



70°
SANREMO
2020

4 - 8 FEBBRAIO

Rai 1

Rai Radio 2

Rai Italia

Rai Play

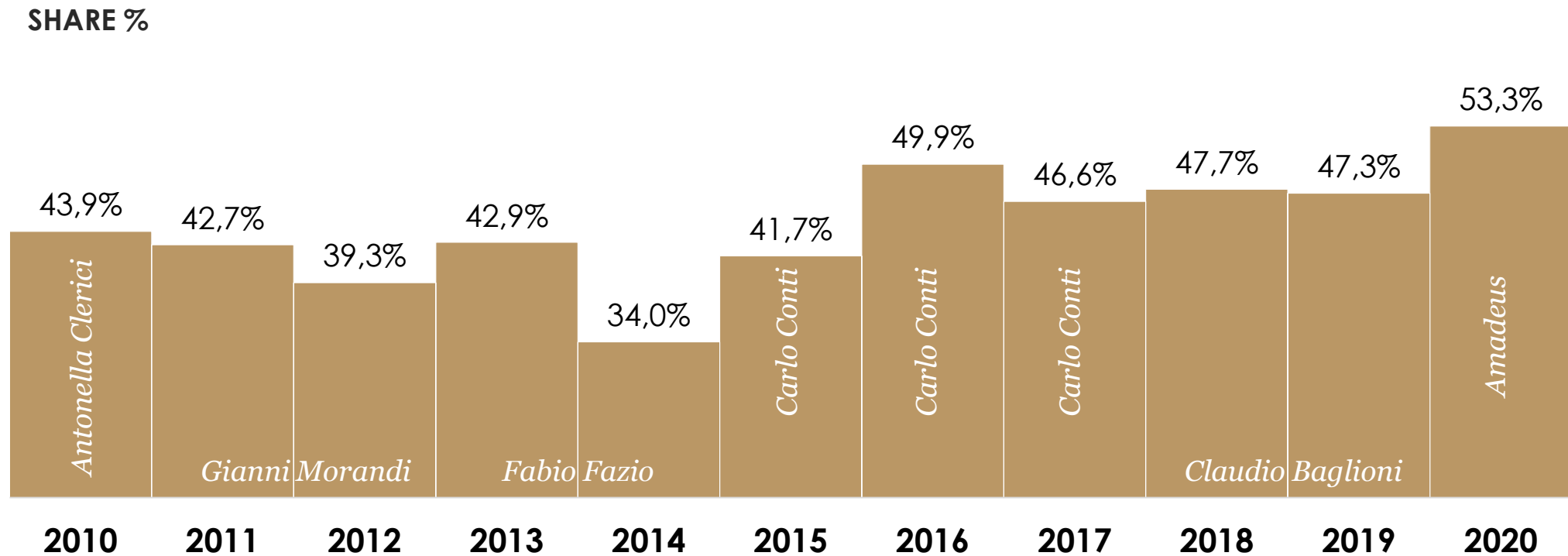
Rai Play
Radio



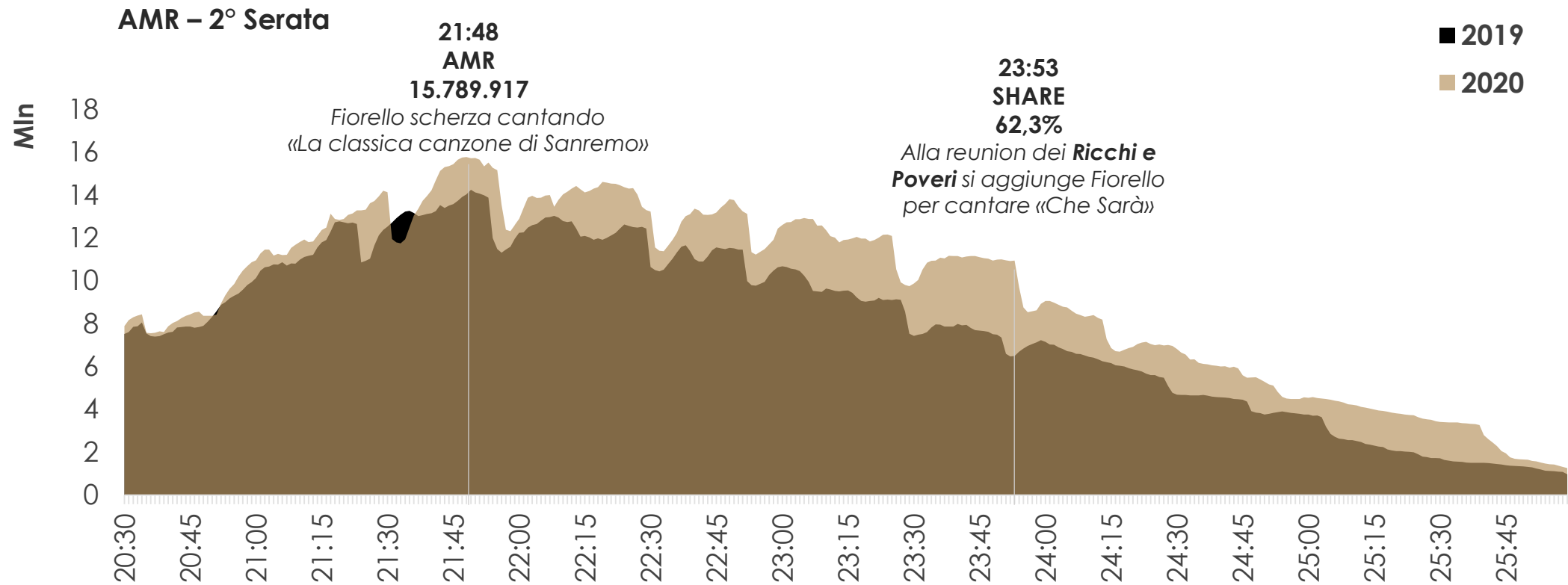
YouTube



SECONDA SERATA - TREND SHARE



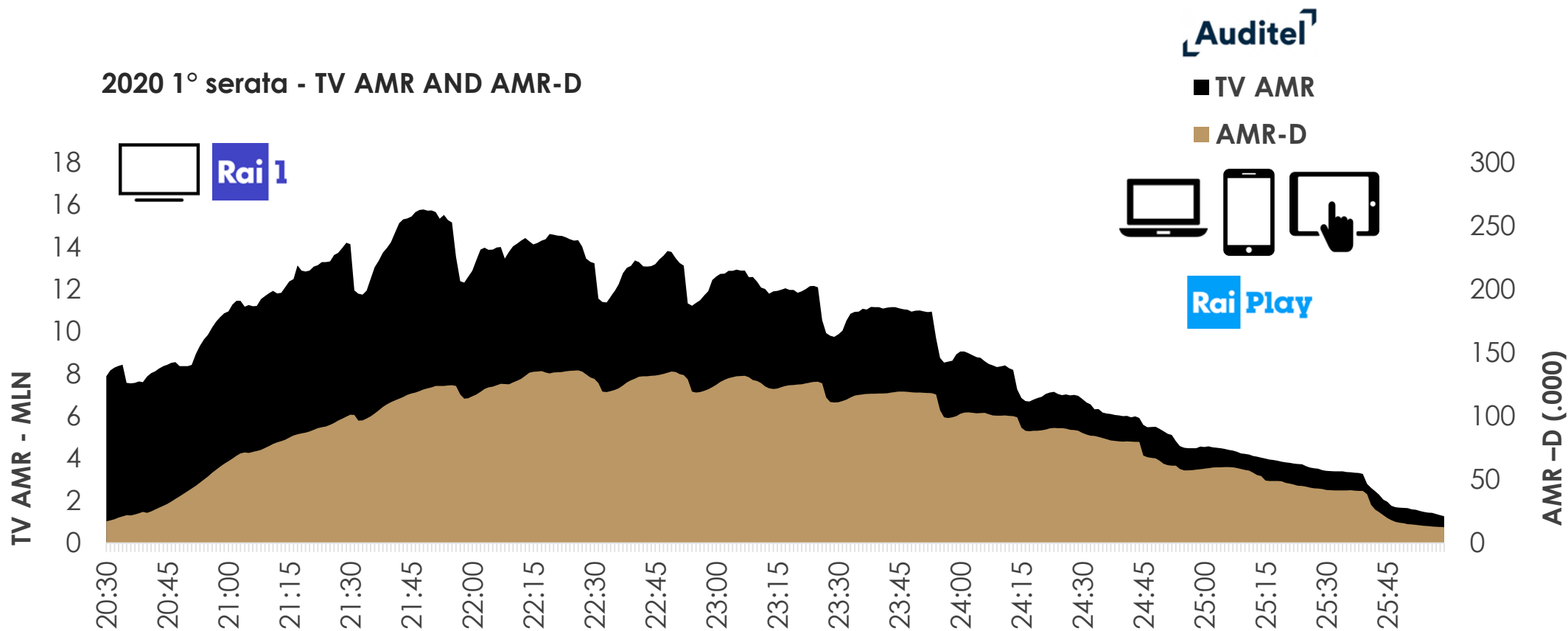
SECONDA SERATA - CURVA AUDIENZE - 2020/2019



2019 2° serata (21:26 – 01:04): 9.144.252

2020 2° serata (21:35 – 01:43): 9.692.742

SECONDA SERATA - CURVA TV & DIGITAL - 2020



TV AMR: 9.692.742

AMR-D: 100.122

+7% AMR-D
Vs Prima Serata

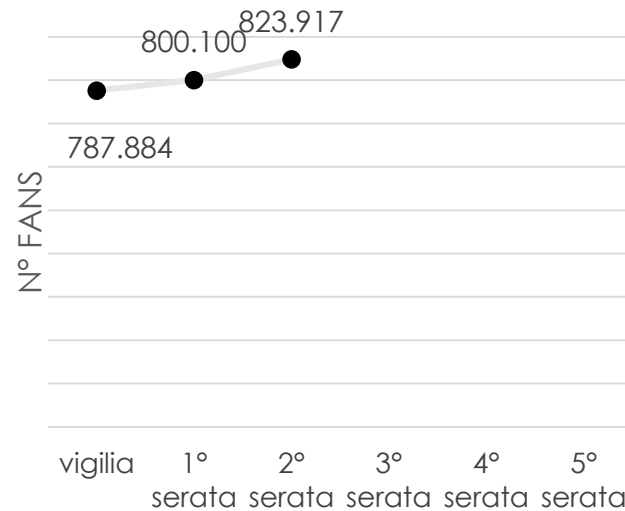
1% dell'audience lineare*

Fonte: Publicis Media su dati Auditel Nielsen TAM & Auditel Digital. Individui & Ospiti (TV). AMR & AMR-D. *AMR e AMR-D non sono metriche sommabili

SANREMO ON FACEBOOK



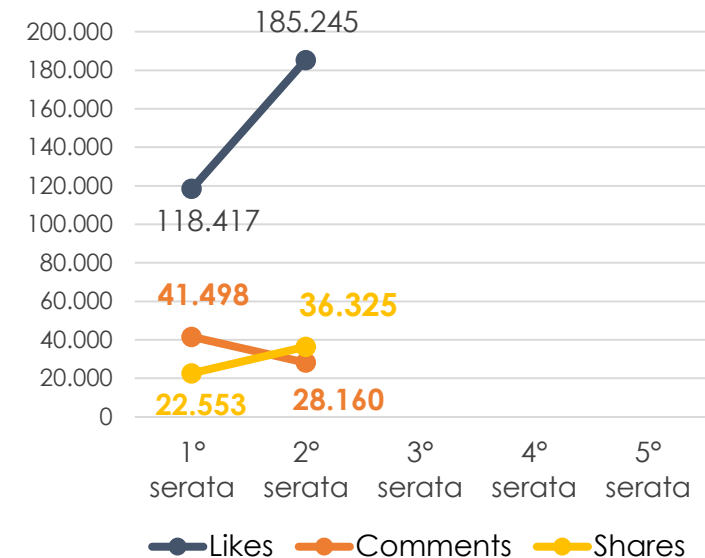
FANS TREND



KEYWORDS CLOUD



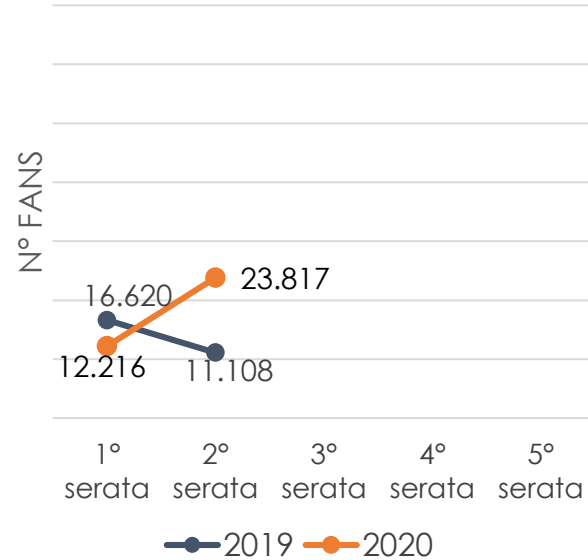
INTERACTION TREND



SANREMO ON FACEBOOK 2020 vs 2019



TREND NEW FANS

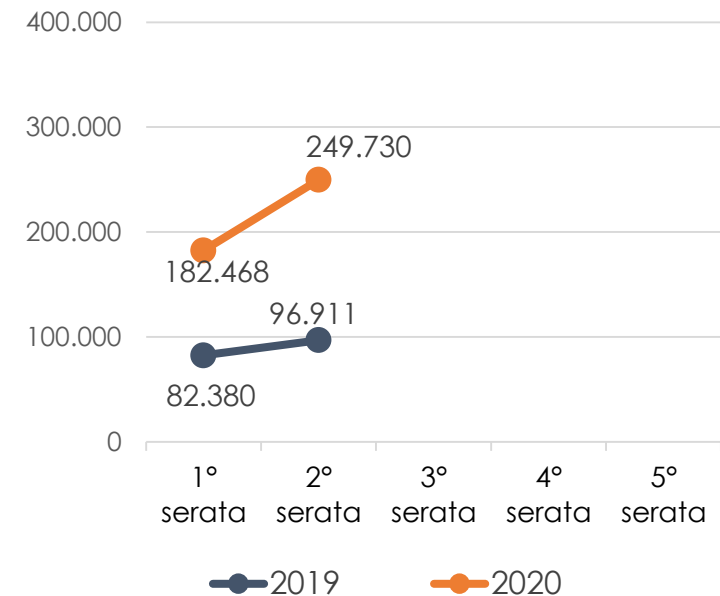


BEST POST



Likes: 42.378
Comments: 5.354
Shares: 9.416

TREND INTERAZIONI*

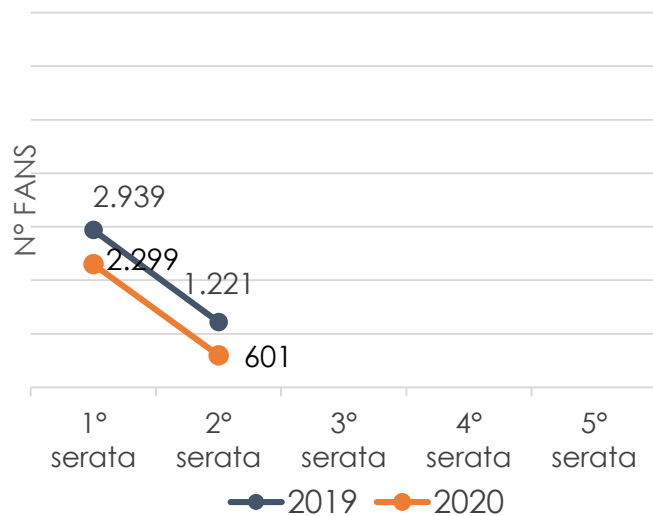


*likes+comments+share

SANREMO ON TWITTER 2020 VS 2019



TREND NEW FANS

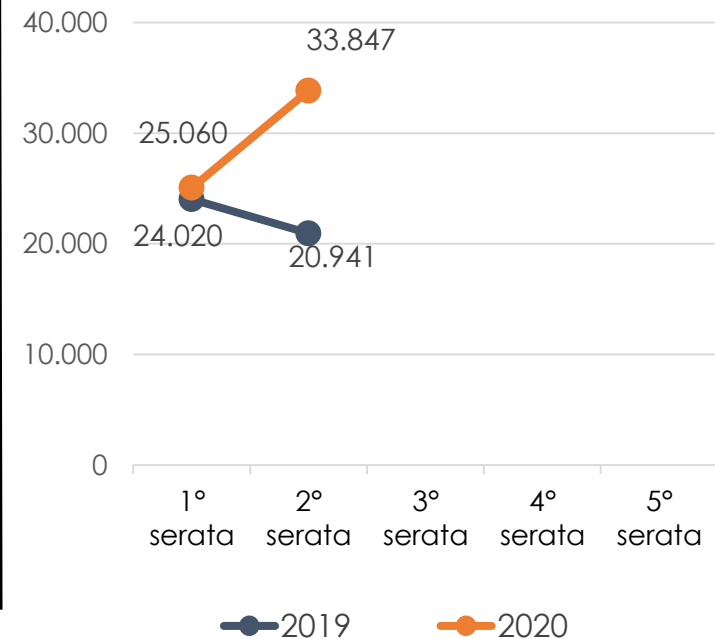


BEST TWEET



Favourite: 3.814
Retweet: 815

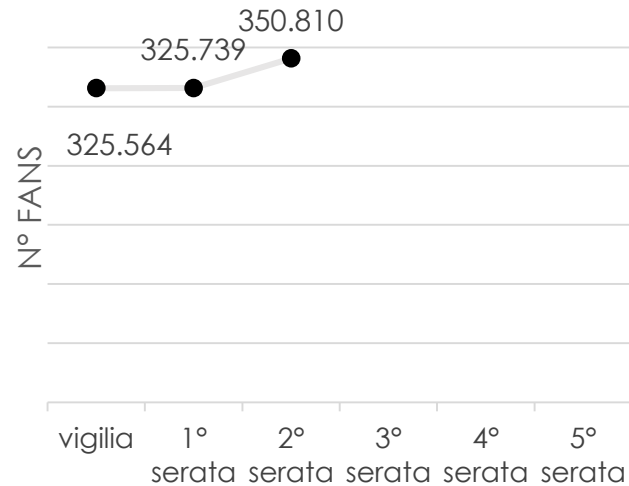
INTERACTION TREND



SANREMO ON INSTAGRAM



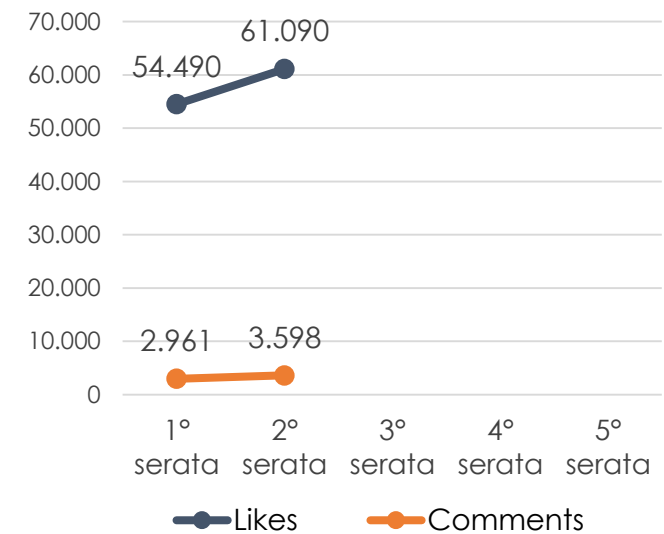
FANS TREND



KEYWORDS CLOUD



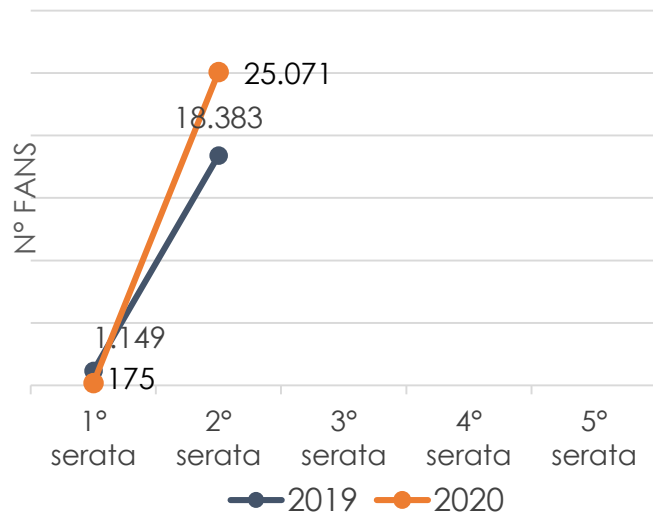
INTERACTION TREND



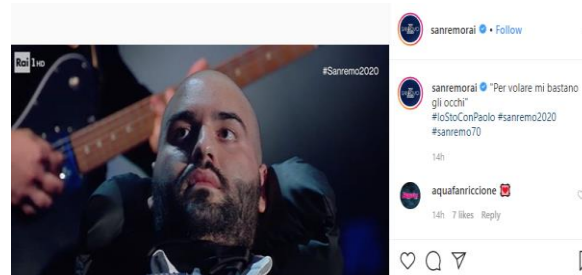
SANREMO ON INSTAGRAM 2020 VS 2019



TREND NEW FANS

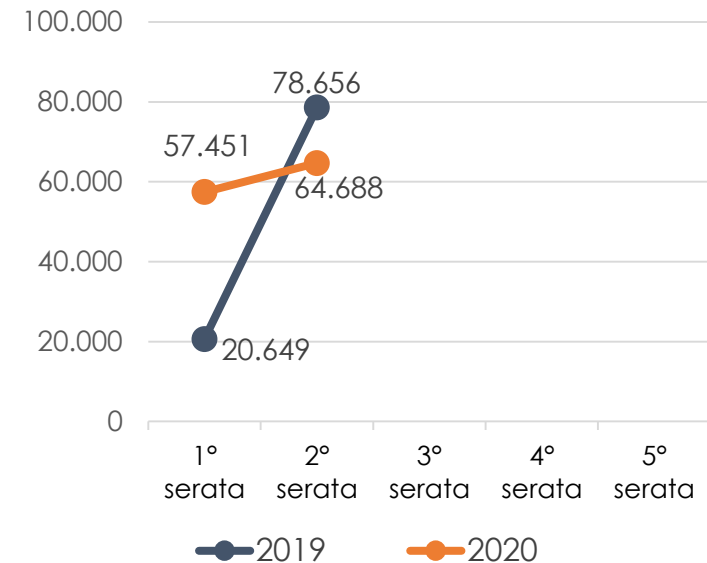


BEST POST



Likes: 9.735
Comments: 436

TREND INTERAZIONI*



*likes+comments