



70°
SANREMO
2020

4 - 8 FEBBRAIO

Rai 1

Rai Radio 2

Rai Italia

Rai Play

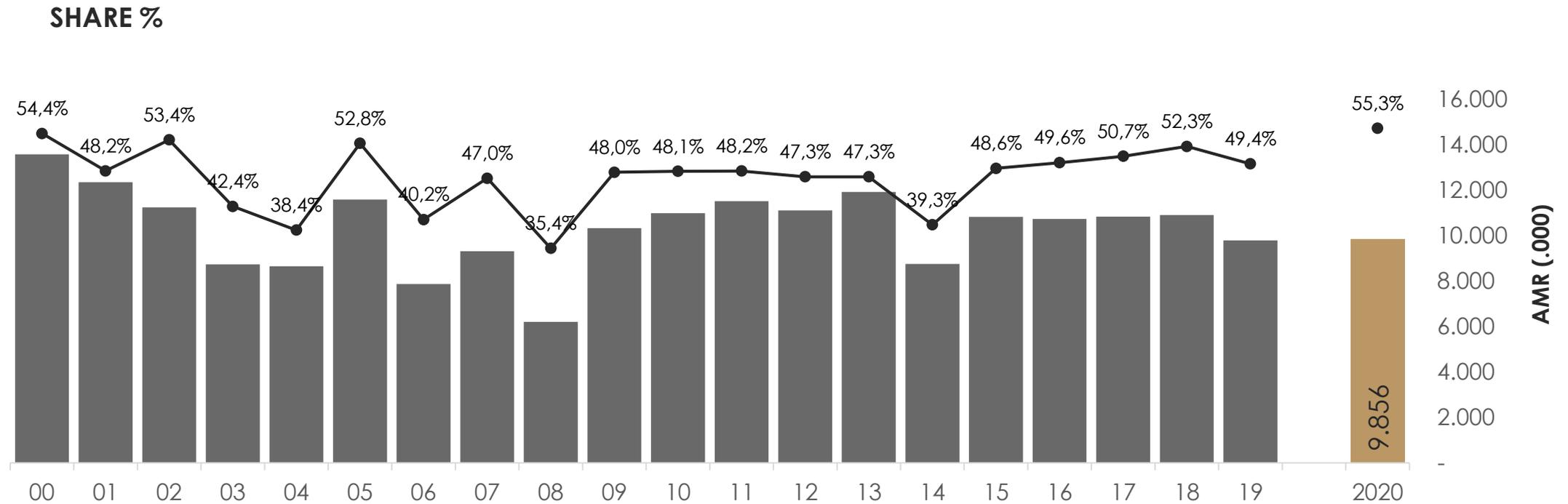
Rai Play
Radio



YouTube

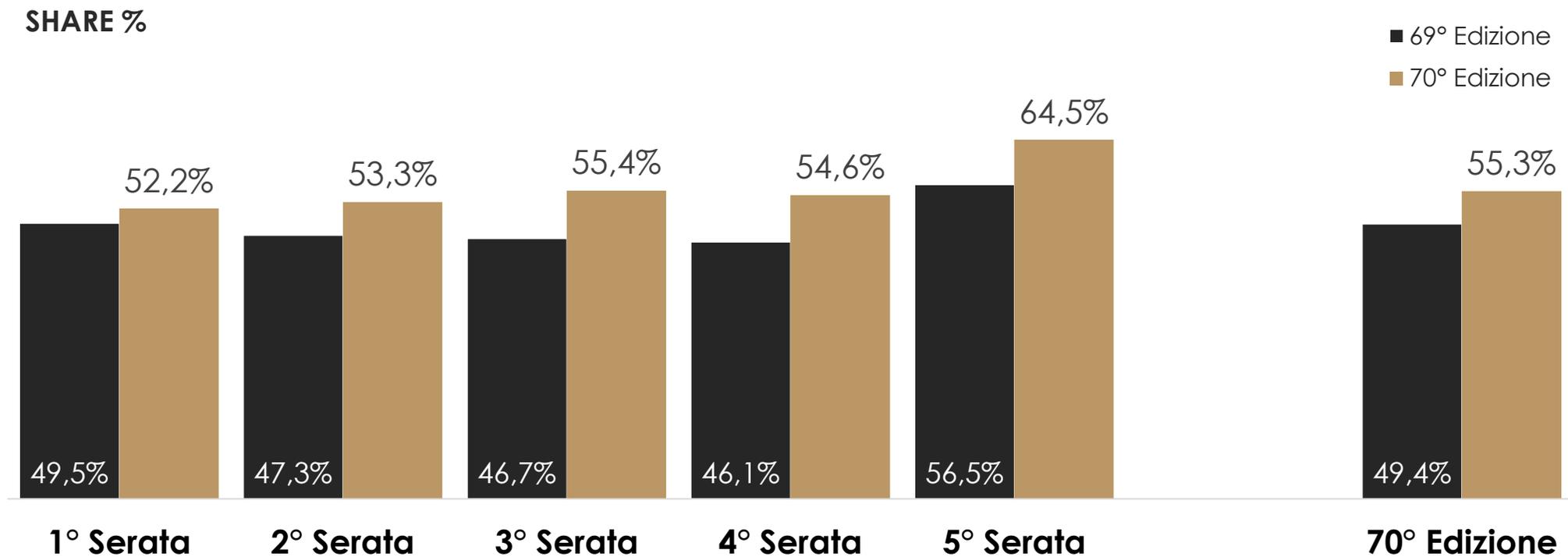


SANREMO – TREND AMR & SHARE



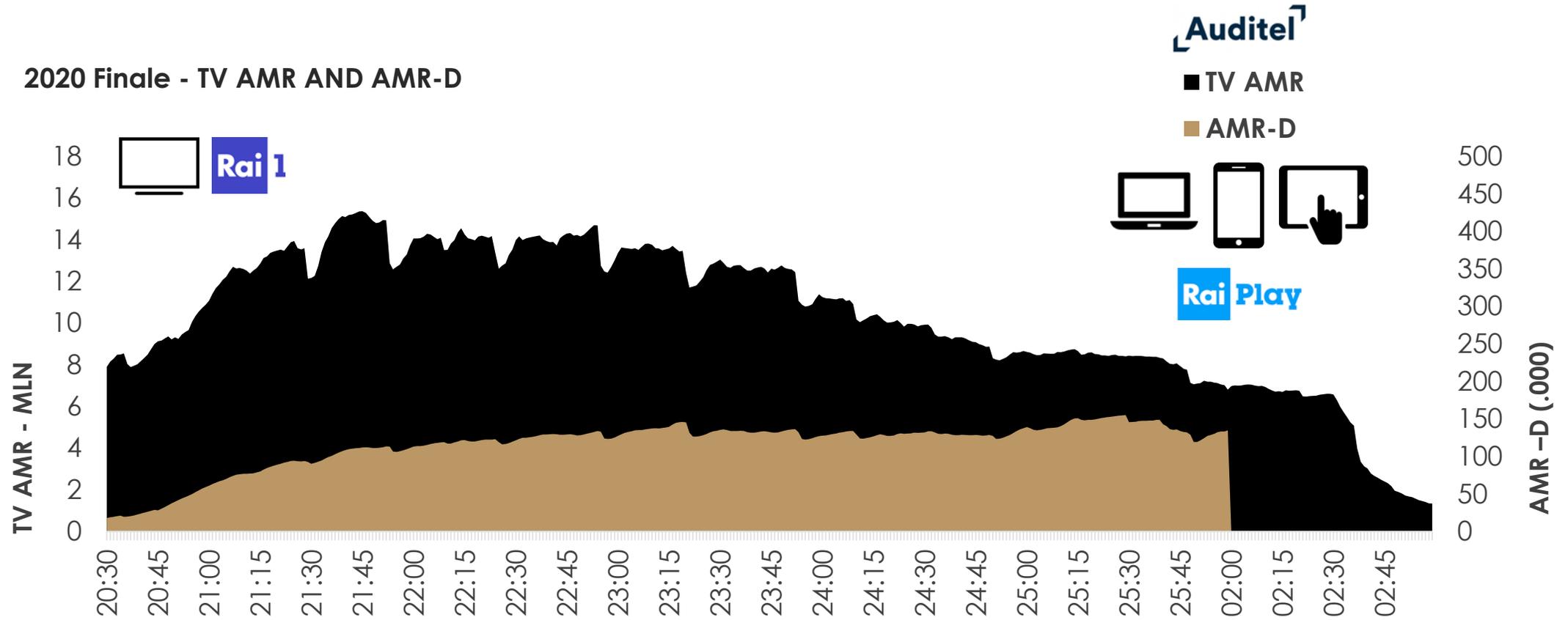
Fonte: Publicis Media su dati Auditel Nielsen TAM. Individui & Ospiti. Share

SANREMO 2020 - TREND SHARE



FINALE - CURVA TV & DIGITAL

2020 Finale - TV AMR AND AMR-D



TV AMR: 10.858.651

AMR-D: 129.448**

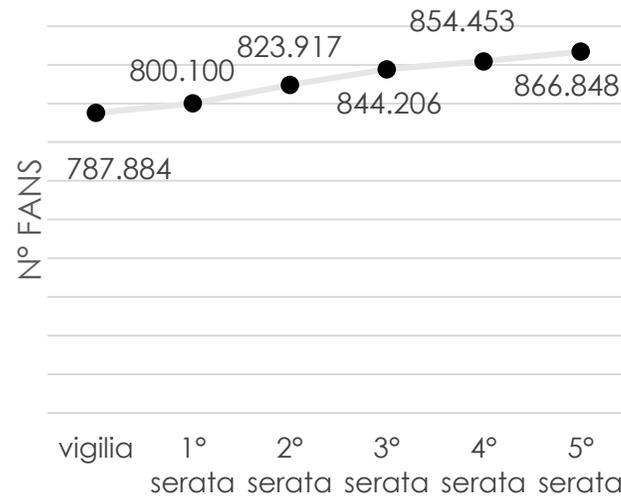
1% dell'audience lineare*

Fonte: Publicis Media su dati Auditel Nielsen TAM & Auditel Digital. Individui & Ospiti (TV). AMR & AMR-D. *AMR e AMR-D non sono metriche sommabili; **Dati disponibili fino alle 25:59

SANREMO ON FACEBOOK



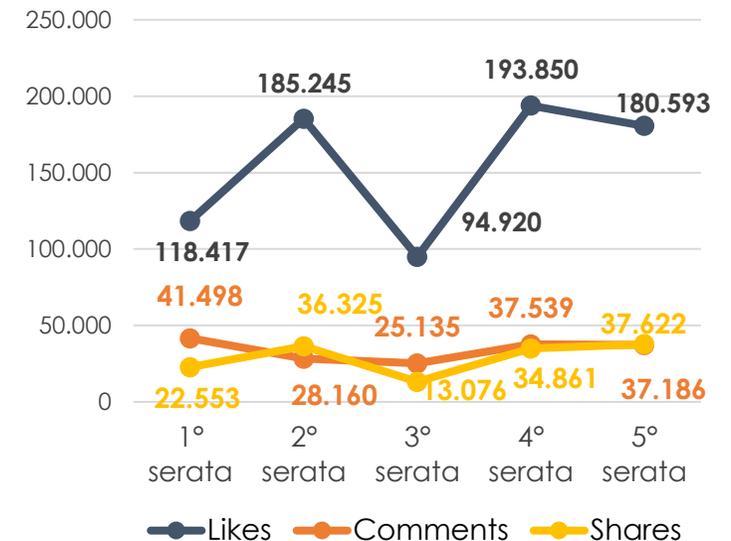
FANS TREND



KEYWORDS CLOUD



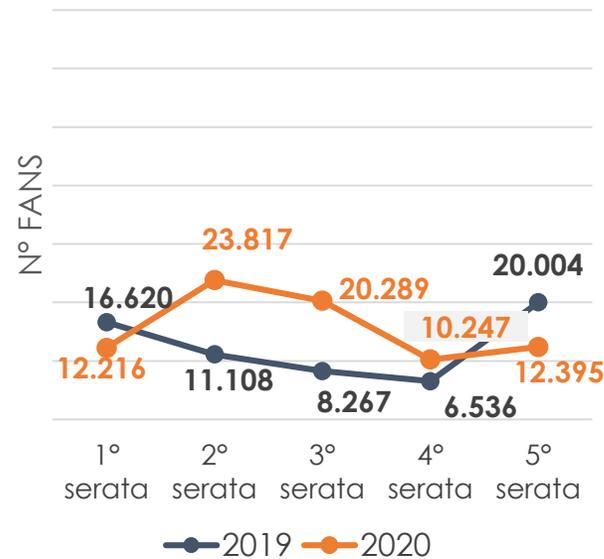
INTERACTION TREND



SANREMO ON FACEBOOK 2020 vs 2019



TREND NEW FANS

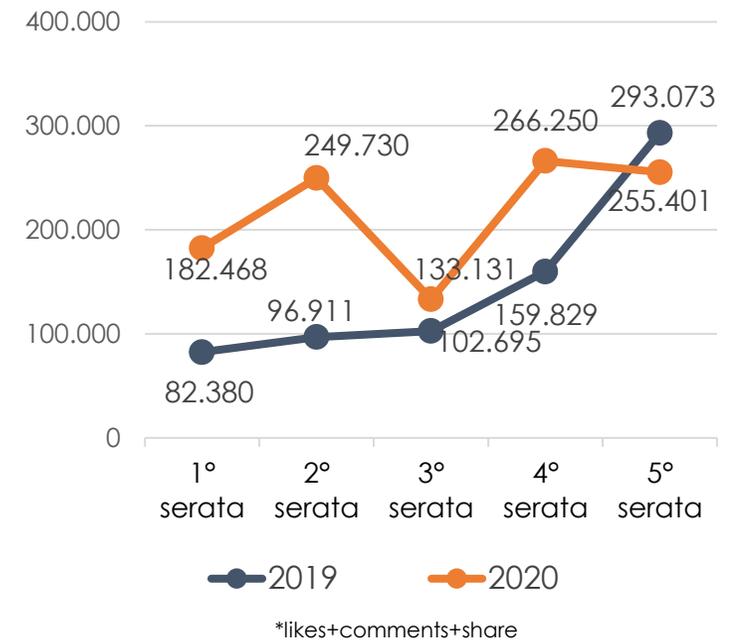


BEST POST



Likes: 23.731
Comments: 1.451
Shares: 4.182

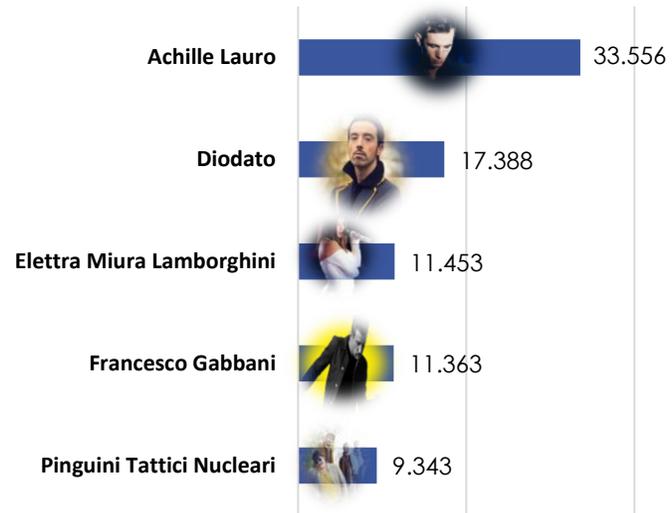
TREND INTERAZIONI*



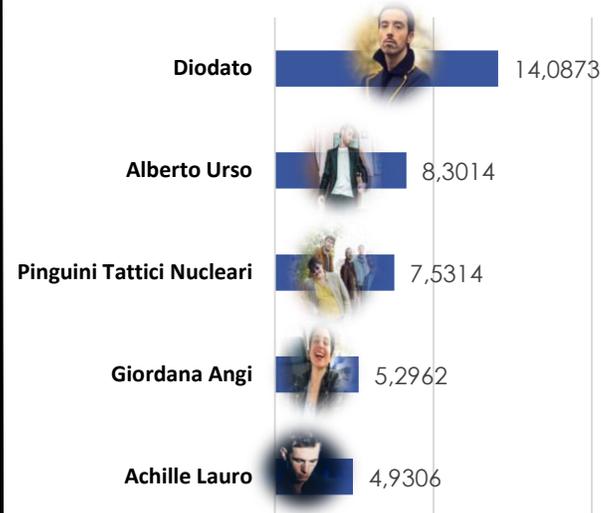
FACEBOOK: I CANALI PIÙ PERFORMANTI



NEW FANS

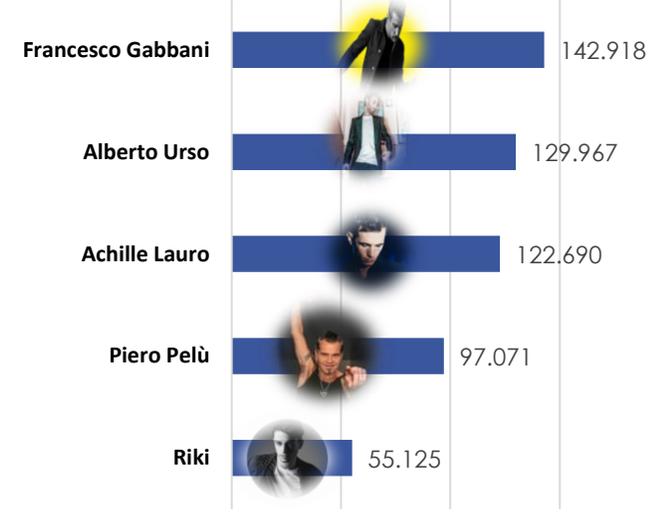


ENGAGEMENT RATE**



**Indice relativo alla capacità di interazione dei post pubblicati.

INTERAZIONI*

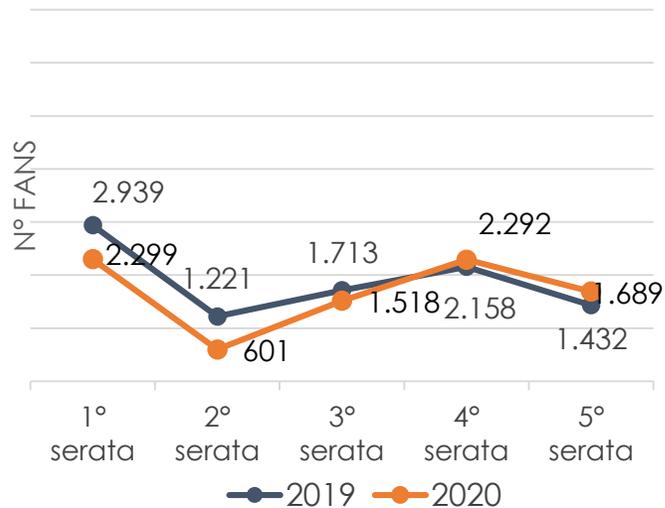


*likes+comments+share

SANREMO ON TWITTER 2020 VS 2019



TREND NEW FANS

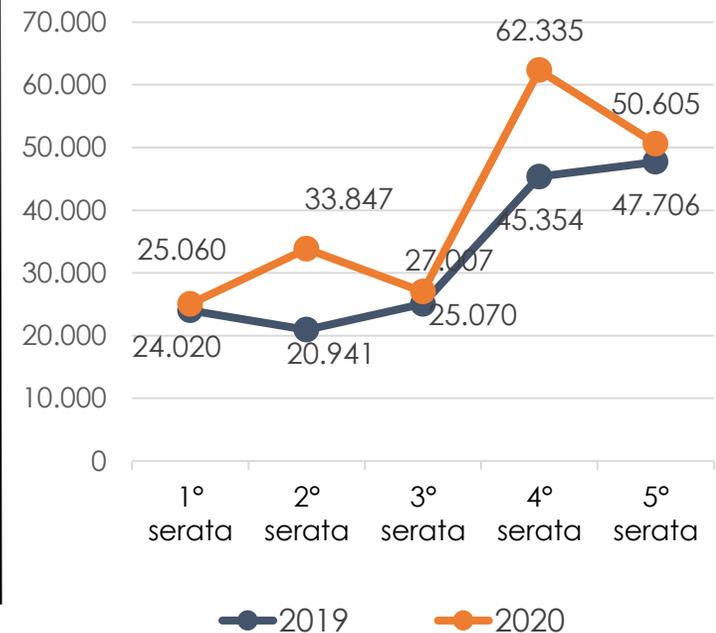


BEST TWEET



Favourite: 2.600
Retweet: 849

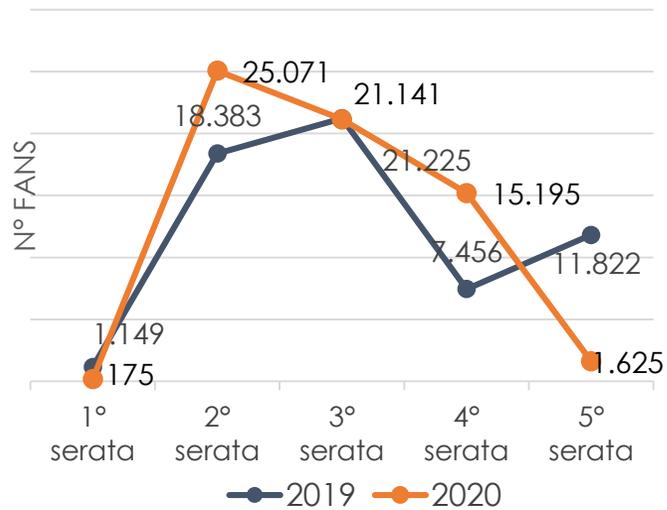
INTERACTION TREND



SANREMO ON INSTAGRAM 2020 VS 2019



TREND NEW FANS

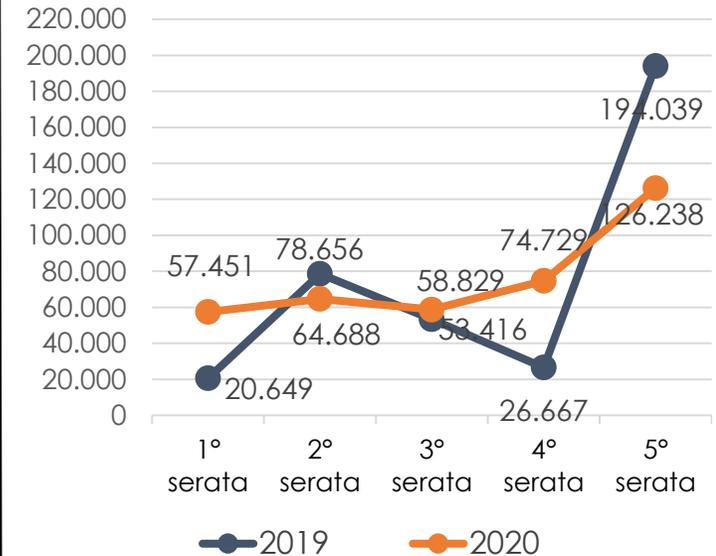


BEST POST



Likes: 20.015
Comments: 281

TREND INTERAZIONI*

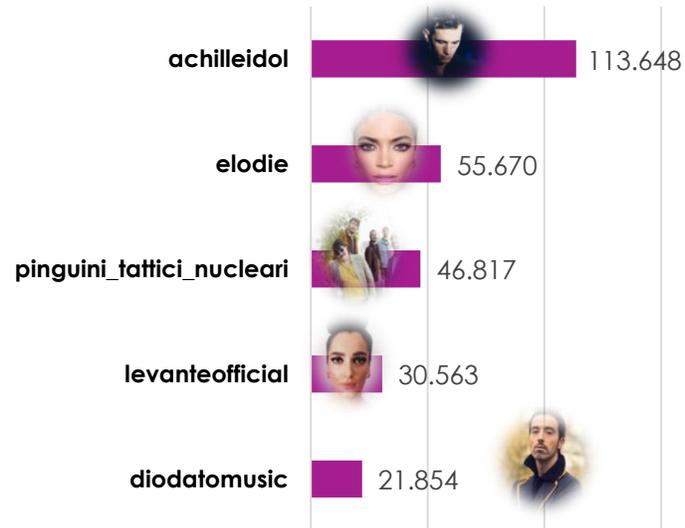


*likes+comments

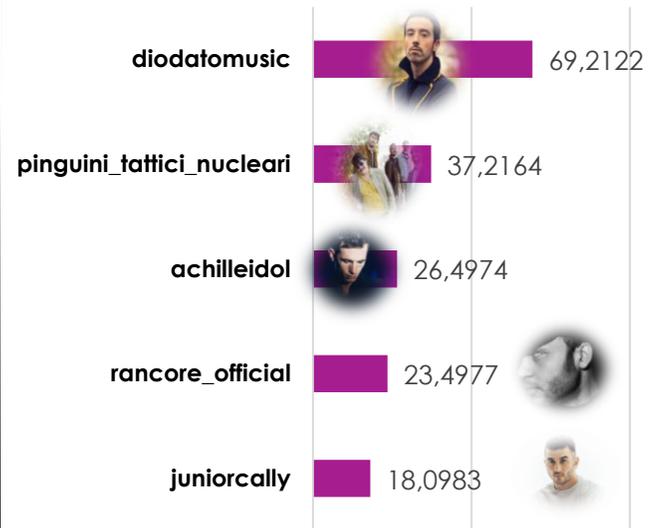
INSTAGRAM: I CANALI PIÙ PERFORMANTI



NEW FANS



ENGAGEMENT RATE**



**Indice relativo alla capacità di interazione dei post pubblicati.

INTERAZIONI*



*likes+comments