




TOSCANA  mugello  FIRENZE

mugello  www.m



REPORT 2023



GLOBAL PARTNERS



ALPINE



PARTNERS

CHIOMENTI

APOLLONIO
1870



sara
ti assicura



INSTITUTIONAL PARTNERS

MADE IN ITALY.GOV.IT

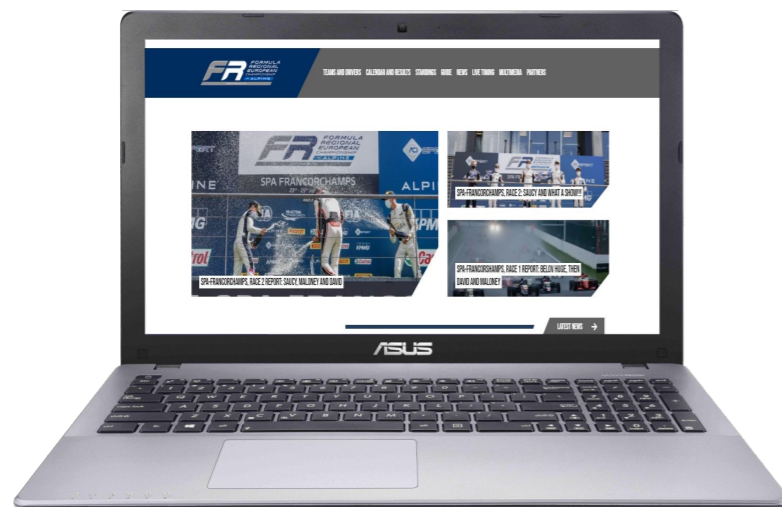




TOTAL ONLINE VIEWS

DEDICATED WEBSITE

formularegionaleubyalpine.com



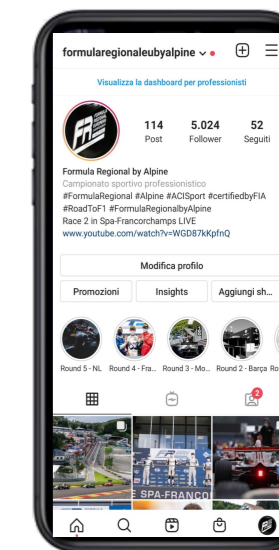
MORE THAN
550.000
USERS ENGAGED

MORE THAN
810.000
PAGE VIEWS

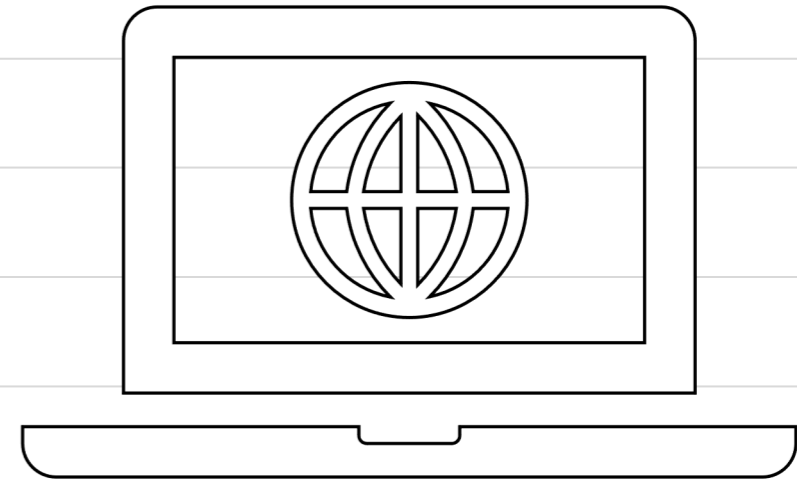
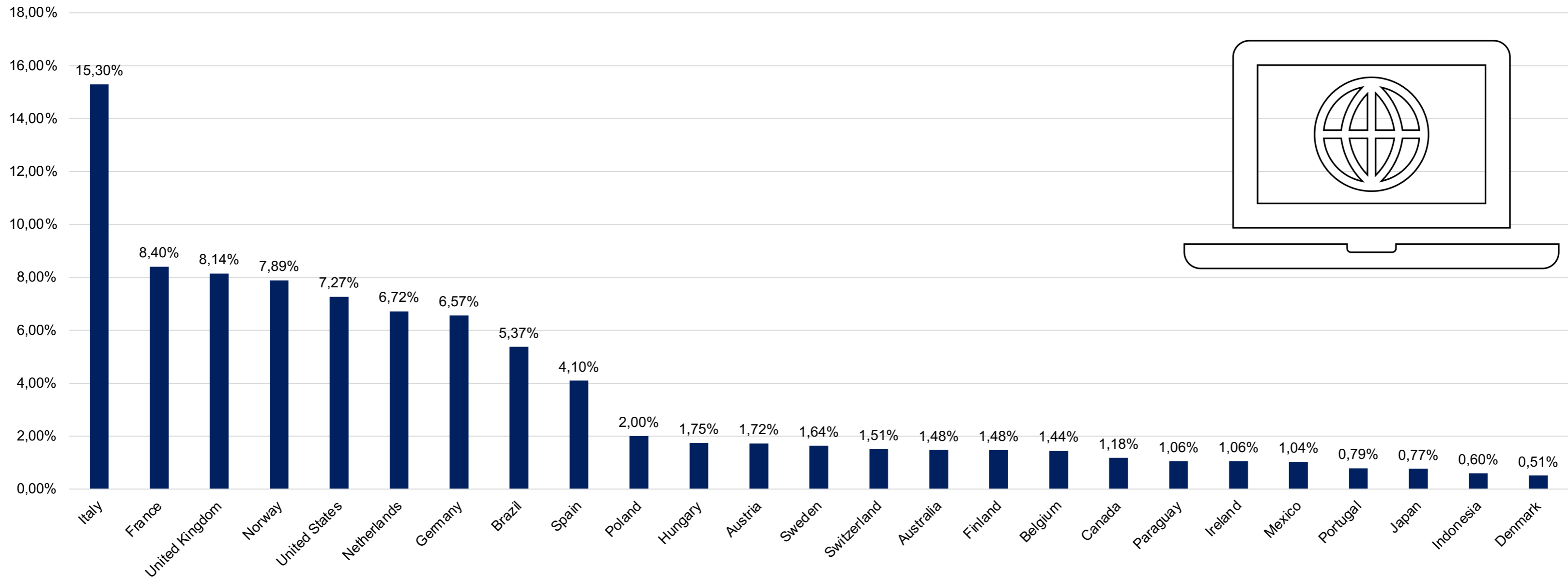
3 DEDICATED SOCIAL MEDIA PLATFORMS



YOUNG YET
STRONG
PRESENCE



GEOGRAPHICAL DISTRIBUTION WEBSITE USERS





KEY METRICS



44.000 SUBSCRIBERS
(+ 20,5%)

1.000.000
VIEWS

6.400.000
MINUTES WATCHED



19.859 FOLLOWERS
(+ 64%)

3.550.000
IMPRESSIONS

220.000
REACH

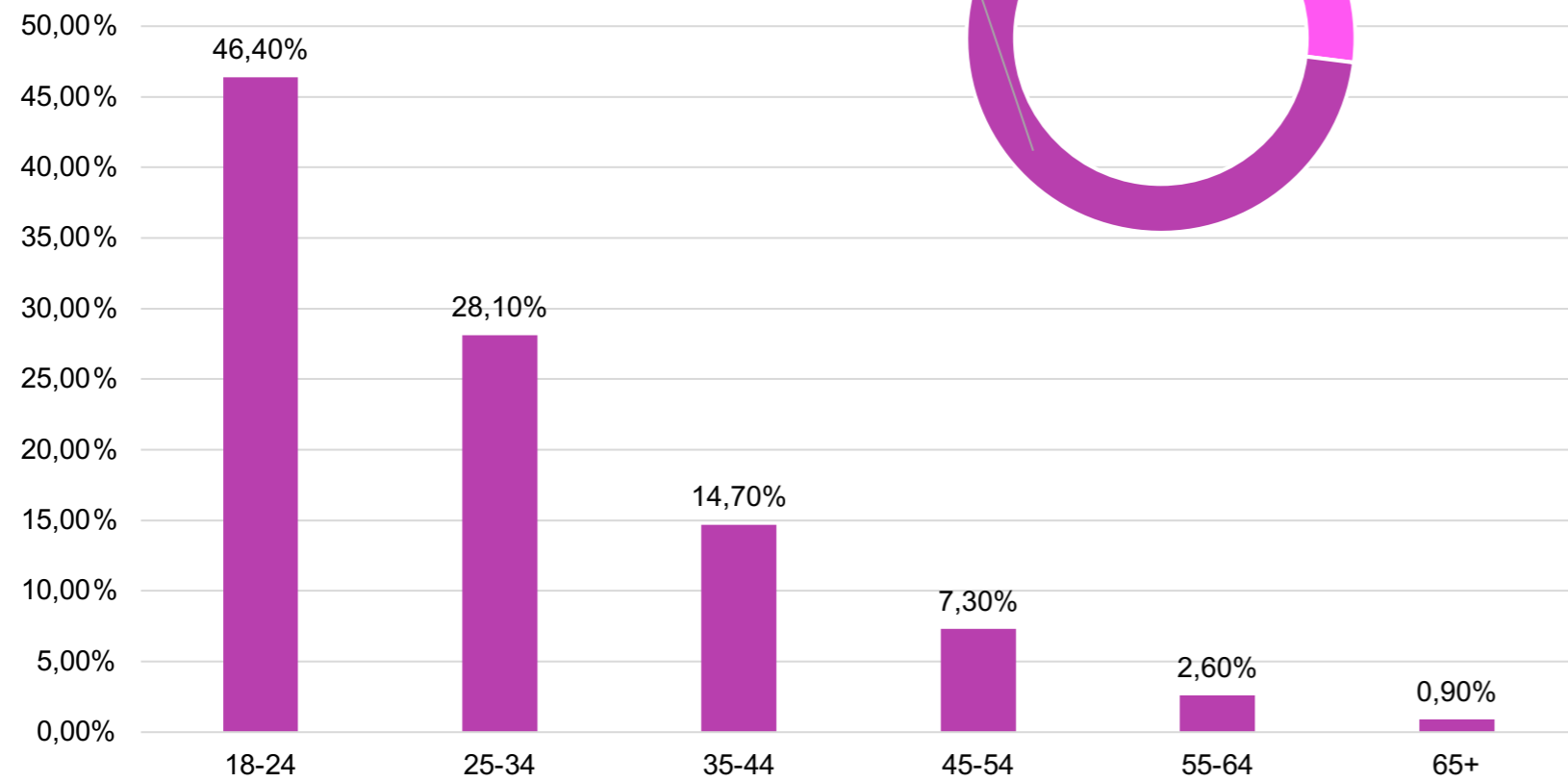
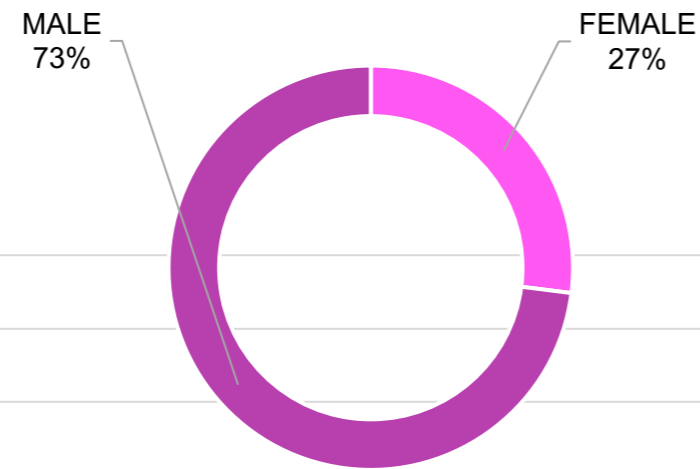


PAGE CREATION **22/02/2021**
6.021 (+136%) FOLLOWERS
53.500 PROFILE VIEWS
384 MENTIONS

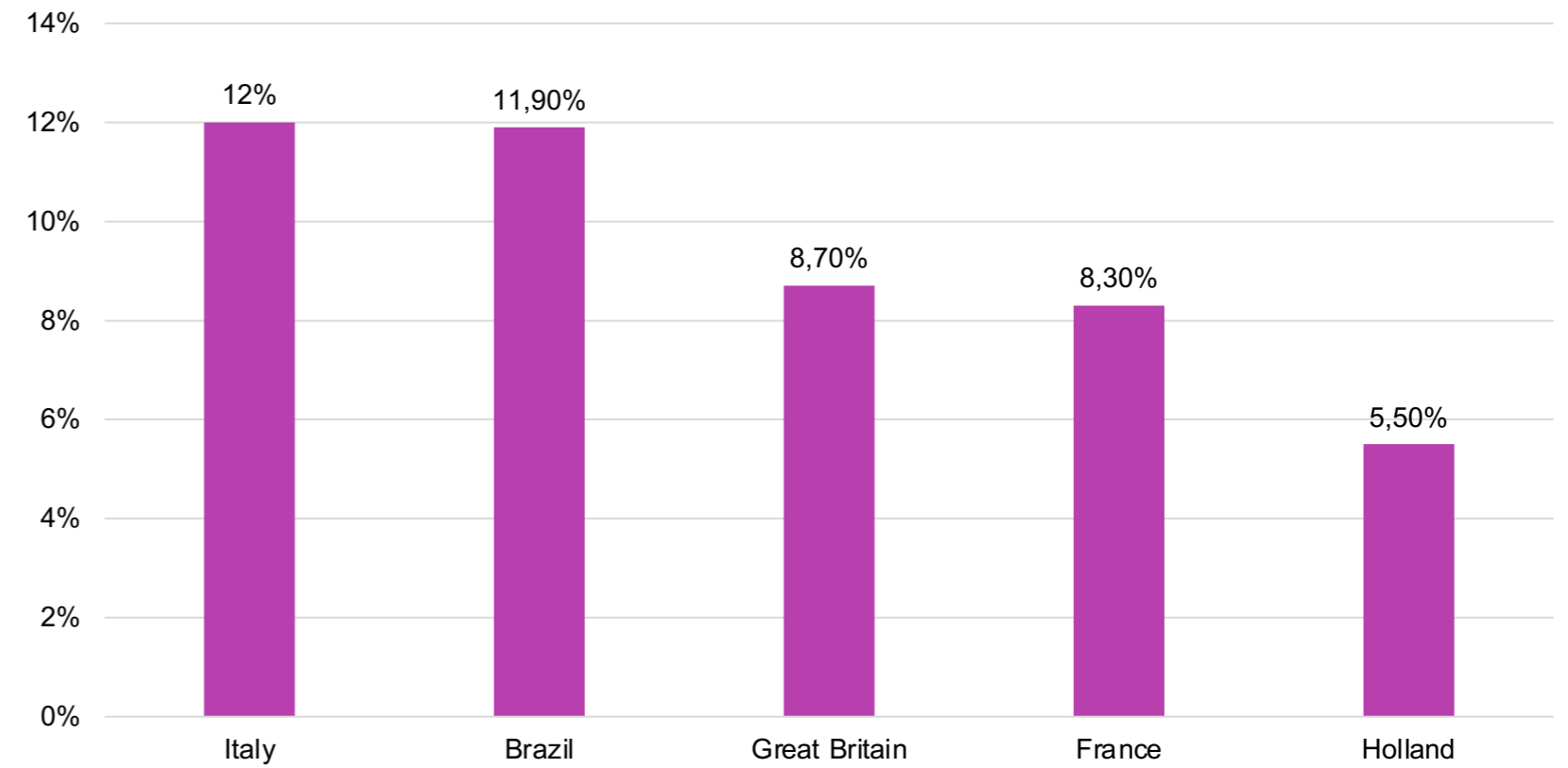


500.000
TWEET VIEWS

INSTAGRAM USERS

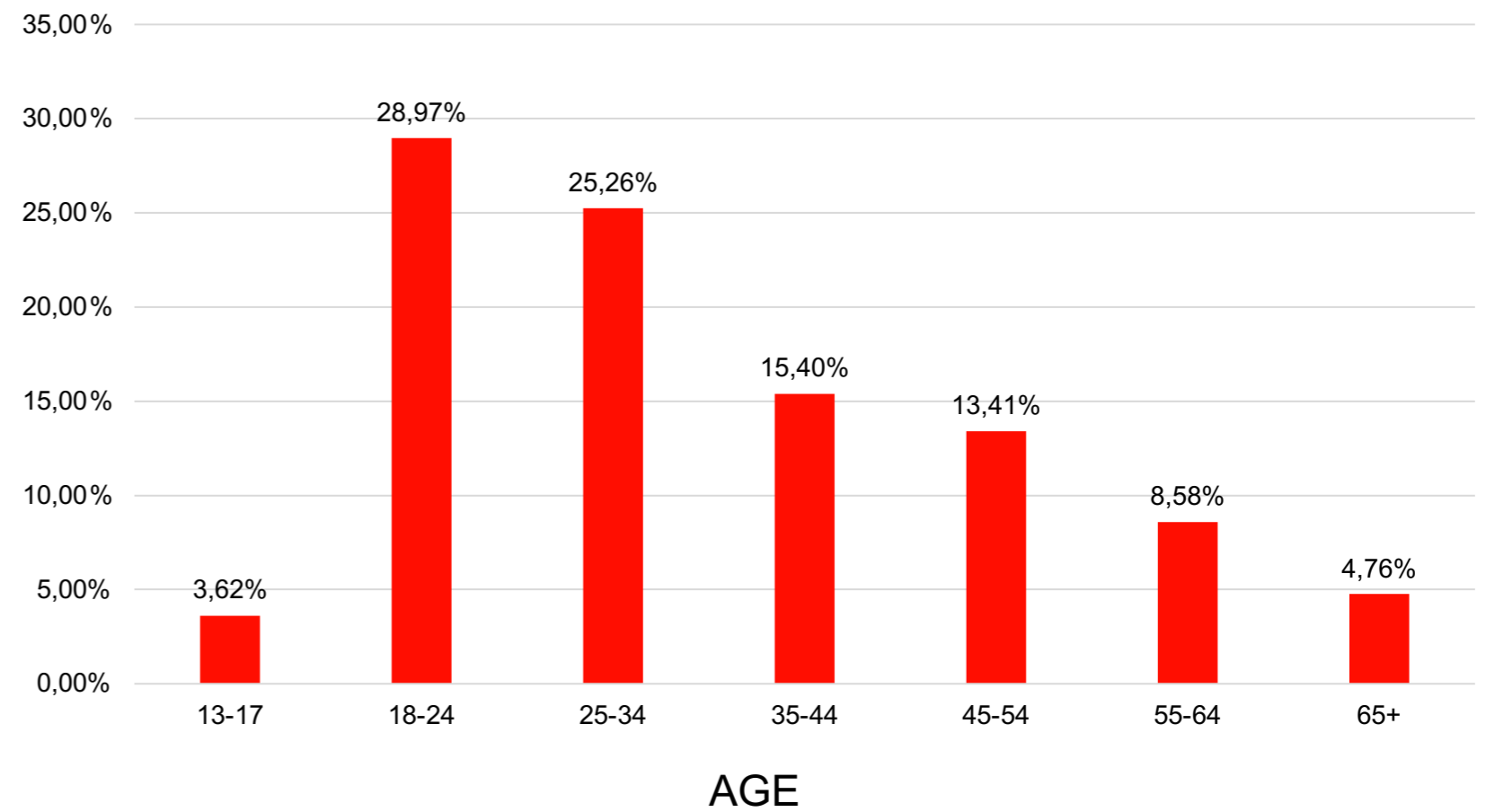
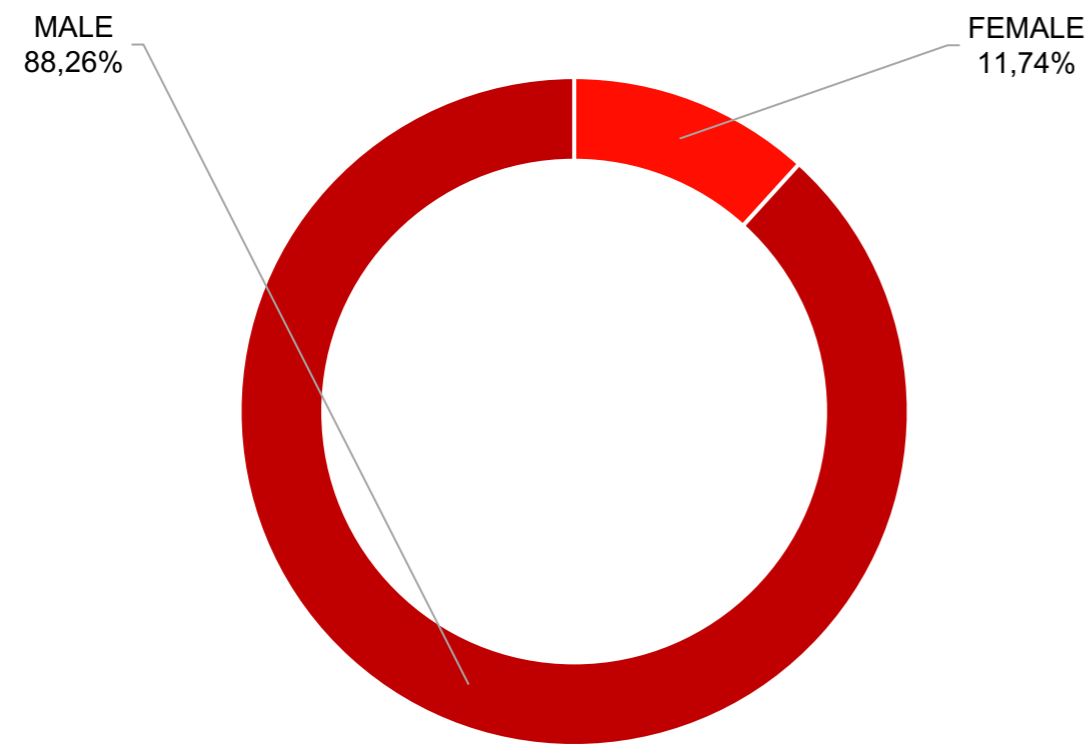


AGE

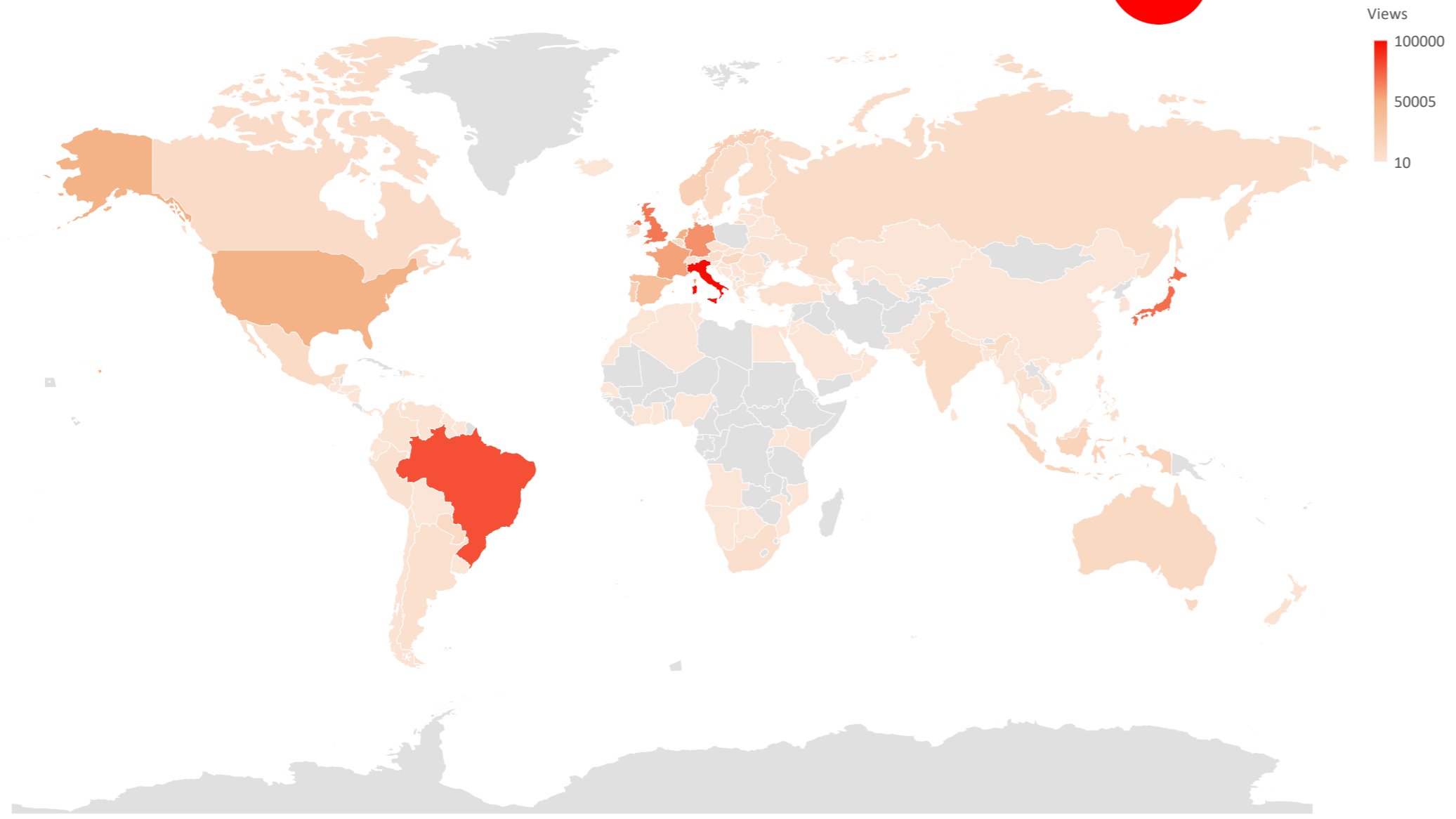


GEOGRAPHICAL DISTRIBUTION

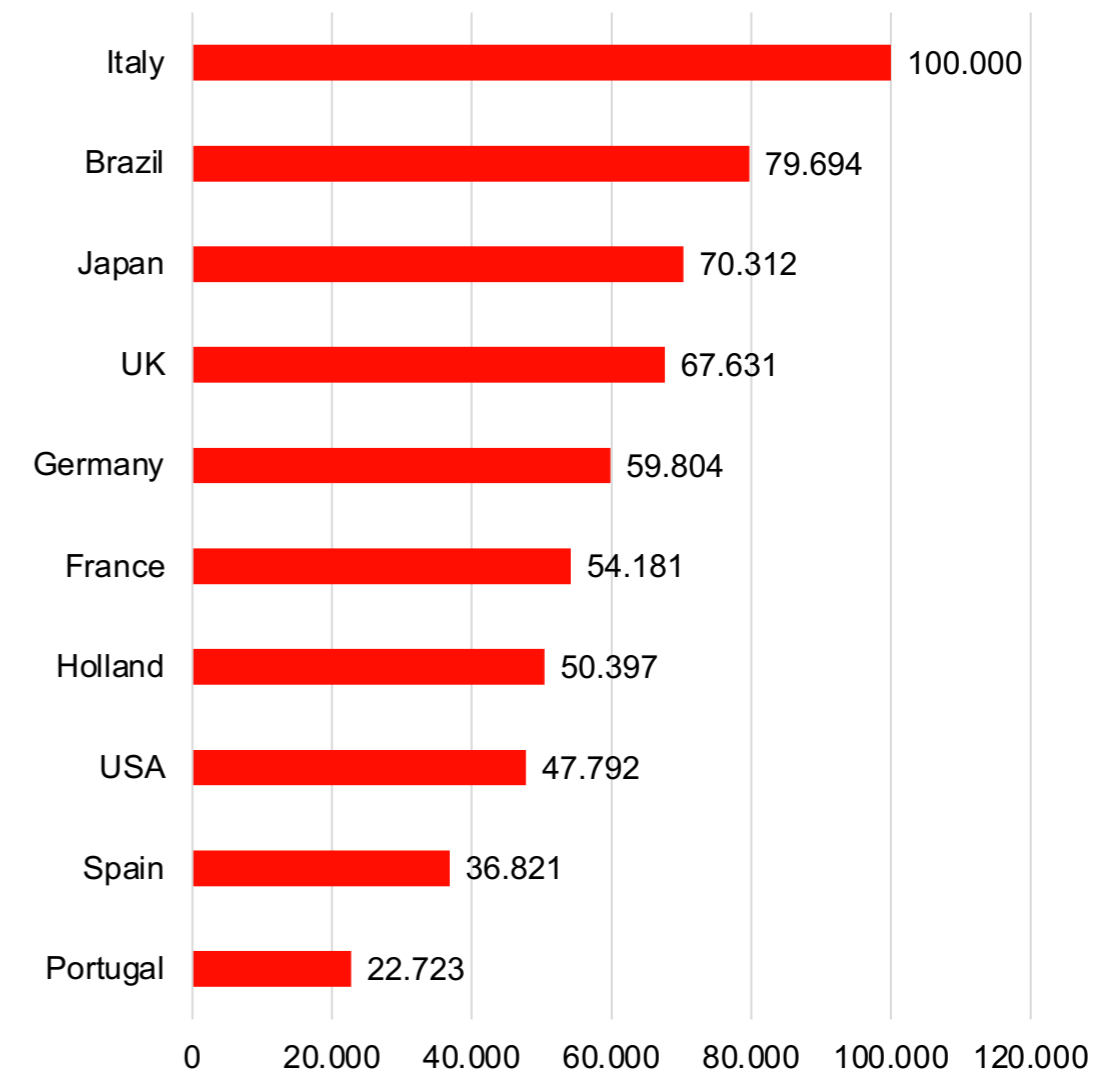
YOUTUBE USERS



GEOGRAPHICAL DISTRIBUTION YOUTUBE USERS



TOP 10 MARKETS BY VIEWS



© Australian Bureau of Statistics, GeoNames, Geospatial Data Edit, Microsoft, Navinfo, Open Places, OpenStreetMap, TomTom, Wikipedia, Zenrin
 Con tecnologia Bing



KEY METRICS



MORE THAN

5.500.000

SOCIALLY GENERATED CONTACTS



PRINT AND WEB MEDIA

SOME EXAMPLE OF MEDIA THAT TALK ABOUT US

ITALY

SOUTH AMERICA

EUROPE



AVERAGE
16.000.000
READERS PER ROUND

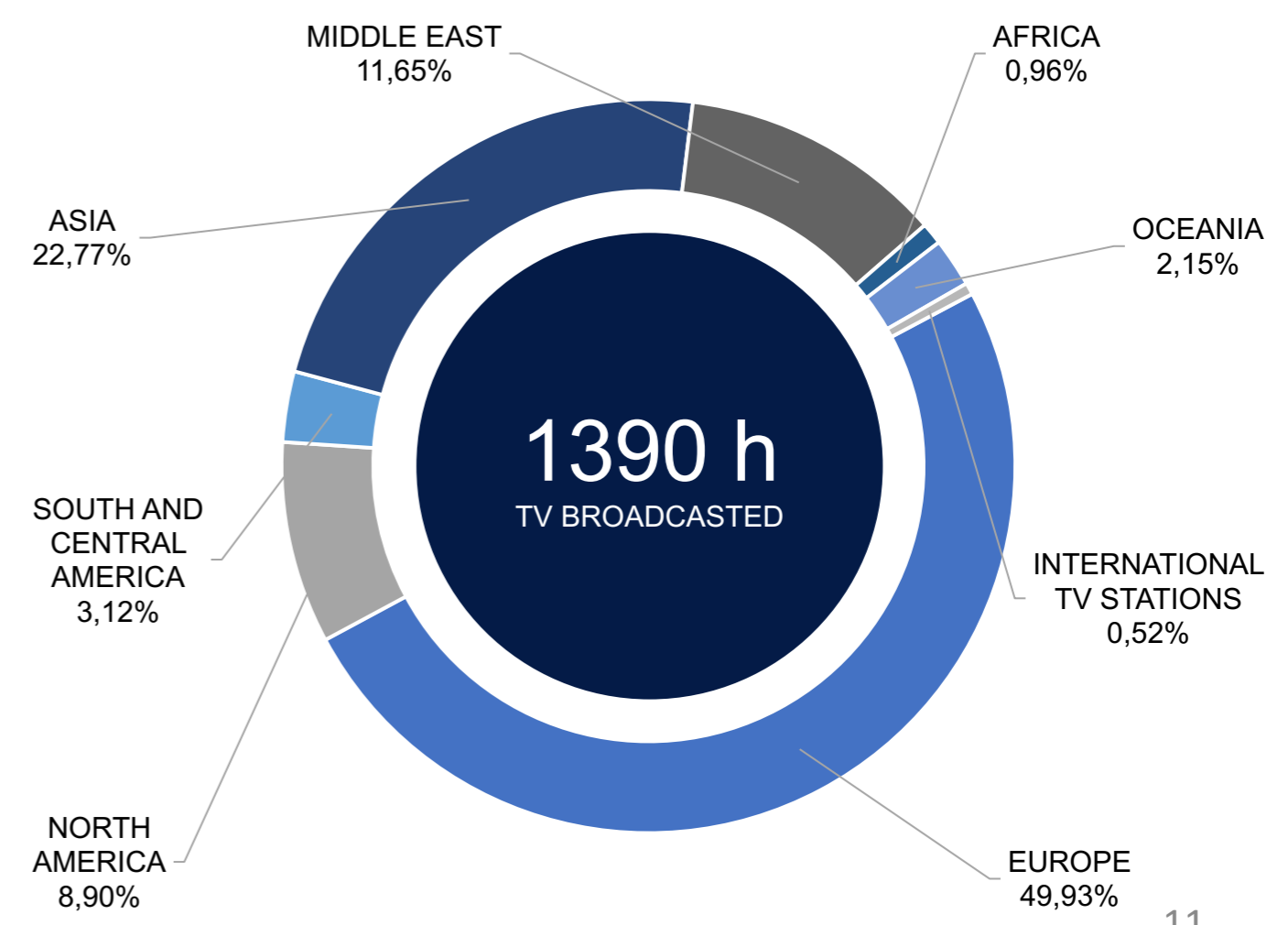
TV 



3.269 BROADCASTS
100 BROADCASTERS



MORE THAN
80.000.000
AUDIENCE ALONG THE SEASON





TOTAL COVERAGE ON 10 MEETINGS

245.500.000

CUMULATIVE CONTACTS





CONTACTS

FOR MEDIA QUERIES

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