



70°
SANREMO
2020

4 - 8 FEBBRAIO

Rai 1

Rai Radio 2

Rai Italia

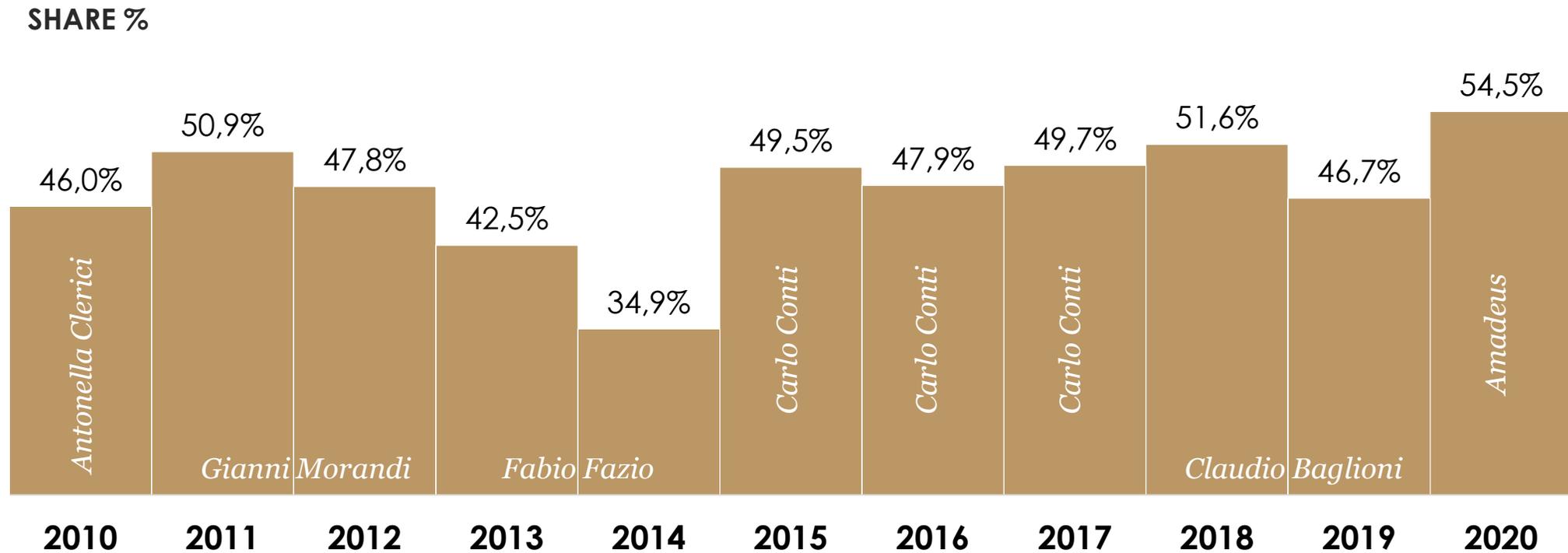
Rai Play

Rai Play
Radio

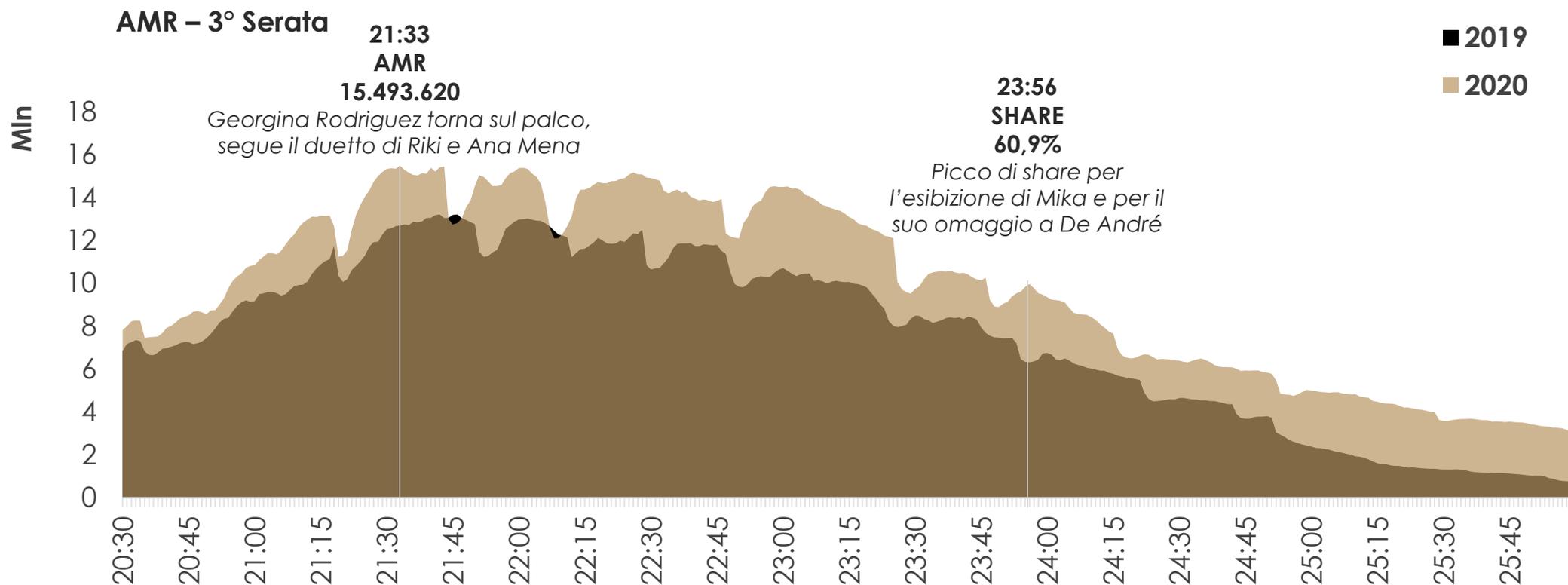


YouTube

TERZA SERATA - TREND SHARE



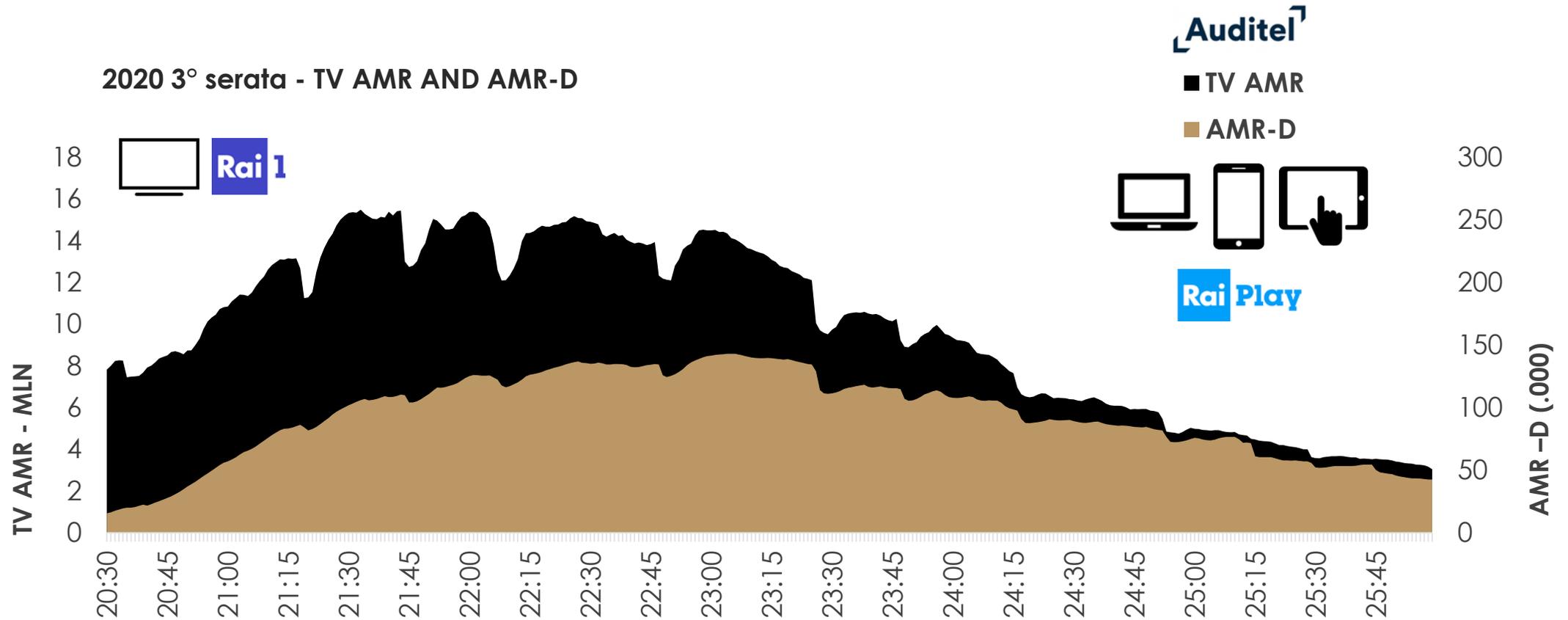
TERZA SERATA - CURVA AUDIENZE – 2020/2019



2019 3° serata (21:21 – 24:51): 9.408.432

2020 3° serata (21:23 – 02:00): 9.835.723

TERZA SERATA - CURVA TV & DIGITAL - 2020



TV AMR: 9.835.723

AMR-D: 101.906

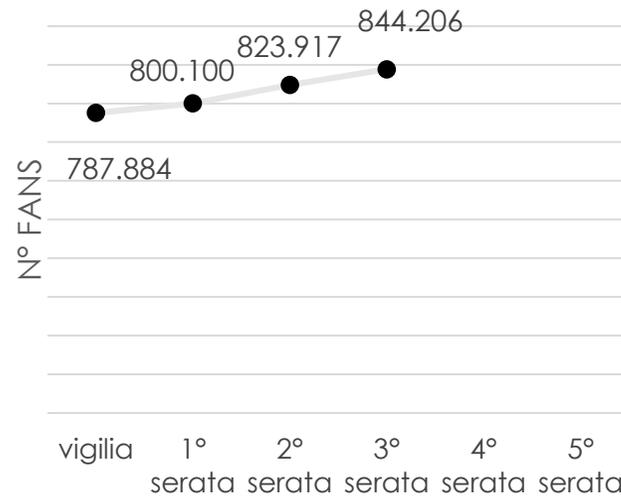
+2% AMR-D
Vs Seconda Serata

1% dell'audience lineare*

SANREMO ON FACEBOOK



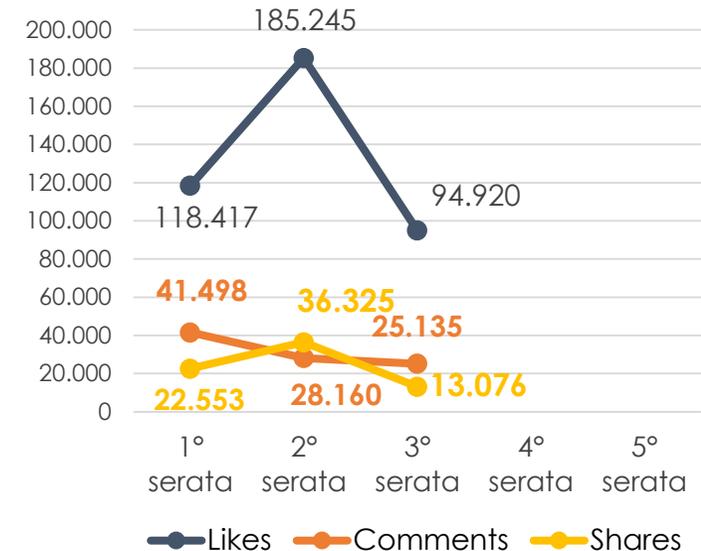
FANS TREND



KEYWORDS CLOUD



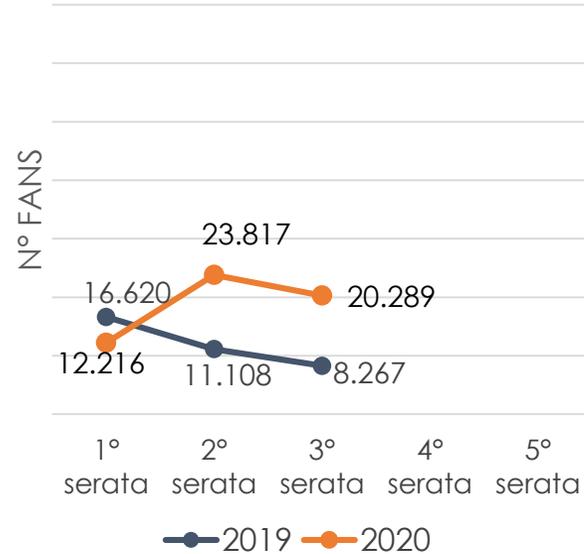
INTERACTION TREND



SANREMO ON FACEBOOK 2020 vs 2019



TREND NEW FANS

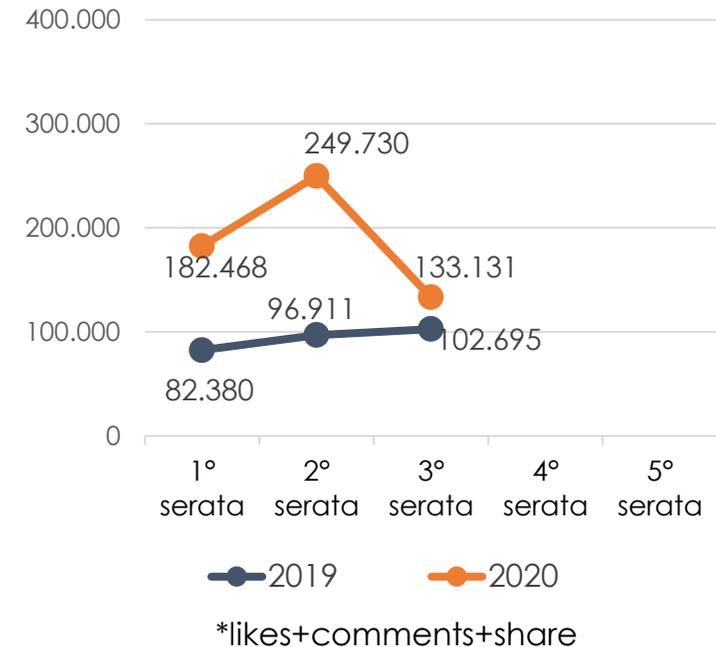


BEST POST



Likes: 8.483
Comments: 1.641
Shares: 745

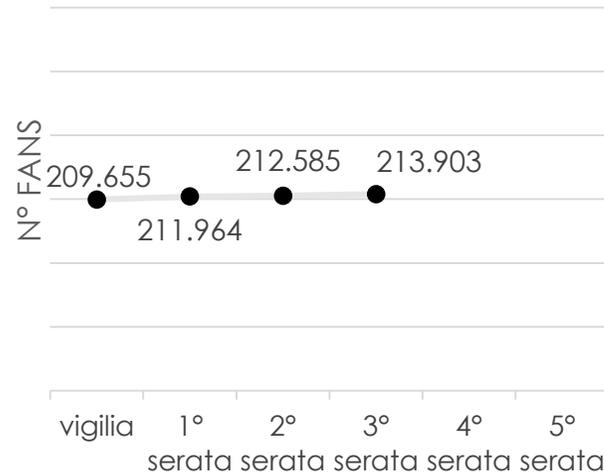
TREND INTERAZIONI*



SANREMO ON TWITTER



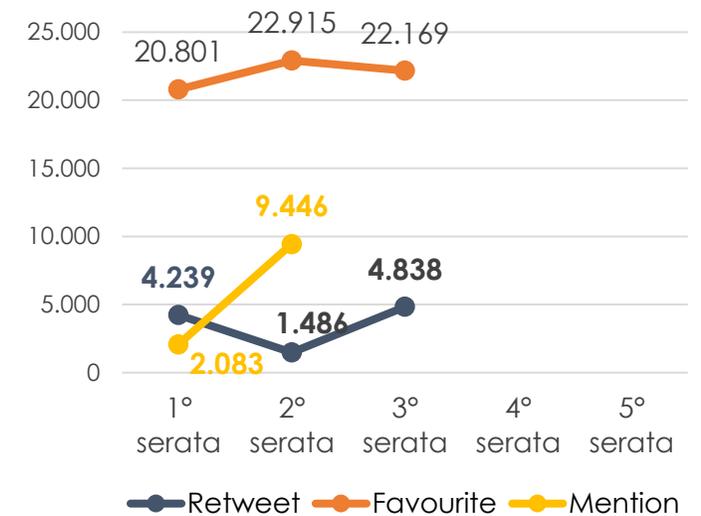
FOLLOWERS TREND



KEYWORDS CLOUD



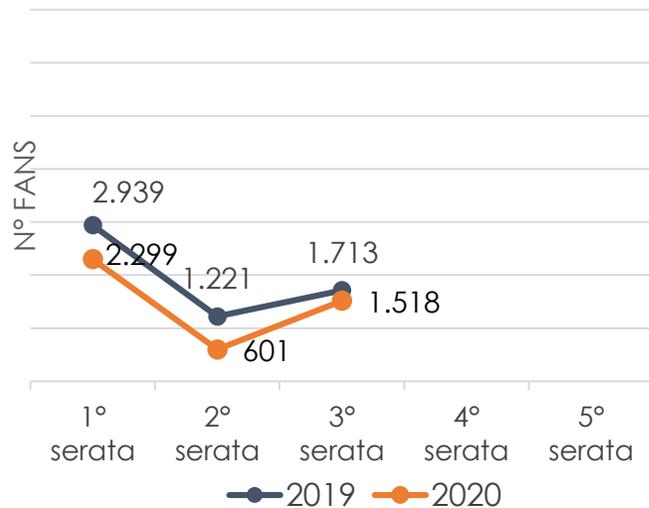
INTERACTION TREND



SANREMO ON TWITTER 2020 VS 2019



TREND NEW FANS

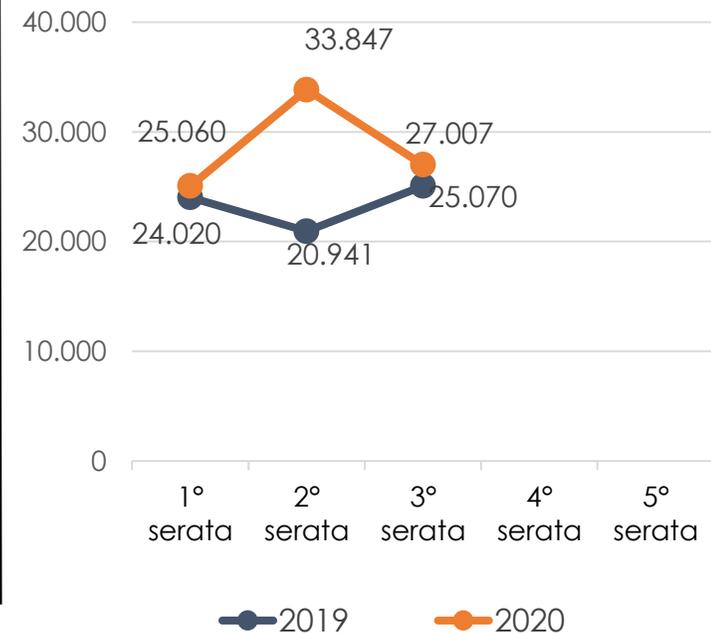


BEST TWEET



Favourite: 2.730
Retweet: 654

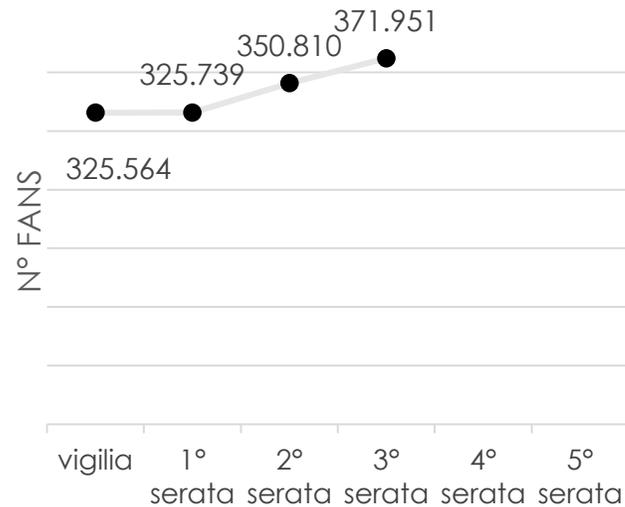
INTERACTION TREND



SANREMO ON INSTAGRAM



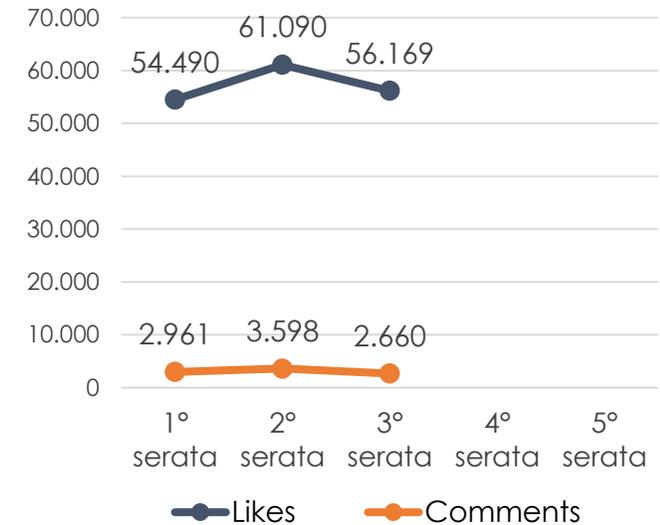
FANS TREND



KEYWORDS CLOUD



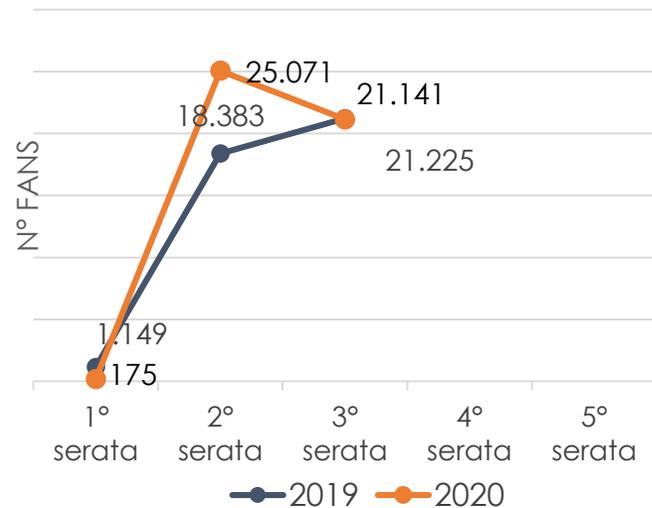
INTERACTION TREND



SANREMO ON INSTAGRAM 2020 VS 2019



TREND NEW FANS

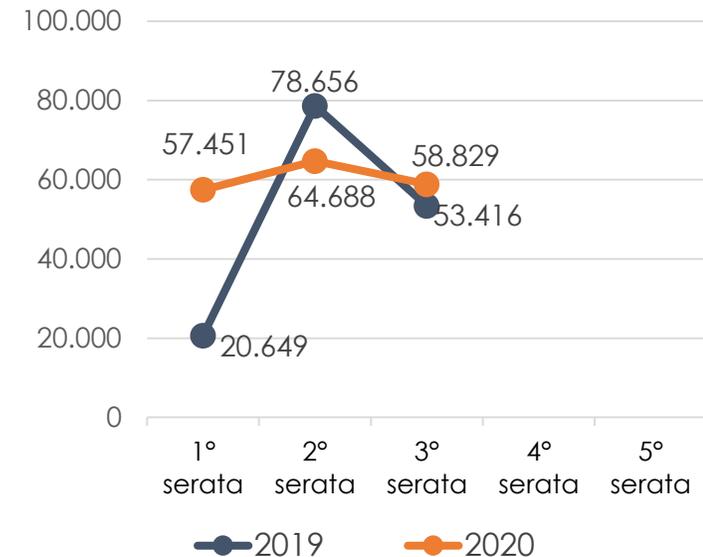


BEST POST



Likes: 12.295
Comments: 281

TREND INTERAZIONI*



*likes+comments