



PM RESEARCH

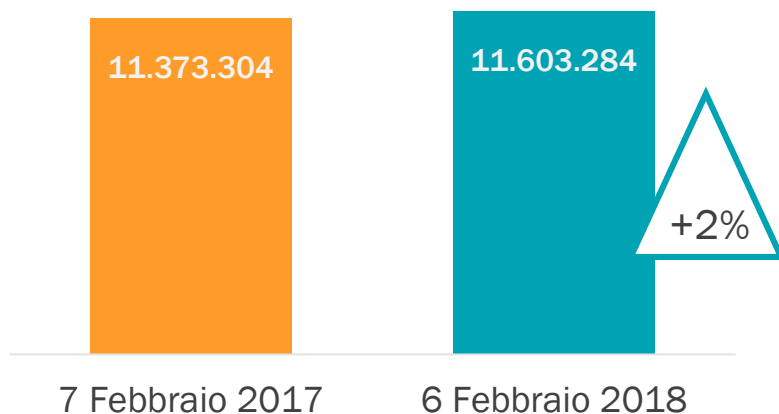
SANREMO 2018

Analisi Prima Serata

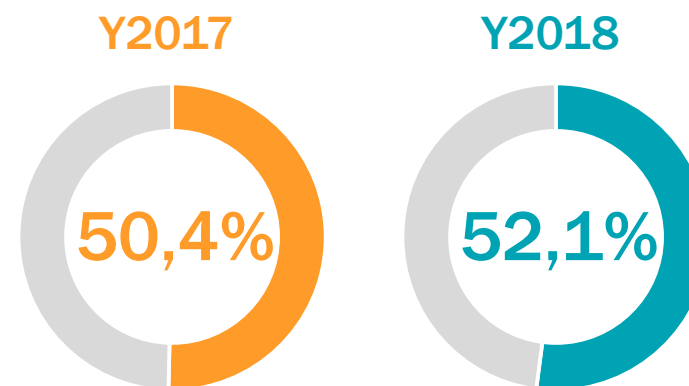
06|02|2018

SANREMO 2018 - SPETTATORI PRIMA SERATA

AMR (audience minuto medio)



Share %

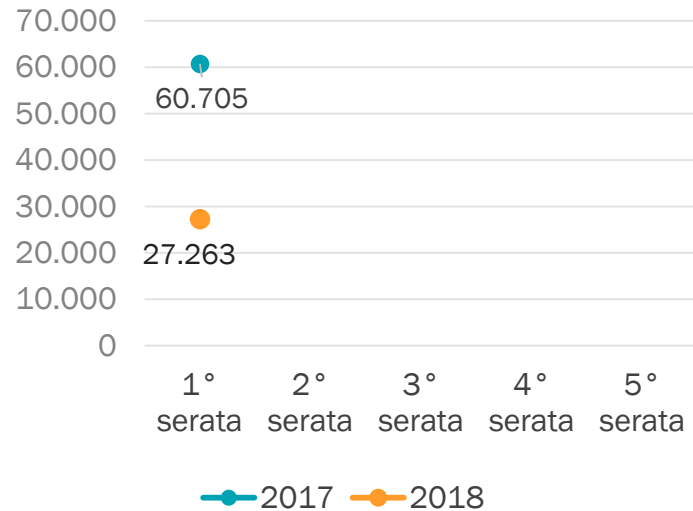


Audience in crescita del 2%, ma bacino televisivo in lieve calo (-0.7%) vs 2017

SANREMO SU FACEBOOK: 2018 vs.2017



TREND NEW FANS



BEST POST

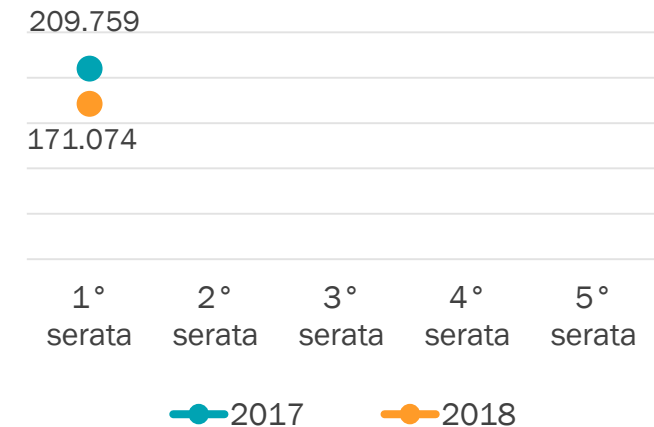
Festival di Sanremo
 (Posted by cm)
 February 6, 2018

"Questa è la mia vita che va avanti oltre tutto, oltre la gente, non mi avete fatto niente..." 🎧 #NonMiAveteFattoNiente 🎤 Ermal Meta e Fabrizio Moro
 □ E. Meta - F. Moro - A. Febo #Sanremo2018

24.6K 5.1K 9 337 7 12

👍 30K 💬 2346 ➦ 6691 AR 6%

TREND INTERAZIONI*

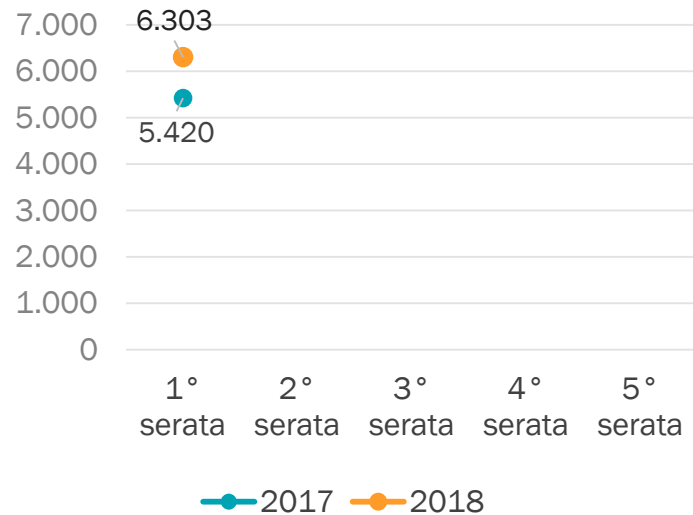


*likes+comments+share

SANREMO SU TWITTER: 2018 vs.2017



TREND NEW FANS



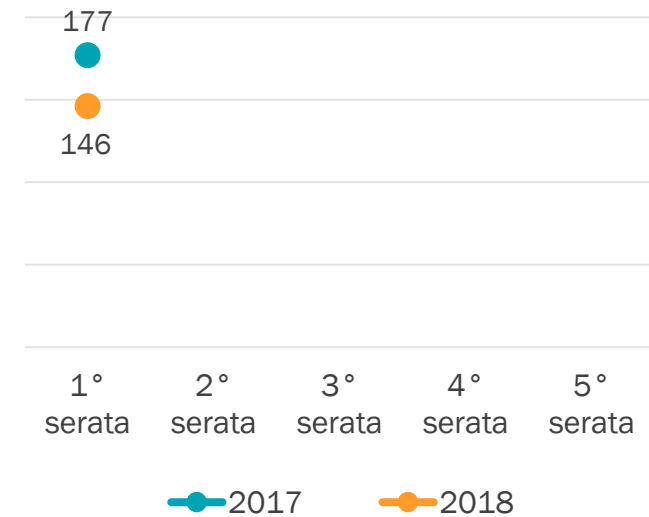
BEST TWEET



Festival di Sanremo @SanremoRai
La GIF che tutto il WWW aspettava ❤️ #Vessicchio #Sanremo2018
9:29 PM - Feb 6, 2018
6,855 likes 2,621 people are talking about this

12374 ER 1% 6297

TREND INTERAZIONI*



*Replies+ReTweets+others



PUBLICIS
MEDIA

