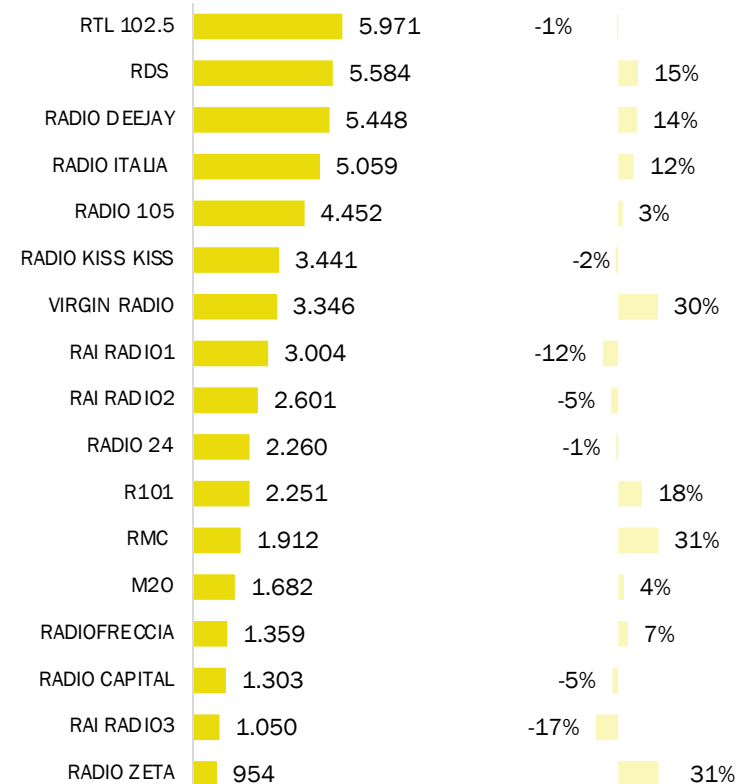
Ascoltatori giorno medio

Var %



36.605

+8,8%

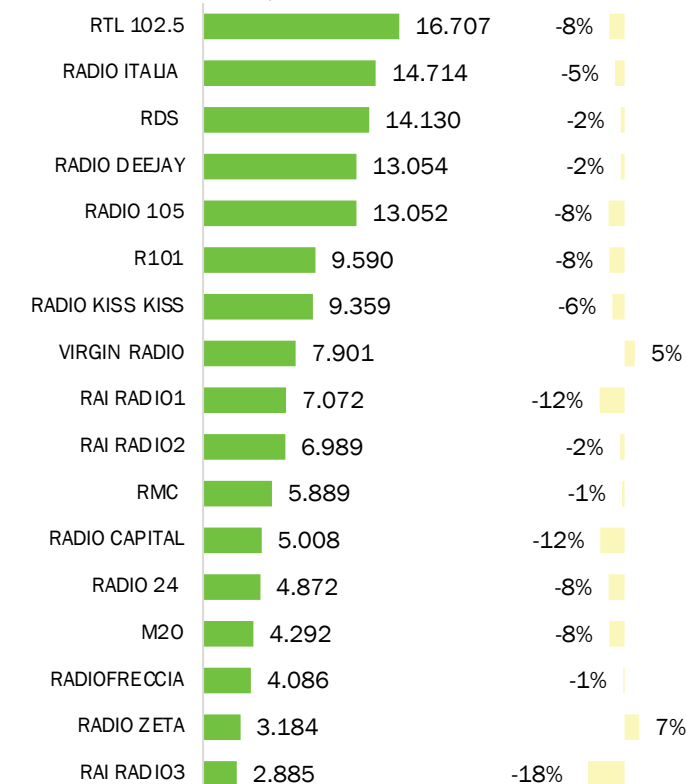


Ascoltatori 7 giorni

Var %



44.827
+3,9%

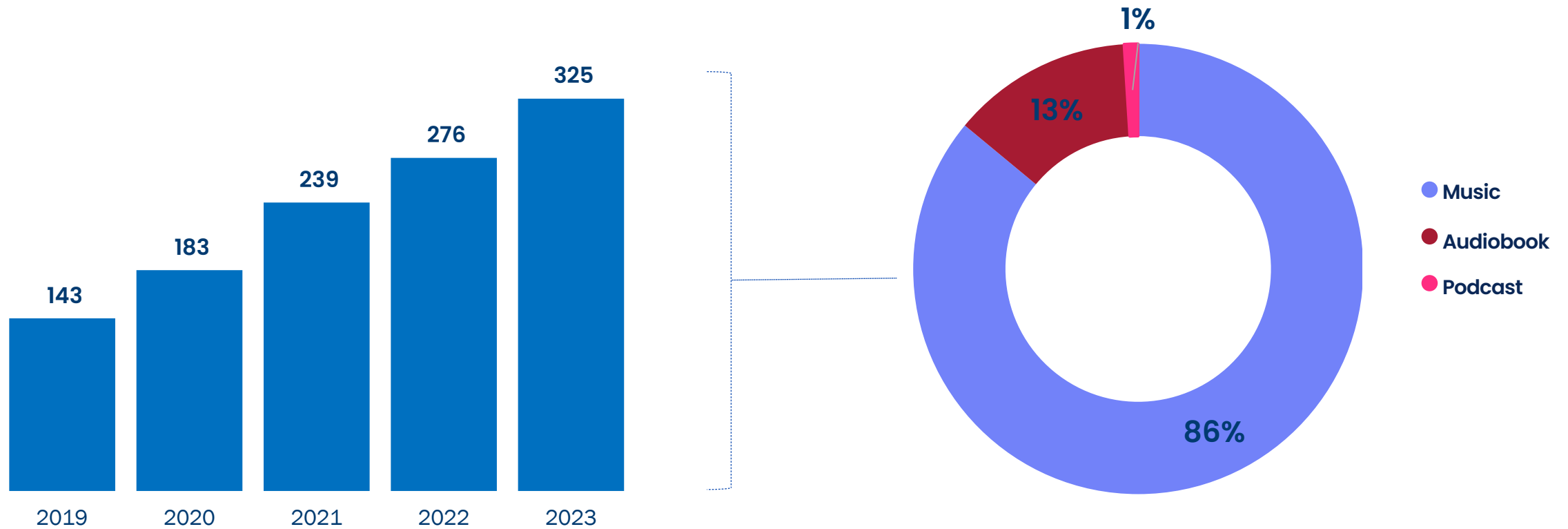




Music streaming is the core of the Italian digital audio consumption

Digital Audio Spending

Music, podcast and audiobook – mln € – Italy



Source: GroupM BI&I elaborations on Politecnico data – Osservatorio digital content – March 2023



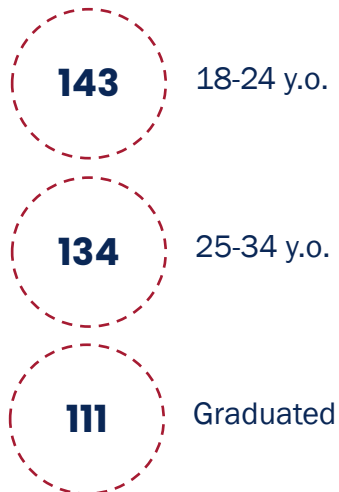
Spotify leads the audioscape, but Youtube music and Amazon music are catching up

Audio streamers

Monthly Listeners – Italy

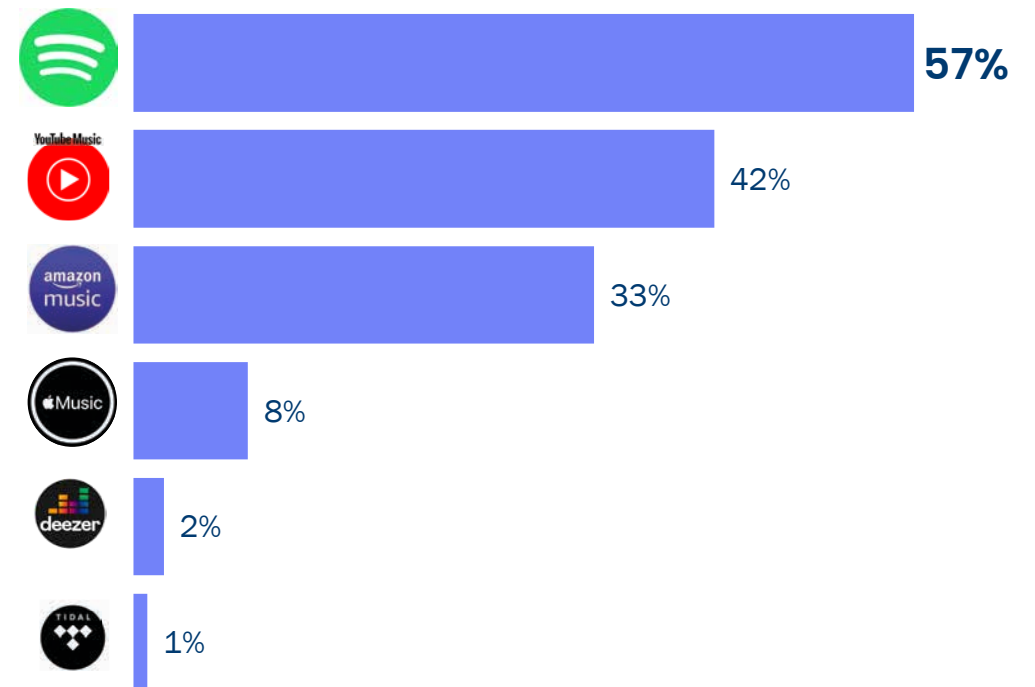
32.9_{MIO}

IDX VS POPULATION



Platforms

Penetration %



Source: GroupM BI&I elaborations on Audience Origin Data (Wave 2.X Core 22/23, Deep Dive Streaming Italy)
Base: listens to a music streaming service/podcast at least once a month – Adult 18+

Spotify is the leader worldwide

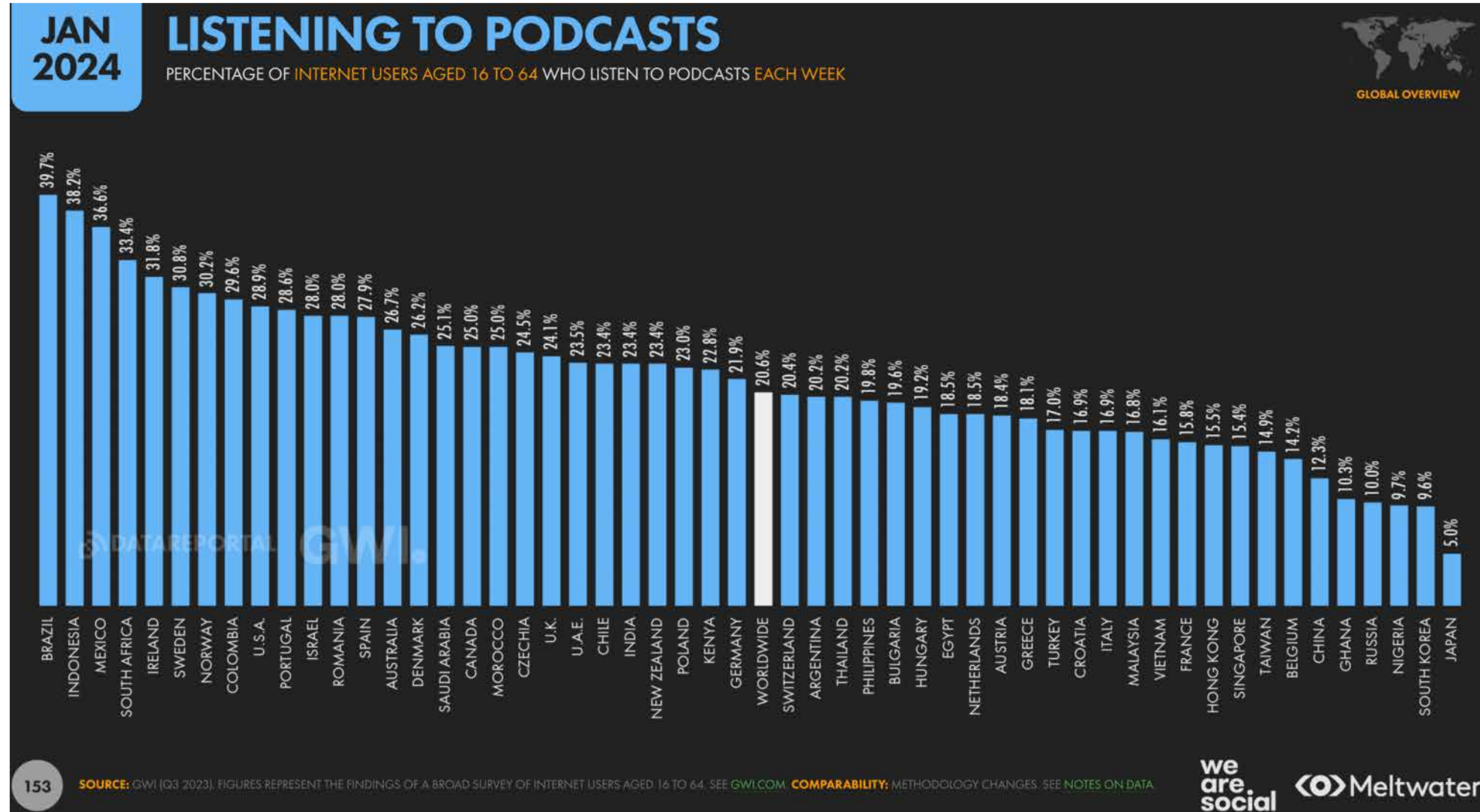
#1

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





Italian podcast listeners count for the 40% of population 16–60 y.o.

Podcast Listeners

2023

11.9_{MIO}

+7%

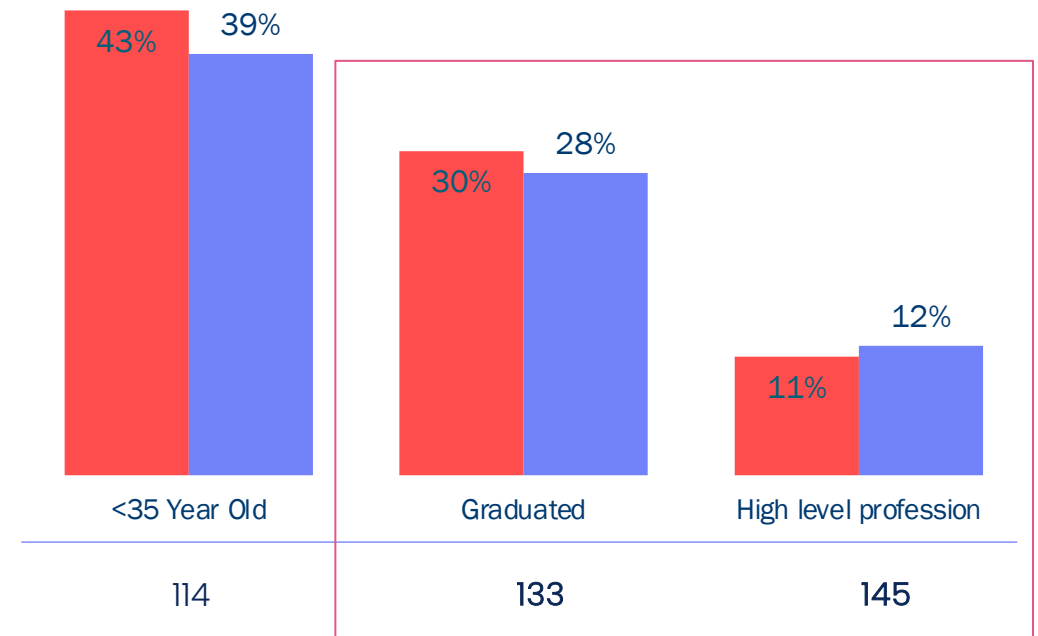
vs 2022

39%

Of Italian population
16-60 y.o.

Podcast demographic

■ 2022 ■ 2023



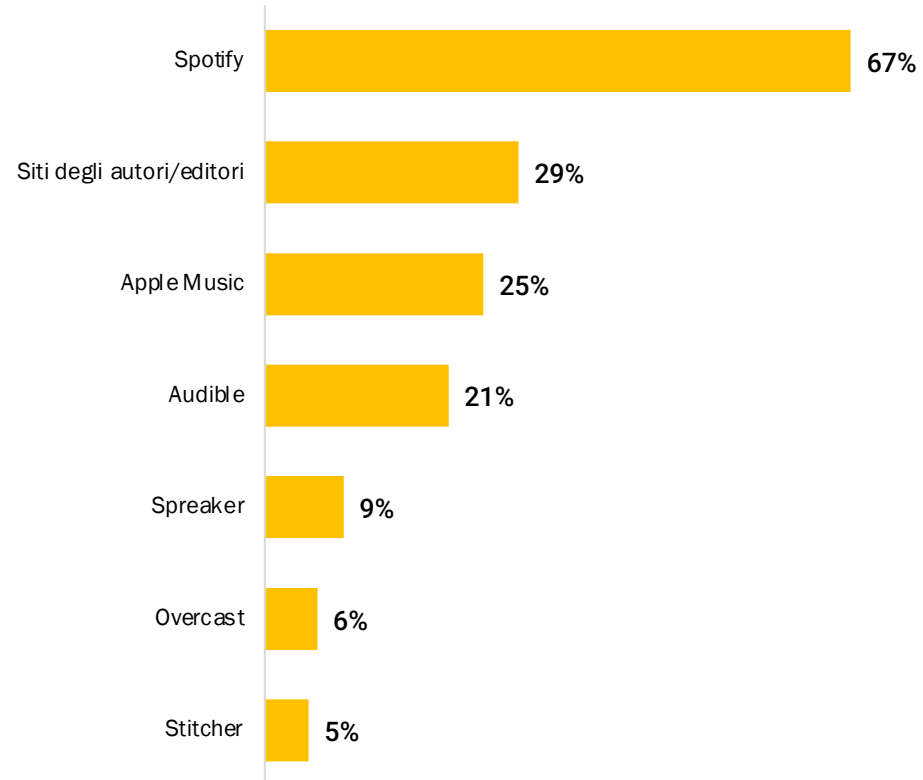
IDX VS POPULATION

Source: GroupM BI&I elaborations on Ipsos Digital Audio Survey 2023 – July 2023 – N:908 – Adults 16–60 y.o. – People who declared to listen to a podcasts in the last month – Italy



The preferred platform is Spotify

%pen – Base: Internet users 18-64





The commercial opportunities: from the classic insertion to native formats

Podcast ADV formats

▶ Pre/mid/post roll

Pre-recorded ads, inserted into the podcast at the dedicated commercial break

PRE

MID

POST



▶ Host-read ads

- The **host** of the podcast **reads the advertising**
- It creates a more **natural flow** and provides **credibility**
- Similarly as influencers, podcast hosts hold **tremendous power over the audience**

▶ Branded podcast

- Original editorial content in **audio, on-demand**, conceived, realized and financed **by a brand**
- **Distributed** on the digital properties of the client/audio platforms
- Entertains a target audience with **values and objectives of the brand**

Source: GroupM BI&I elaboration on «United State of Podcast» Nielsen 2020

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

Media Mix	Unaided Brand Recall	First Choice Brand
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



Who provides the audience data in Italy? In 2025 there will be a new survey



Radio. Indagine ascolto: ecco come si svolgerà la nuova indagine AudiRadio 2025 con sistema misto CATI+SDK. Un documento Audiradio lo spiega

by Redazione Luglio 12, 2024





www.tavoloeditoriradio.it Radio TER survey

☎ 02.3199.3522 ✉ info@tavoloeditoriradio.it



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



**RADIO TER – RILEVAZIONE E DIFFUSIONE DEI DATI
DELL'ASCOLTO RADIOFONICO IN ITALIA**



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



DETTAGLIO DATI 2024

Home » Dettaglio dati 2024

DATI 2024

CERCA NEL SITO

Search

RADIOTER 2024 – VOLUME 1° SEMESTRE 2024

(apre una nuova pagina per scaricare il file dell'intero volume in formato .zip ovvero per visualizzare i singoli capitoli in formato .pdf)

TABELLA DATI TOTALE MEZZO – TRIMESTRE MOBILE 6-8 (14/05/-22/07)

(clicca per visualizzare)

PDF
↓
DOWNLOAD

TABELLA DATI TOTALE MEZZO – TRIMESTRE MOBILE 5-7 (23/04 – 01/07)

(clicca per visualizzare)

PDF
↓
DOWNLOAD

RADIOTER 2024 – DATI 1° SEMESTRE 2024

(clicca per visualizzare)

PDF
↓
DOWNLOAD

Brand Management & Media Planning
Stella Romagnoli | LM Marketing & Digital Communication 2024-25

90

Radio listeners over 7 days

TAV. 8 - ASCOLTATORI DELLA RADIO E DELLE DIVERSE EMITTENTI NEI 7 GIORNI PER TARGET (stime in '000)

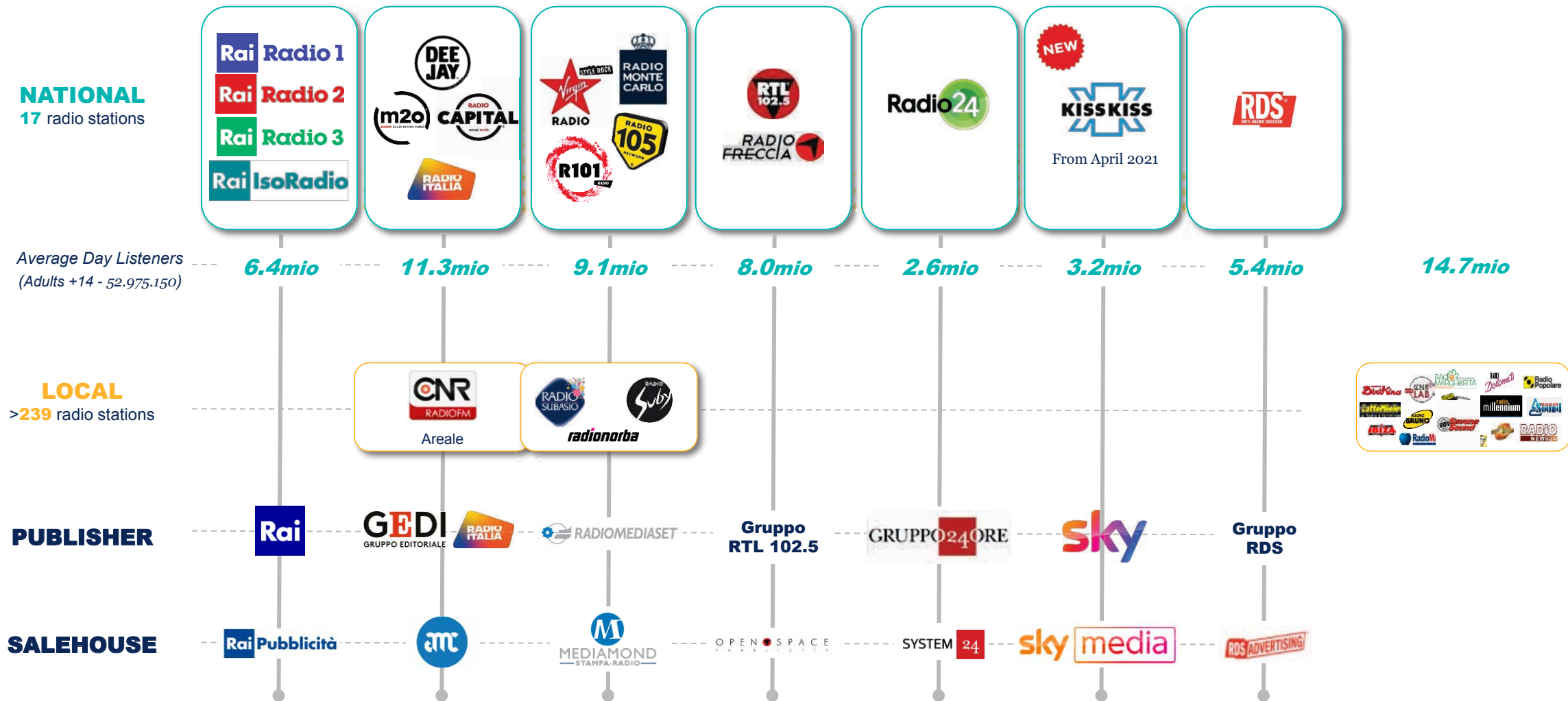
	TITOLO DI STUDIO				AMPIEZZA CENTRO					AREA GEOGRAFICA			
	Laurea	Diploma	Licenza media inferiore	Licenza elementare/ nessun titolo	Fino a 10 mila	Da 10 a 30 mila	Da 30 a 100 mila	Da 100 a 250 mila	Oltre 250 mila	Nord Ovest	Nord Est	Centro	Sud e Isole
Popolazione	7896	15804	20372	8043	15974	12753	11303	4181	7904	13996	10190	10386	17543
Totale Ascoltatori Radio	7233	14579	18075	4781	13495	10970	9785	3573	6844	12093	8881	8950	14743
M2O	724	1848	1806	103	1198	1080	1052	449	703	1162	671	984	1666
R101	1463	3240	4131	800	2893	2437	2228	749	1327	2593	1581	1533	3927
RADIO 105	1828	4640	5847	929	4046	3367	2962	1063	1805	3762	2529	2197	4755
RADIO 24 IL SOLE 24 ORE	1343	1663	1457	361	1243	1134	1053	460	934	1514	1200	1035	1075
RADIO CAPITAL	1231	1856	1740	301	1377	1193	1183	476	900	1217	862	1026	2022
RADIO DEEJAY	2576	4944	5125	724	3780	3424	2963	1191	2011	3931	2656	2602	4179
RADIO ITALIA SOLOMUSICAITALIANA	2089	4750	6431	1573	4597	3701	3336	1139	2070	3993	2218	2463	6170
RADIO KISS KISS	1606	3527	3860	455	2643	2351	2443	720	1292	1579	840	1546	5483
RADIO ZETA	463	1173	1469	272	1044	787	743	230	573	1305	363	727	983
RADIOFRECCIA	943	1583	1412	177	1301	969	877	348	621	1017	789	915	1394
RDS 100% GRANDI SUCCESSI	2806	5260	5614	612	4118	3435	3360	1146	2234	3095	2058	3384	5756
RMC RADIO MONTE CARLO	1229	2128	2144	456	1602	1385	1290	529	1151	2027	1046	996	1890
RTL 102.5	2989	6106	7064	1071	5277	4232	3825	1410	2484	4643	3007	3013	6567
VIRGIN RADIO	1945	3016	2602	223	2173	1891	1682	727	1313	2135	1618	1797	2235



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 05:00-01:00	Fascia oraria 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	Formato	costo netto		Novembre			Dicembre		TOTALE	
Network	sec.	cad	Totale	16-22	23-29		7-13	14-20	Netto	Net Net
TOTALE spot			2.588	627	587		699	691	753.202,16	640.221,84

MANZONI					504	126	126		126	126	146.493,50	124.519,48
DEEJAY	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			
CAPITAL	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

			MARZO													
Concessionaria Emittente	Sec.	n. spots	19 lun	20 mar	21 mer	22 gio	23 ven	24 sab	25 dom	26 lun	27 mar	28 mer	29 gio	30 ven	31 sab	1 dom
MANZONI																
RADIO DEEJAY 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 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		
RCS																
CIRCUITO GIOVANI 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

Totale comunicati piano:	2.342
Fonte:	Audiradio 2013

RISULTATI DI COMUNICAZIONE

Target:	Adulti + 14 anni
Entità:	46.229.000

Grp	Copertura	Oth
1656	85,1	19,5

Target:	Impresa Semplice
Entità:	3.304.000

Grp	Copertura	Oth
2469	91,7	26,9

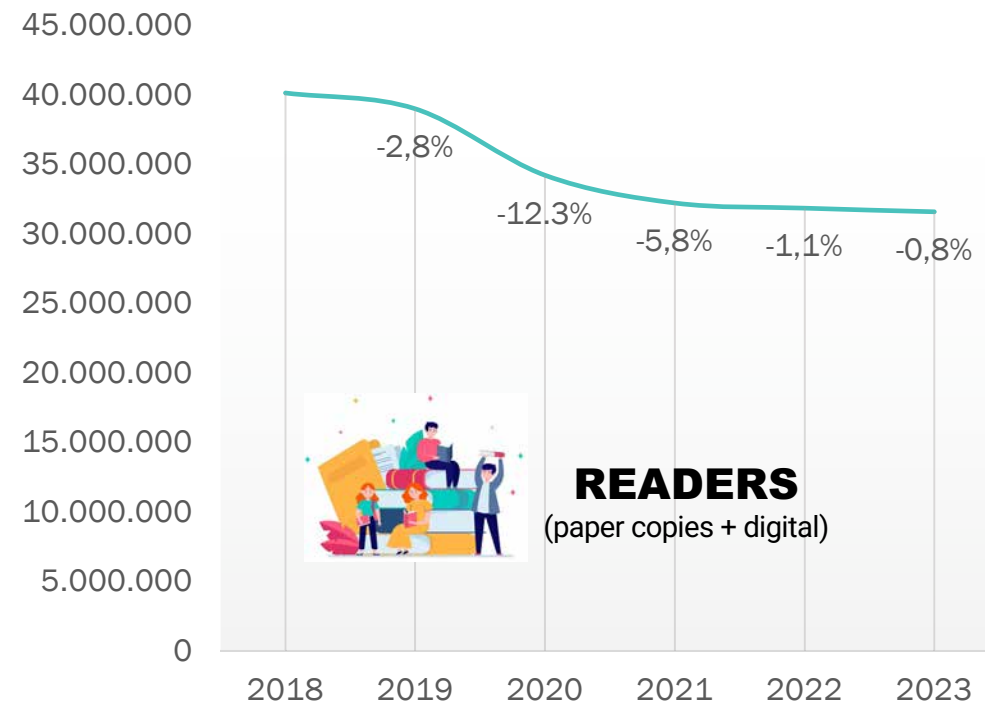
Text advertising and the power of information



Readership and Circulation keep showing a negative trend

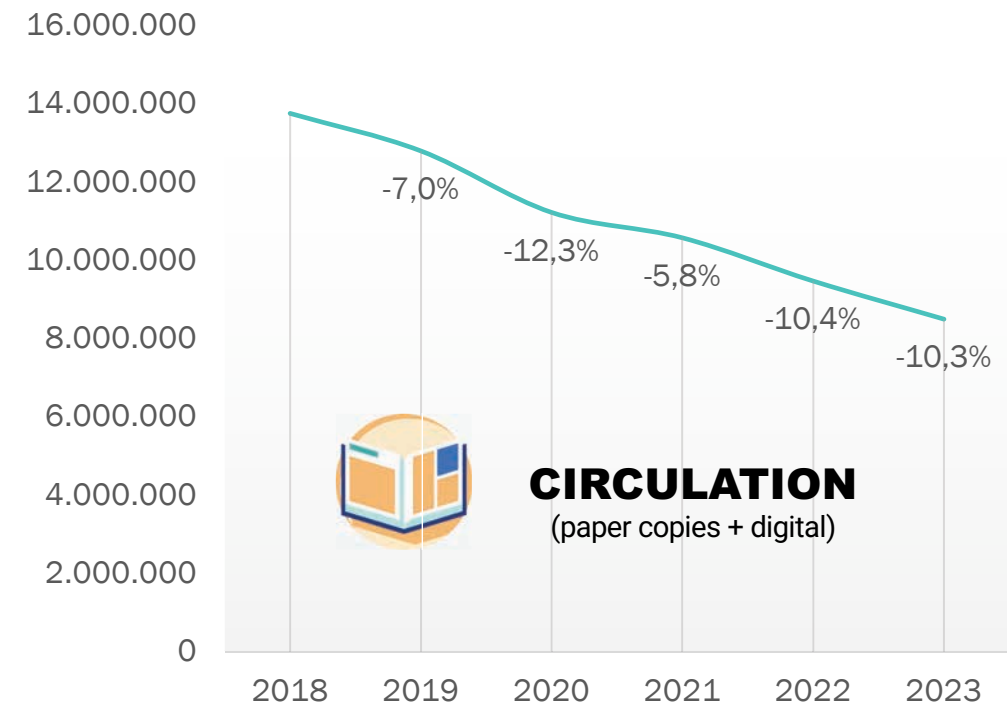
Print media Monthly **Readership**, paper + digital copy

Newspapers + Magazines, pop. 14+



Print media Avg. **Circulation**, paper + digital copy

Absolute Values, Newspapers + Magazines



SOURCE: GroupM BI&I elaborations on Audicom and ADS data



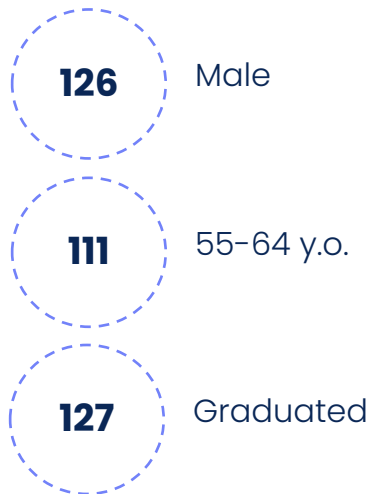
Newspapers profile: mainly male with high relevance of sports titles in the top ten

Newspapers daily readers

Index vs Italian population – Adults 14+

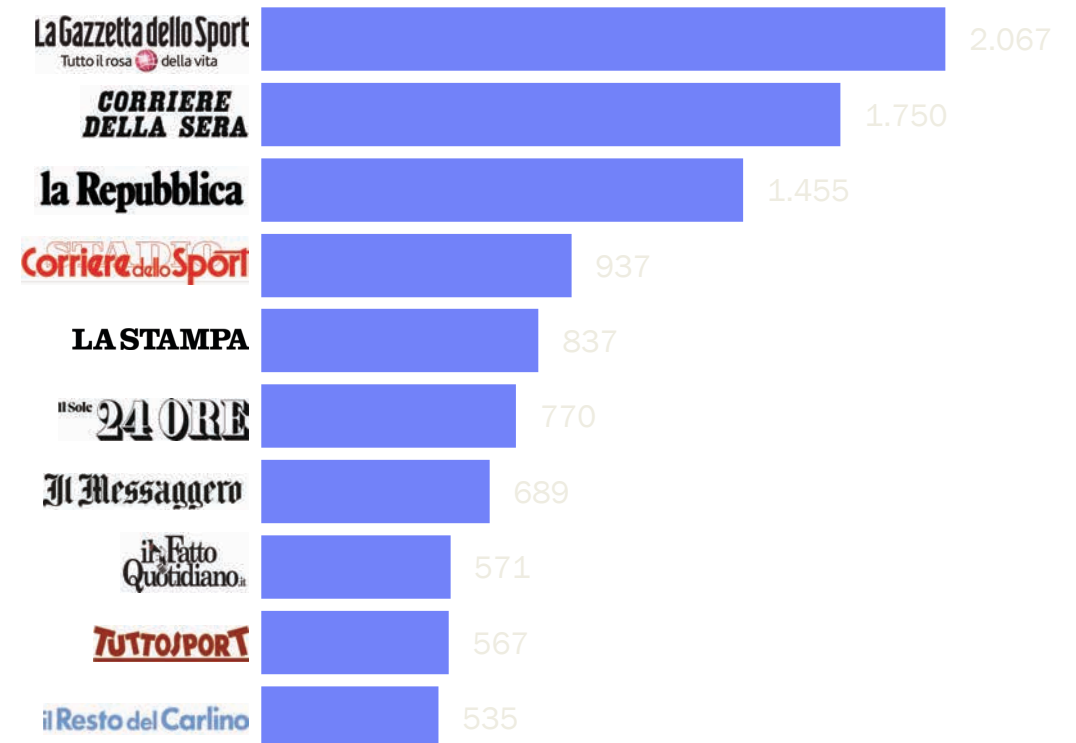
11.6MIO

IDX VS POPULATION



Top 10 newspaper

Readership (val. x .000) – Adults 14+



Source: GroupM Business Intelligence & Insight elaborations on Audipress 2023.III data



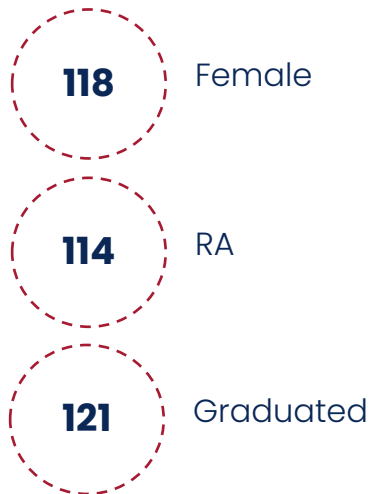
Magazines profiles: mainly female, but with a huge titles selection that feeds different interests

Magazines weekly/monthly readers

Index vs Italian population – Adults 14+

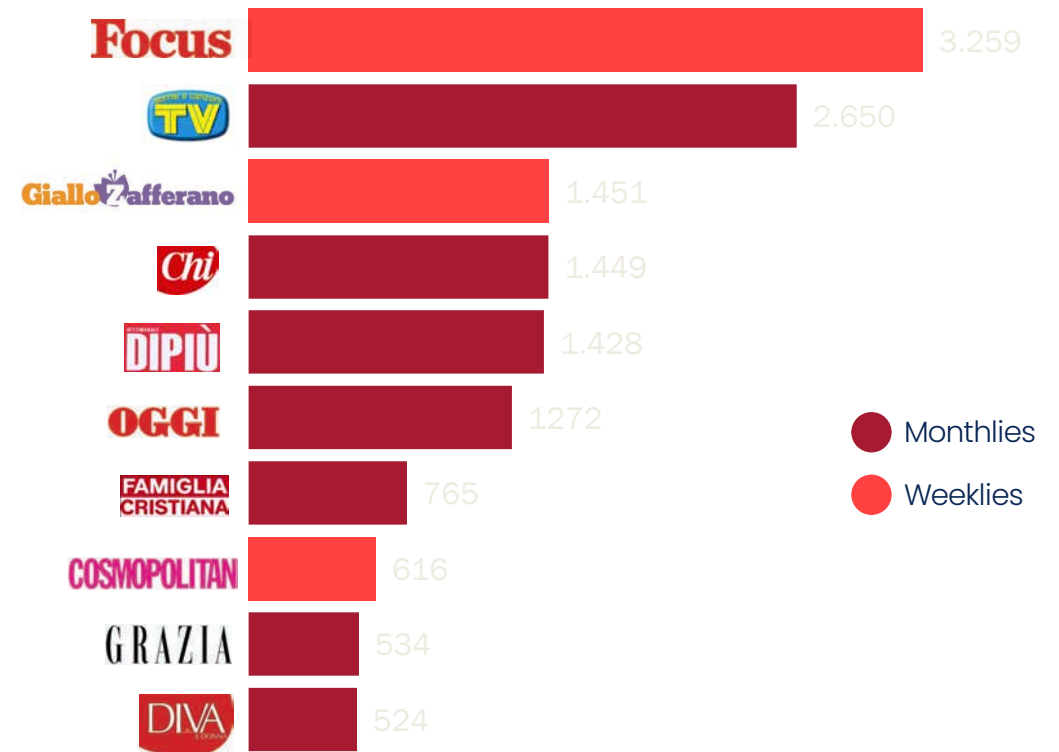
13.7 MIO

IDX VS POPULATION



Top 10 magazines

Readership (val. x .000) – Adults 14+



Source: GroupM Business Intelligence & Insight elaborations on Audipress 2023.III data



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

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
Assistente stabilimento in Campania

Andrea
Commerciale Coca-Cola in Veneto

Coca-Cola
ITALIANA DI FATTO

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.

© 2021 The Coca-Cola Company. Coca-Cola, le bottiglie 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** certificates **circulation** (declared by publishers)

■ AUDIENCE DATA

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



Accertamenti Diffusione Stampa

[Homepage](#)

[ADS](#)

[Info Istituzionali](#)

[Regolamenti e Informazioni](#)

[Elenchi](#)

[Dati ADS](#)

[News](#)

[Contatti](#)

[Privacy](#)



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

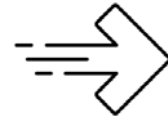
In Evidenza



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		
												>= 30% 4a	= 10-30% 4b	
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

The merger of Audiweb and Audipress gave birth to Audicom



Audicom is the new JIC born from the merger of **Audiweb** and **Audipress**.

The new research will measure the fruition of **news and multimedia content** (editorial and advertising) on print and on the internet.

Audicom will have 5 shareholders:
Fedoweb, FIEG, UPA, UNA and Auditel.

    Audipress e Audiweb si fondono:
nasce Audicom, per rilevazione dei lettori di carta e digitale
© Redazione Economia

Nasce Audicom, la società che si occuperà della misurazione delle audience digital e print. La prima riunione del Consiglio di amministrazione ha sancito la fusione di Audiweb e Audipress e la nascita del nuovo soggetto che manterrà la gestione e le rilevazioni delle due società ma preparerà anche il nuovo impianto di rilevazione «digital+print» da realizzare entro la fine del 2023. L'obiettivo è ottenere una ricerca integrata sulla fruizione di contenuti multimediali, editoriali e/o pubblicitari, via internet e giornali quotidiani e periodici.

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



PG Ultima

Pagina intera

mm. 275 x 404
Ultima



X004 - Pagina 1

Finestrella

mm. 65,75 x 79



X117 - Pagina 1

Striscia Verticale

mm. 7 x 370



X043 sx - Pagina 1

Manchette

mm. 41,3 x 29,1
Pos. T1MS



X043 dx - Pagina 1

Manchette

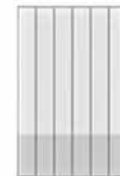
mm. 41,3 x 29,1
Pos. T1MD



X112 - Pagina 1

Doppia Finestrella Affiancata

mm. 135,5 x 79
Pos. DOPFIN1



0607 - Pagina 2/3

Piede

mm. 275 x 99,5



0310 - Pagina 2/3

Quadrotto

mm. 135,5 x 143

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

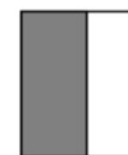
Ultima PG Pagina intera mm 275x404	Pagina 1 X004 Finestrella mm 65,75x79	Pagina 1 X117 Striscia Verticale mm 7x370 Pos. Stringa	Pagina 1 sx X043 Manchette mm 41,3x29,1 Pos. T1MS	Pagina 1 dx X043 Manchette mm 41,3x29,1 Pos. T1MD	Pagina 1 X112 Doppia Finestrella Affiancata mm 135,5x79 Pos. DOPFINI
Pagina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

			COSTO CAMPAGNA			SAVING			OTTOBRE						NOVEMBRE											
Testate	Formato	Posizionamento	netto cad.	netto tot	net net tot	Valore net net	%	n° uscite	dom 26	lun 27	mar 28	mer 29	gio 30	ven 31	sab 01	dom 02	lun 03	mar 04	mer 05	gio 06	ven 07	sab 08	dom 09	lun 10	mar 11	mer 12
MANZONI La Repubblica				83.100,00	70.635,00	-7.905	-10%	10																		
				83.100,00	70.635,00			7																		
	La Repubblica	Pagina Intera	Pagina 5	30.000,00	30.000,00	25.500,00		1				29														
	La Repubblica	Piede	Pag. 2	1.100,00	1.100,00	935,00		1							1			4		6		8			11	
	La Repubblica	Piede	Pag. 2/3	10.400,00	52.000,00	44.200,00		5					30		1			4		6		8				
				0,00	0,00			3																		
Il Tempo	Pagina Intera	ULTIMA PAGINA	0,00	0,00	0,00			3			28				1		3									
RCS				155.000,00	131.750,00	-5.503	-4%	21																		
Il Corriere della Sera				79.000,00	67.150,00			7																		
Il Corriere della Sera	Pagina Intera	Pagina 7	29.000,00	29.000,00	24.650,00			1		27																
Il Corriere della Sera	Piede	piede top - pag. 3	0,00	0,00	0,00			1																	11	
Il Corriere della Sera	Piede	piede top - pag. 3	10.000,00	30.000,00	25.500,00			3					30							6		9				
Il Corriere della Sera	Piede	piede top - pag. 2	10.000,00	20.000,00	17.000,00			2							2		4									



Example of a magazine campaign

TELECOM BUSINESS NUVOLA STORE

Mezzo: Stampa Periodica

Periodo: Novembre / Dicembre 2014

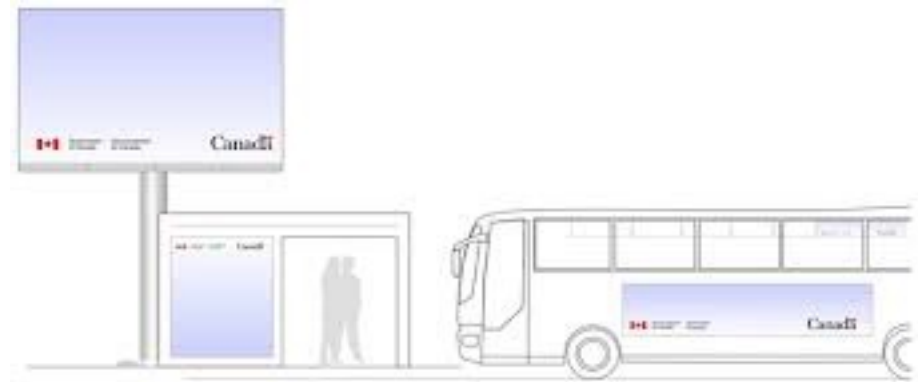
					COSTO CAMPAGNA					NOV				DIC					
TESTATE	FORMATO	Periodicit�	Diffusione	CPM	netto cad.	netto tot	net net tot	n� uscite	cons. materiale	26-Oct 01-Nov	02-Nov 08-Nov	09-Nov 15-Nov	16-Nov 22-Nov	23-Nov 29-Nov	30-Nov 06-Dec	07-Dec 13-Dec	14-Dec 20-Dec	21-Dec 27-Dec	
<u>VISIBILIA</u> PC Professionale <u>CONDE' NAST</u> Wired <u>PLAY MEDIA COMPANY</u> PC World Italia Chip <u>F.LLI PINI</u> Data Manager <u>SOIEL INTERNATIONAL</u> Office Automation <u>MASTER ADVERTISING</u> Computer Bild <u>TECHNA EDITRICE</u> Ict Security <u>ESTE EDIZIONI SCIENTIFICHE</u> Sistemi & Impresa <u>RCS</u> Oggi <u>TVN MEDIA GROUP</u> ADV - Strategie di Comunicazione <u>GAMBERO ROSSO</u> Gambero Rosso (spec Food&wine)	pagina 4c / c.sommario	mensile	61.946	39	2.400,00	4.800,00 4.800,00	4.080,00	2 2	29-Oct	6/11/2014 - Fascicolo Novembre				5/12/2014 - Fascicolo Dicembre					
	pagina 4c	mensile	87.717	94	8.235,29	8.235,29	7.000,00	1 1	15-Oct					Fascicolo Dicembre					
	pagina 4c	mensile	50.000	32	1.600,00	3.200,00	2.720,00	4 2	15-Oct	10-Nov				10-Dec					
	pagina 4c	mensile	50.000	34	1.700,00	3.400,00	2.890,00	2	15-Oct	Fascicolo Novembre				Fascicolo Dicembre					
	pagina 4c	mensile	20.000	176	3.529,41	7.058,82 7.058,82	6.000,00	2 2	28-Oct	15-Nov				15-Dec					
	pagina 4c	mensile	17.000	104	1.764,71	3.529,41	3.000,00	2 2	20-Oct	Fascicolo Novembre				Fascicolo Dicembre					
	pagina 4c	mensile	26.000	69	1.800,00	3.600,00	3.060,00	2 2	15-Oct					Fascicolo Novembre		Fascicolo Dicembre			
	pagina 4c	bimestrale	15.000	75	1.117,65	1.117,65	950,00	1 1	25-Oct	Fascicolo Novembre/Dicembre									
	pagina 4c	mensile	7.500	373	2.800,00	5.600,00	4.760,00	2 2	20-Oct	20-Nov				20-Dec					
	pagina 4c	settimanale			3.000,00	6.000,00	5.100,00	2 2	20-Oct	29-Oct	05-Nov								
	pagina 4c / I romana	mensile			2.117,65	2.117,65	1.800,00	1 1	20-Oct	20-Nov									
	pagina 4c	mensile			1.764,71	1.764,71	1.500,00	1 1	20-Oct					Fascicolo Dicembre					
TOTALE NETTO					50.423,53			20		23.029,41				23.829,41					
TOTALE NET NET					42.860,00					19.575,00				20.255,00					



The impact of OOH

What is OOH?

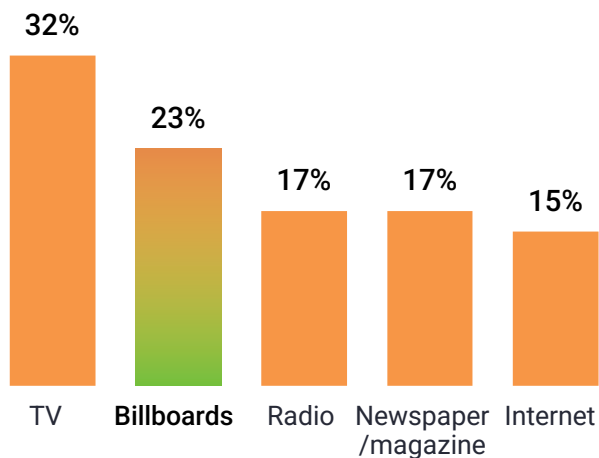
For **Out of Home** we mean everything that's out of our house: billboards, but also video, ambient advertising, etc.





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

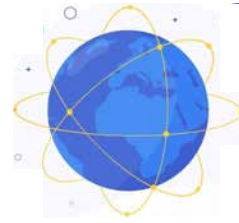
IDX vs pop.
171



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

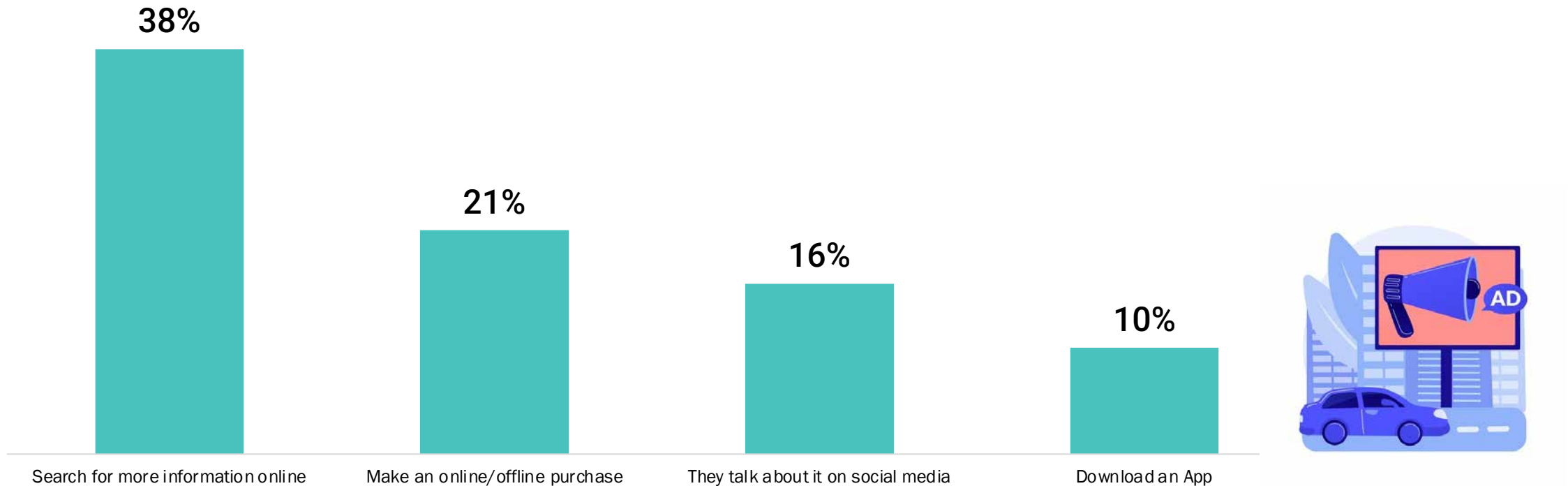


Fonte: Elaborazione OMG su dati TSSP 2023/B (Apr 2022-Mar 2023)



.. 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)



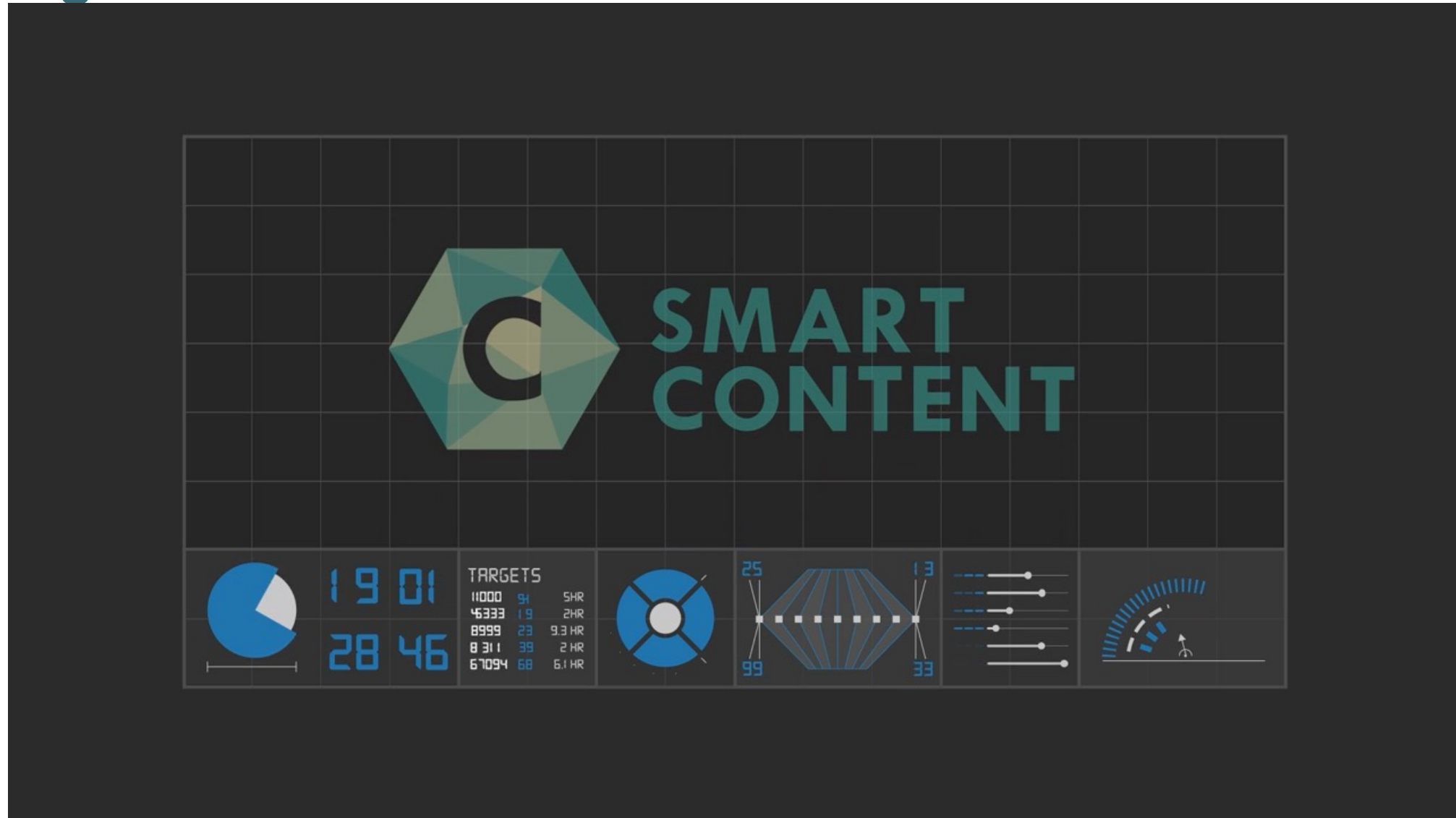
Billboards

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 Stickering

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



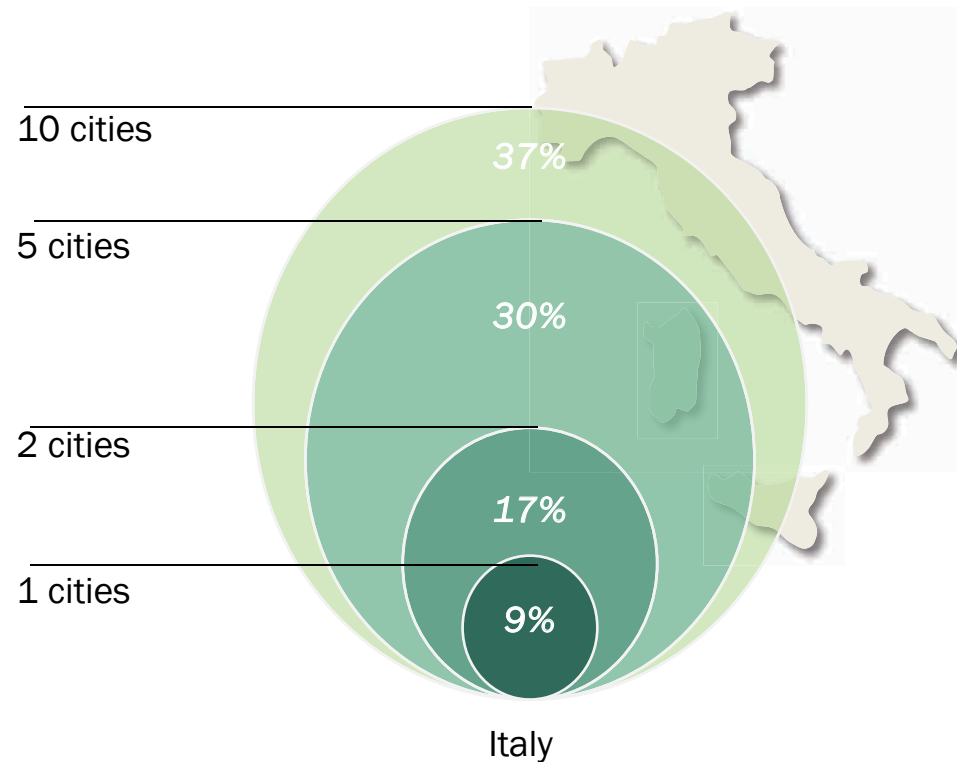
But it's is perhaps the most
geographically flexible mass
medium available



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





MAXI LED/VIDEOWALL >



AIRPORT VISION NETWORK >



POSTERS >



1 TO 5 SHEET PANELS >



SPECTACULARS >



COLUMNS >



SENIOR >



BRAND SHELTERS >

Now it's up to you!

Let's create random teams: you have to choose one of these products:



BRAWN Dust Catcher



BRAWN Safe Laundry



FRIA Korean Beauty



What you have to do:

- Select the **ATL media** for the product you choose
- **So choose the product**
- Carefully read the slides and **consider the characteristics of each media in light of the product you have chosen** (es. target coverage, expressive capabilities, and cost)
- **Select the media you think are most suitable and explain why.**
- Prepare a **few slides to present your choice.**
- Then, **send me the presentation via email. Some of you will present it in class after the break** to receive feedback from Professor Freggi.



You have 30 minutes, then I will ask some of you to present the work



Ready to play?



References

- The media handbook – Helen Katz – 2017
- Media planning & buying in the 21st century – Ronald Geskey – 2017
- OMG
- Mindshare