



70°
SANREMO
2020

4 - 8 FEBBRAIO

Rai 1

Rai Radio 2

Rai Italia

Rai Play

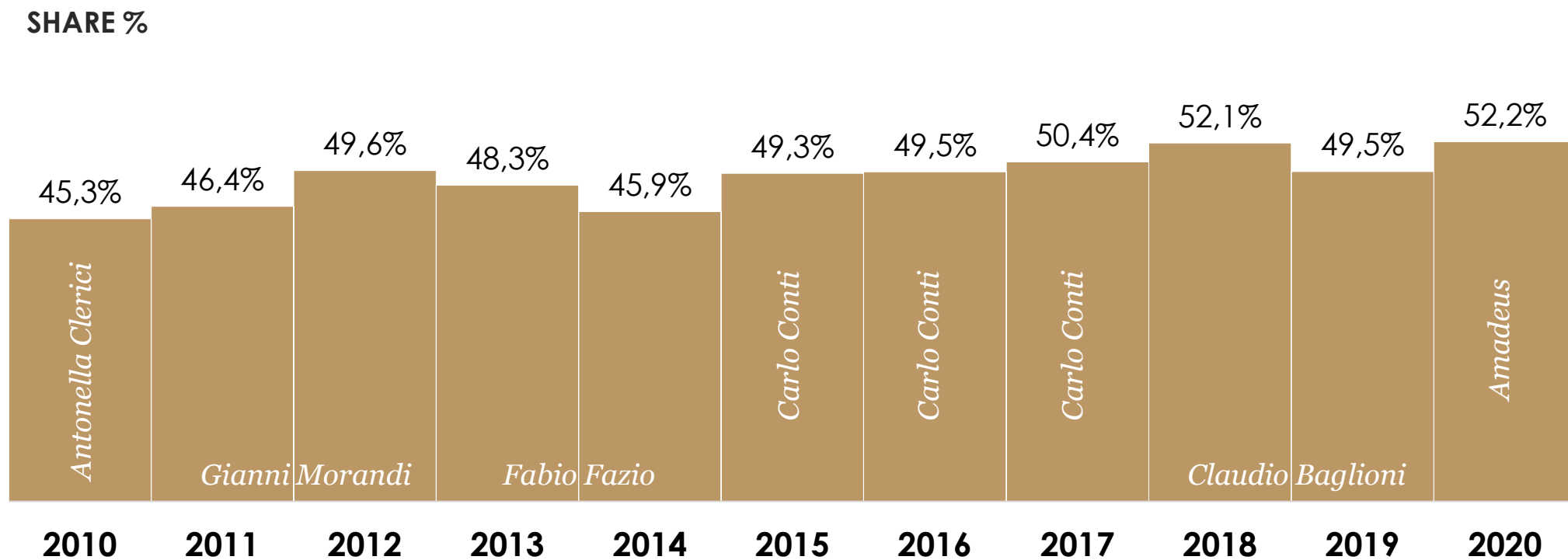
Rai Play
Radio



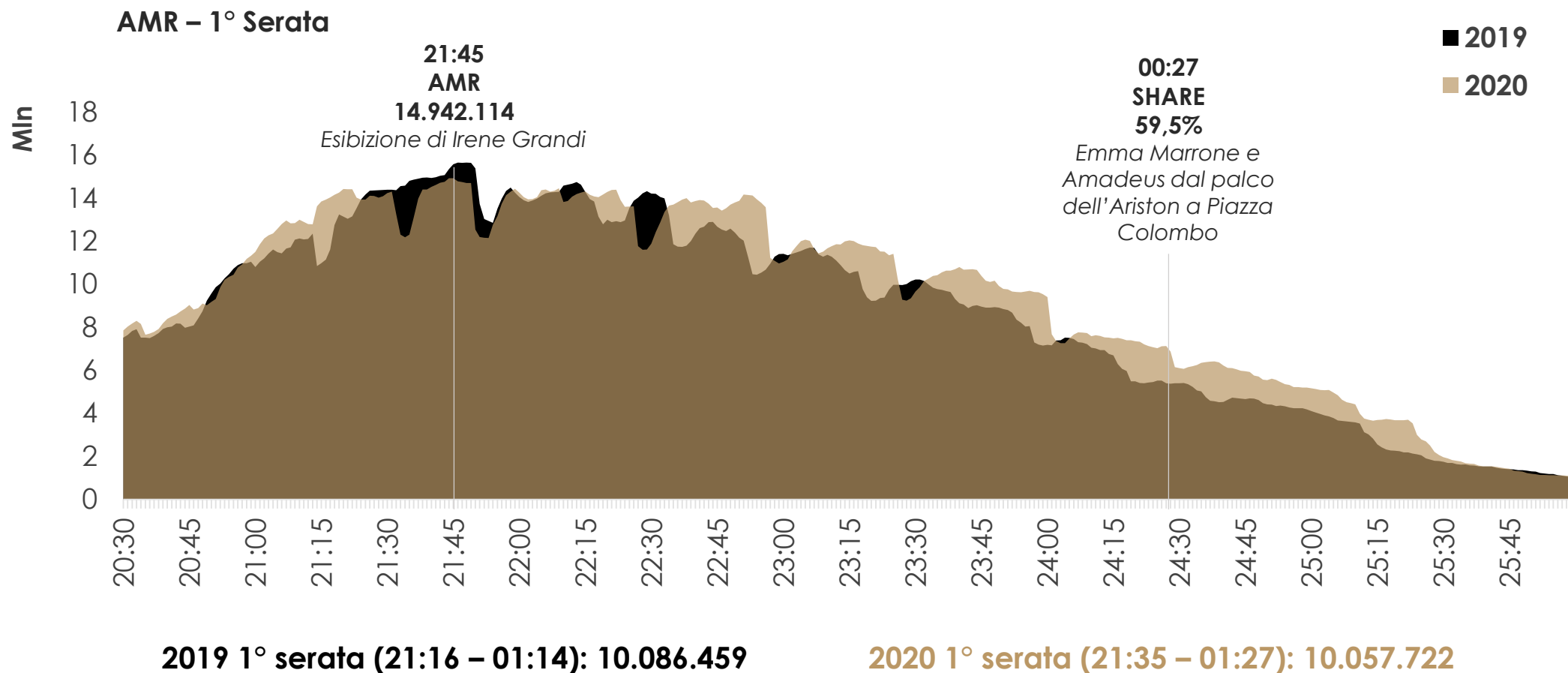
YouTube



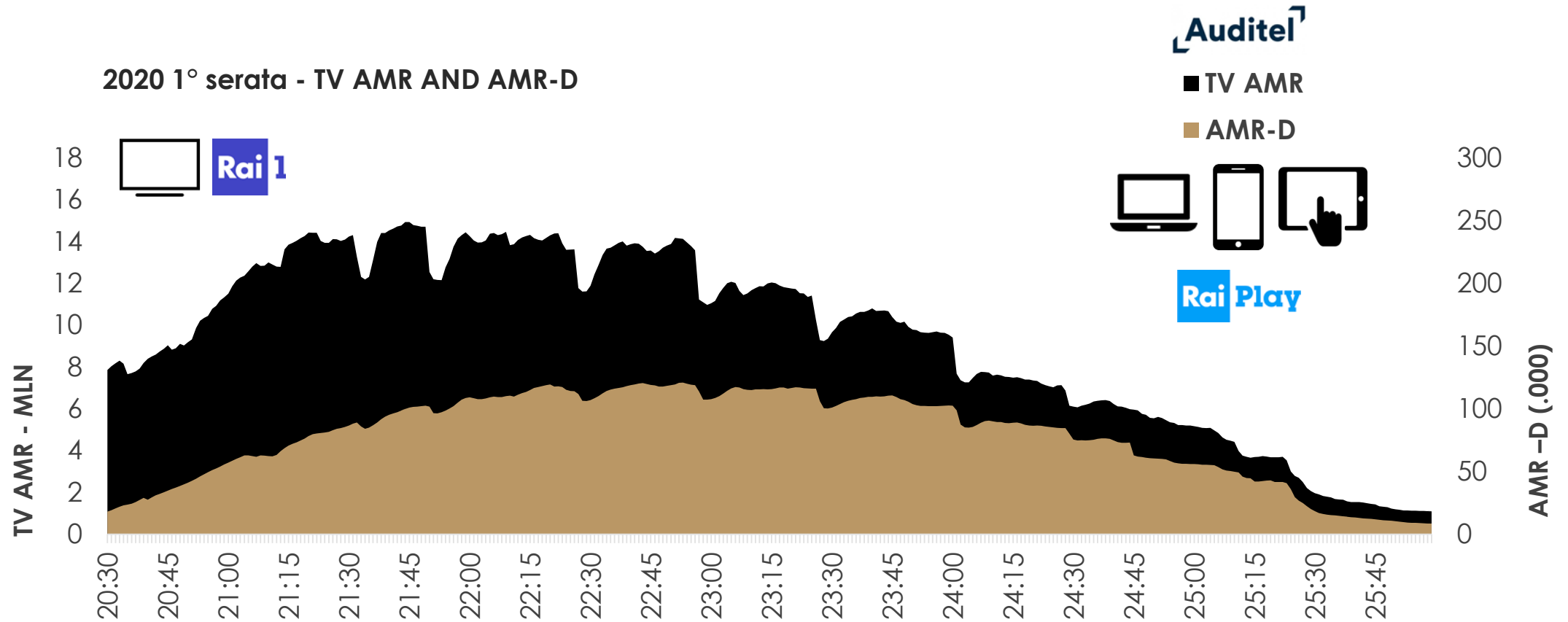
PRIMA SERATA - TREND SHARE



PRIMA SERATA - CURVA AUDIENZE - 2020/2019



PRIMA SERATA - CURVA TV & DIGITAL - 2020



TV AMR: 10.086.459

AMR-D: 93.778

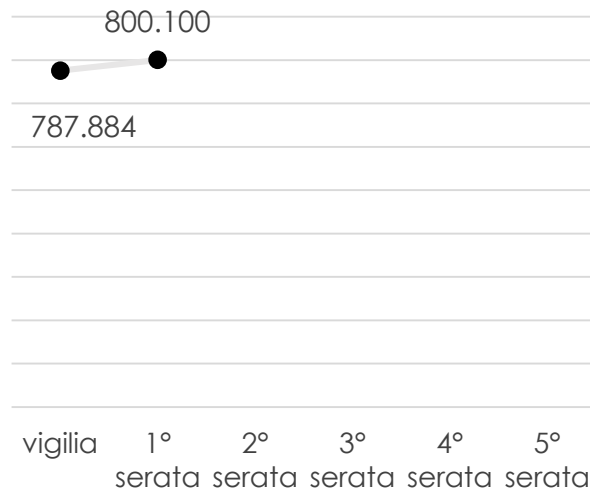
1% dell'audience lineare*

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



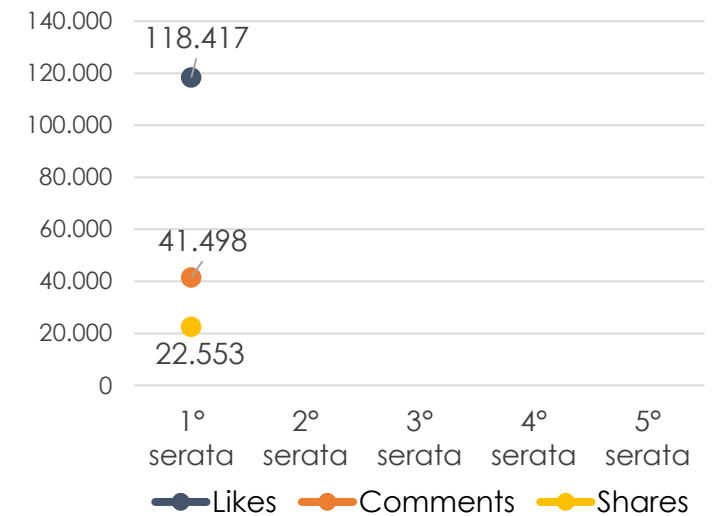
FANS TREND



KEYWORDS CLOUD



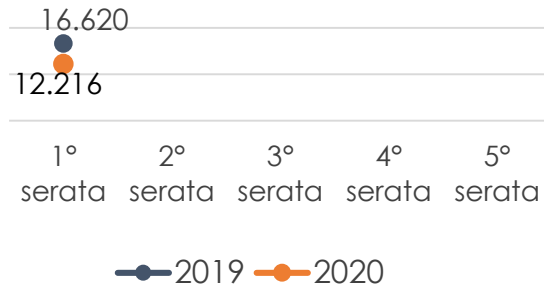
INTERACTION TREND



SANREMO ON FACEBOOK 2020 vs 2019



TREND NEW FANS

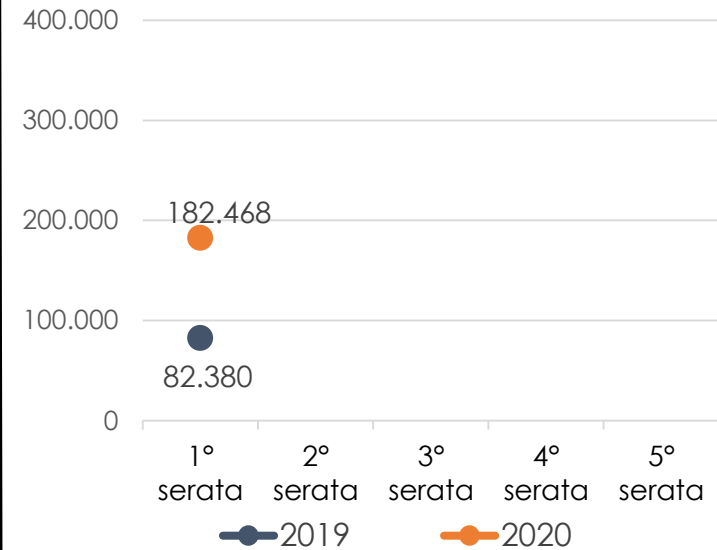


BEST POST



Likes: 15.700
Comments: 1.496
Shares: 5.817

TREND INTERAZIONI*

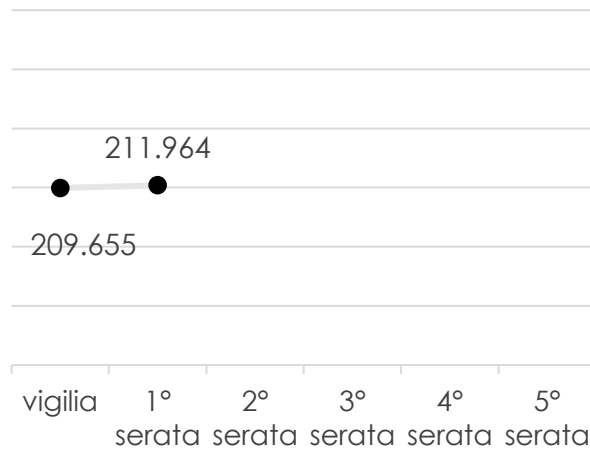


*likes+comments+share

SANREMO ON TWITTER



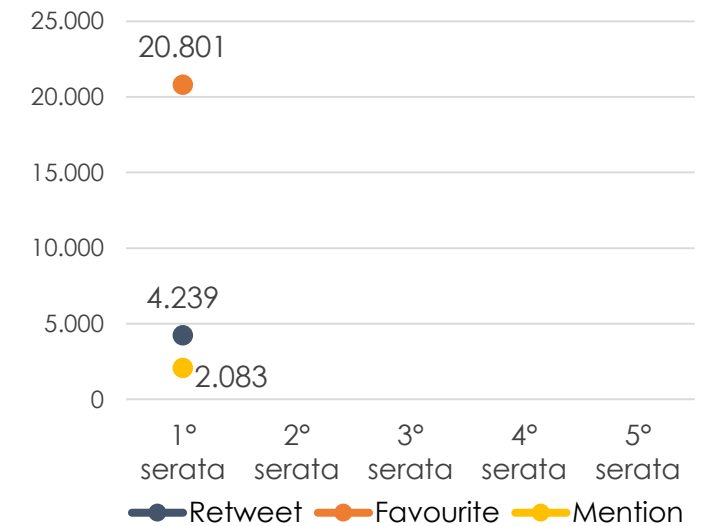
FOLLOWERS TREND



KEYWORDS CLOUD



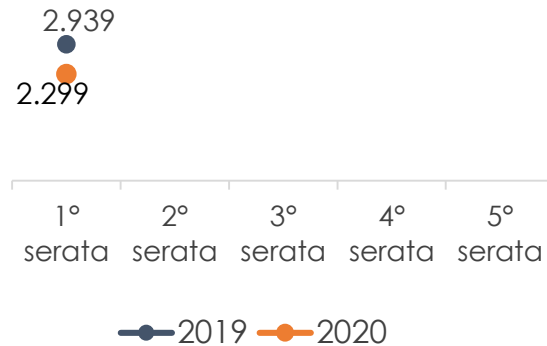
INTERACTION TREND



SANREMO ON TWITTER 2020 VS 2019



TREND NEW FANS



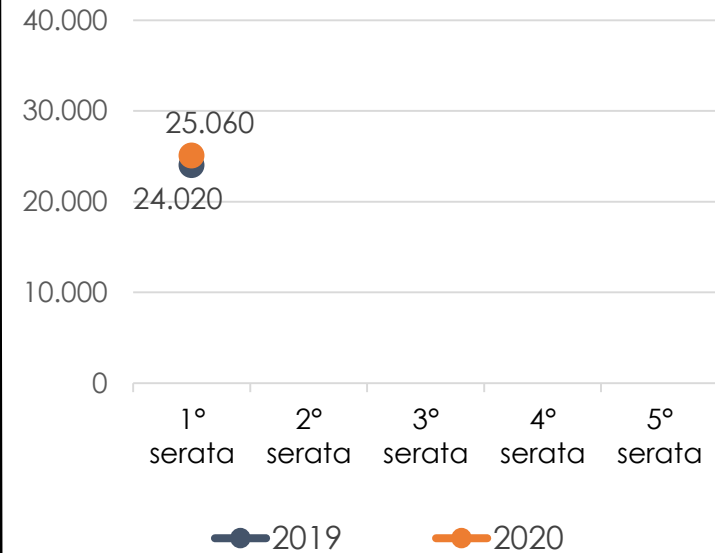
BEST TWEET

Festival di Sanremo @SanremoRai

La GIF che non può mancare a Sanremo 🎵 #Sanremo2020

Favourite: 1.522
Retweet: 371

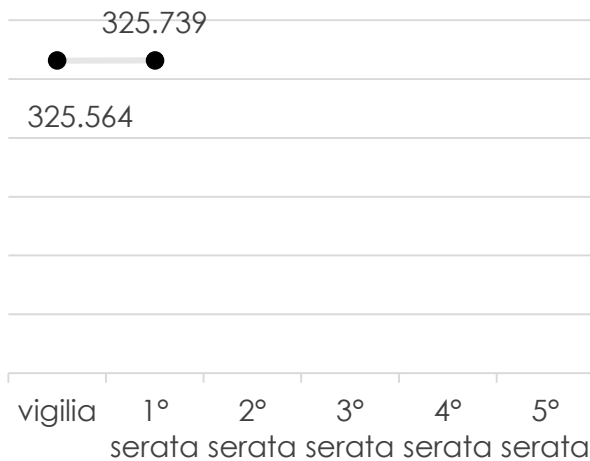
INTERACTION TREND



SANREMO ON INSTAGRAM



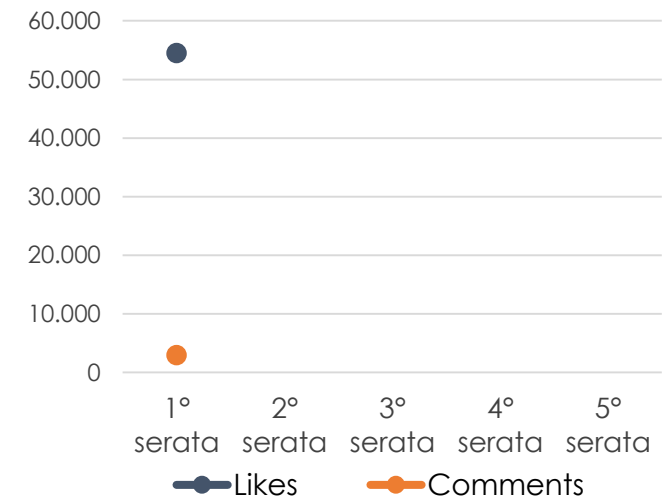
FANS TREND



KEYWORDS CLOUD



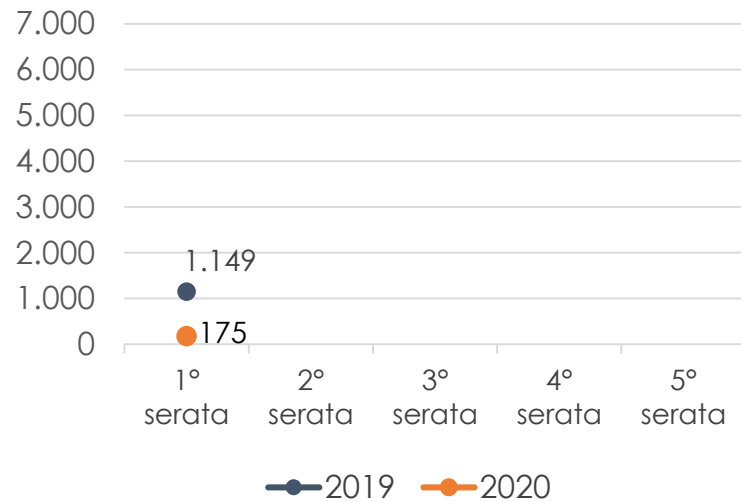
INTERACTION TREND



SANREMO ON INSTAGRAM 2020 VS 2019



TREND NEW FANS

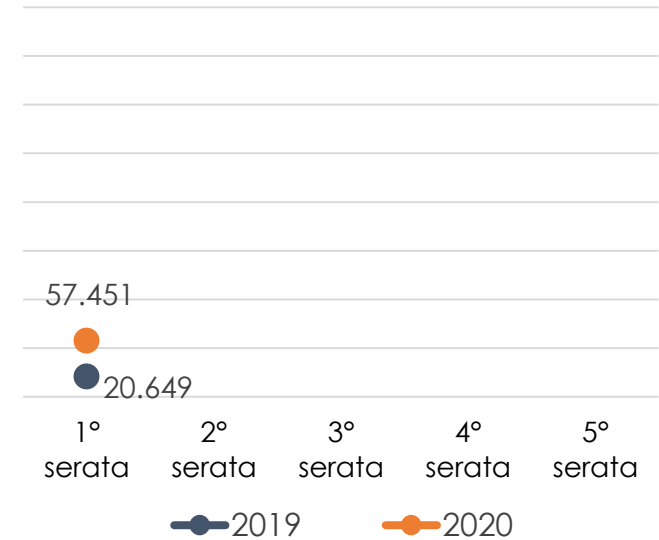


BEST POST



Likes: 11.341
Comments: 342

TREND INTERAZIONI*



*likes+comments