

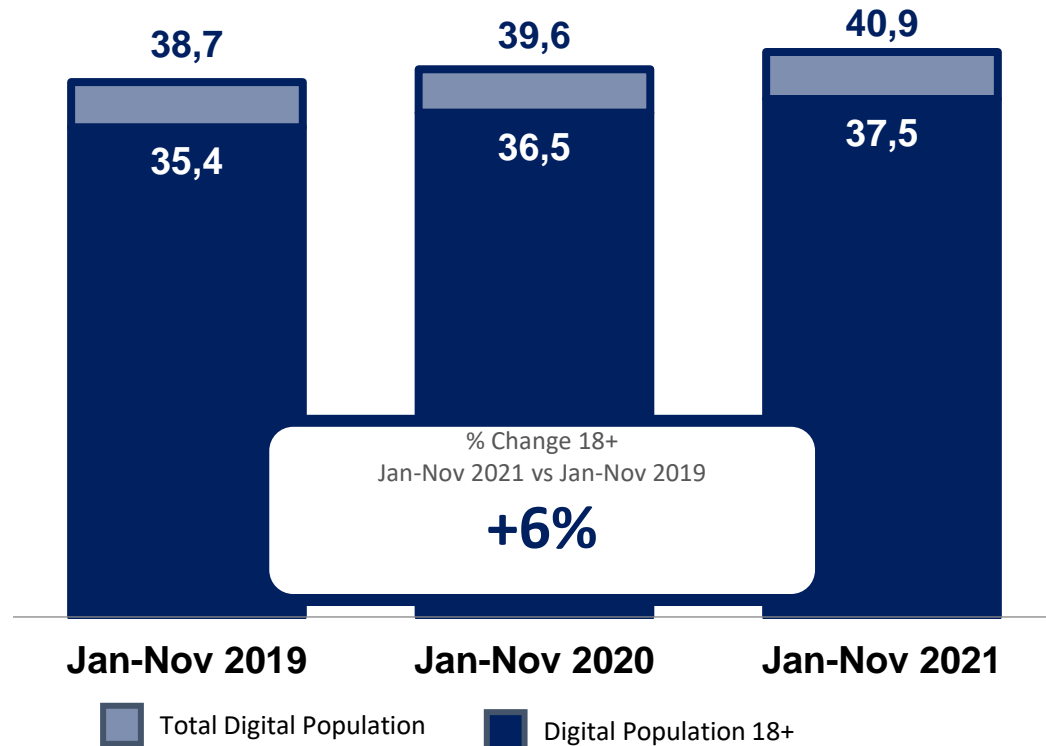
SCENARIO ANALYSIS

END 2021

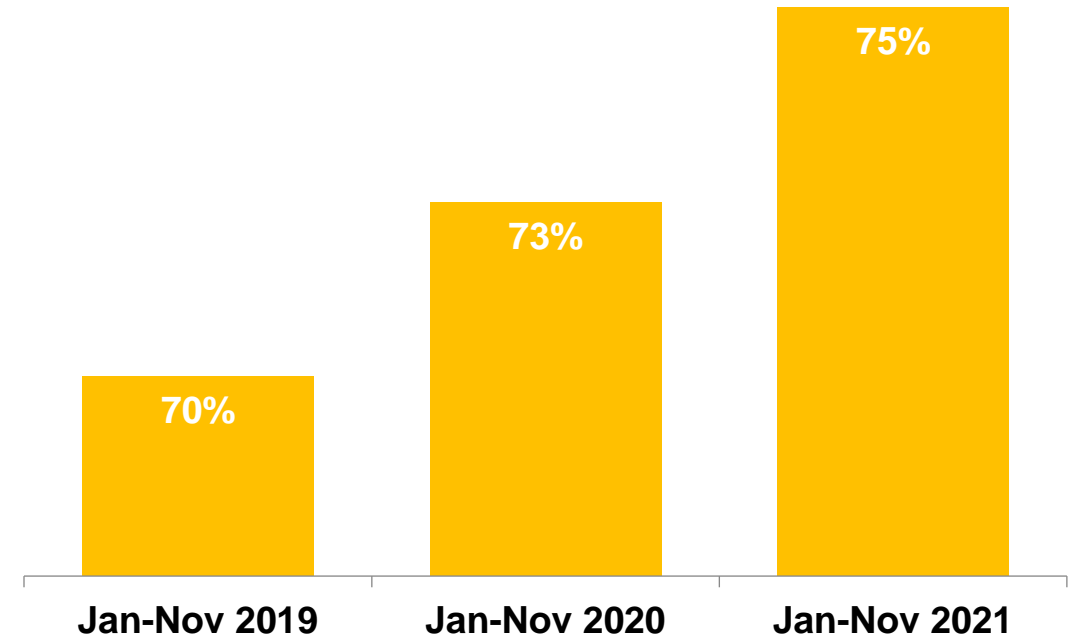
Over the last three years the Italian digital audience has grown, reaching a penetration of 75% of the Italian adult population.



Total Digital Population and Digital Population 18+
Average monthly unique visitors (Mio)
ITA | Jan-Nov 2019 vs 2020 vs 2021

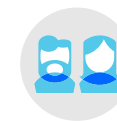


Digital Population 18+
% penetration on the Italian population
ITA | Jan-Nov 2019 vs 2020 vs 2021

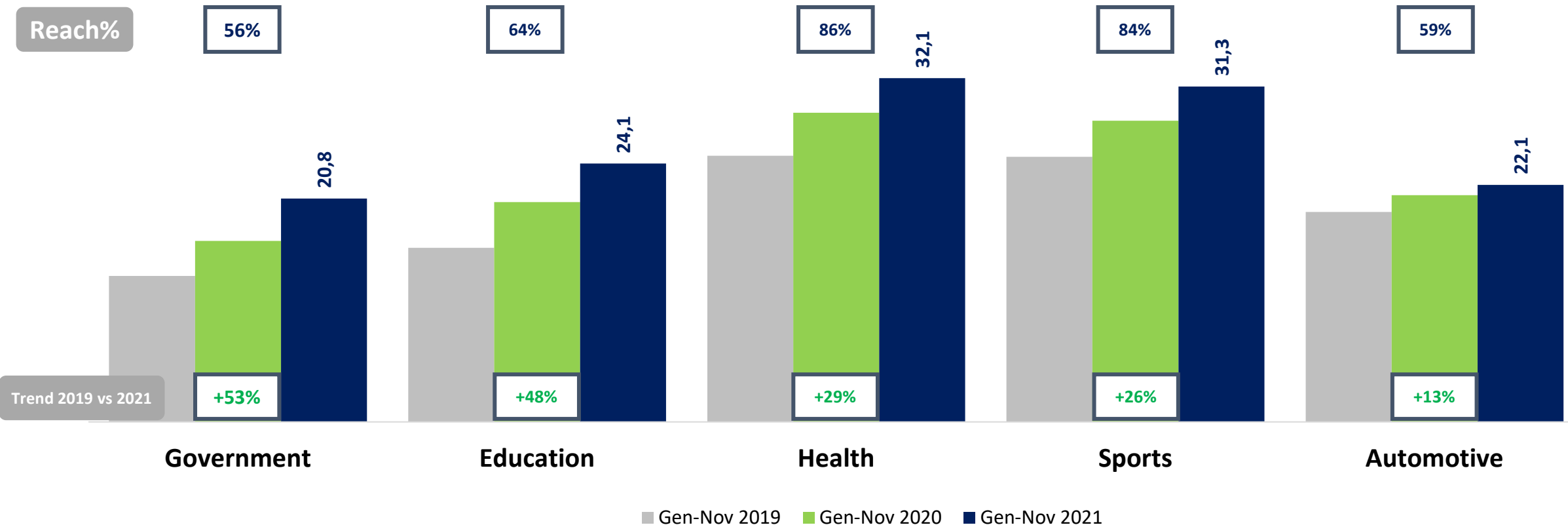


Source: Comscore MMX Multi-Platform, Jan-Nov 2019 vs Jan-Nov 2020 vs Jan-Nov 2021, Italy

Compared to 2019, the greatest growth of audience was for Government, Education and Health. Many trends are due to the pandemic



Top 5 content categories by % Change vs 2019
 ITA | Digital Population 18+ | Average monthly data for the period January - November 2019, 2020, 2021

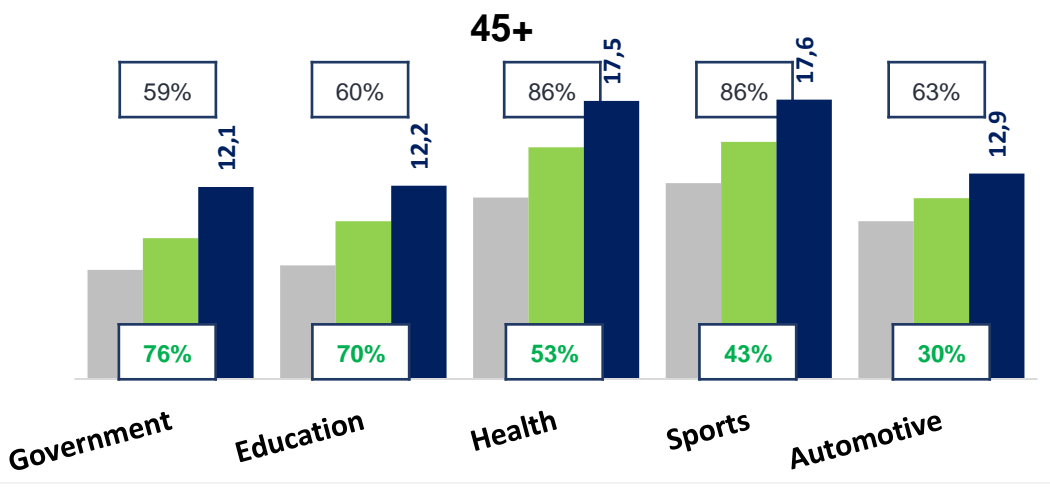
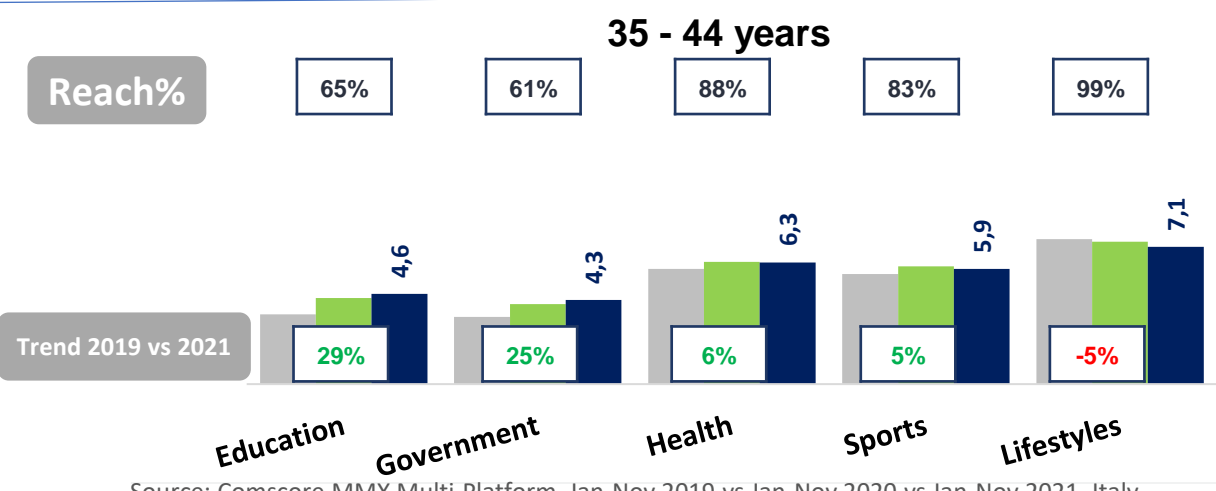
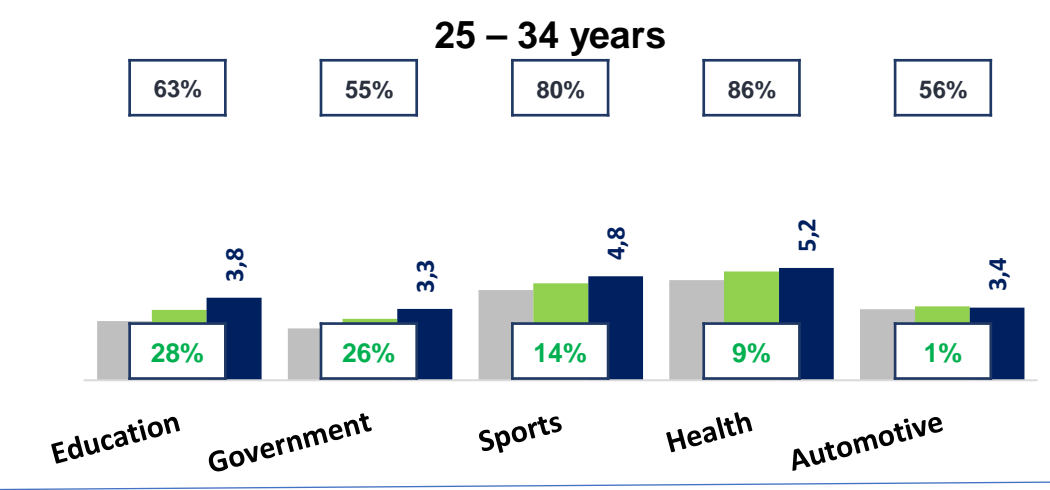
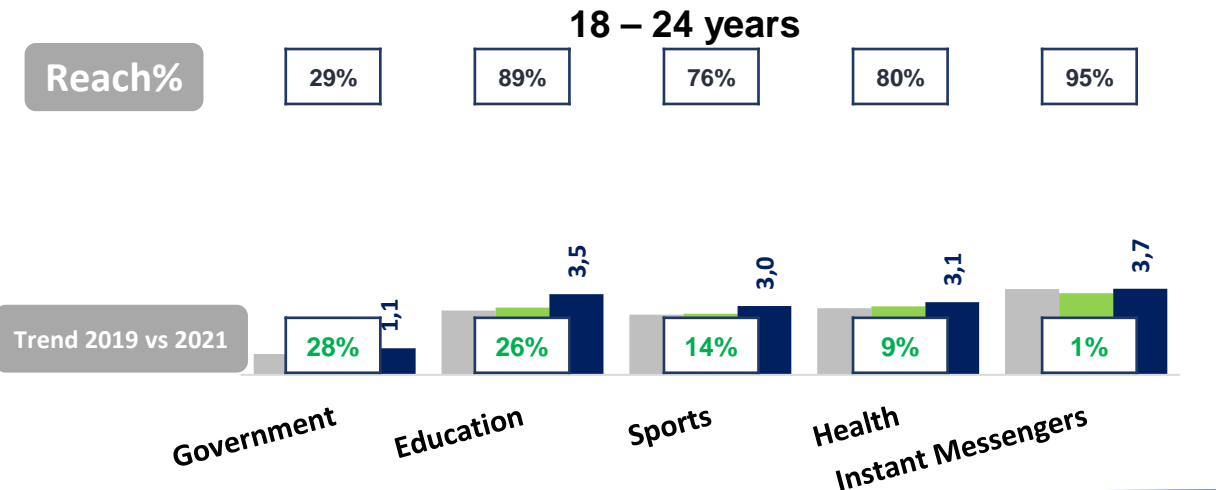


Source: Comscore MMX Multi-Platform, Jan-Nov 2019 vs Jan-Nov 2020 vs Jan-Nov 2021, Italy

General growth is driven by the behavior of 45+ target



Top 5 content categories by % Change vs 2019
 ITA | Average monthly data for the period January - November 2019,2020, 2021



Source: Comscore MMX Multi-Platform, Jan-Nov 2019 vs Jan-Nov 2020 vs Jan-Nov 2021, Italy

The pandemic has accelerated digitalization: the Italian adult population spends more time online. The youngest groups are the heavy users of the internet



Time spent (hours) per day per Visitor Digital Population 18+

Period JAN-NOV 2019 (average monthly data) Period JAN-NOV 2020 (average monthly data) Period JAN-NOV 2021 (average monthly data)



% Change
Jan-Nov 2021 vs
Jan-Nov 2019

+12%

Time spent (hours) per day per Visitor by Age Average monthly data for the period January – November 2021

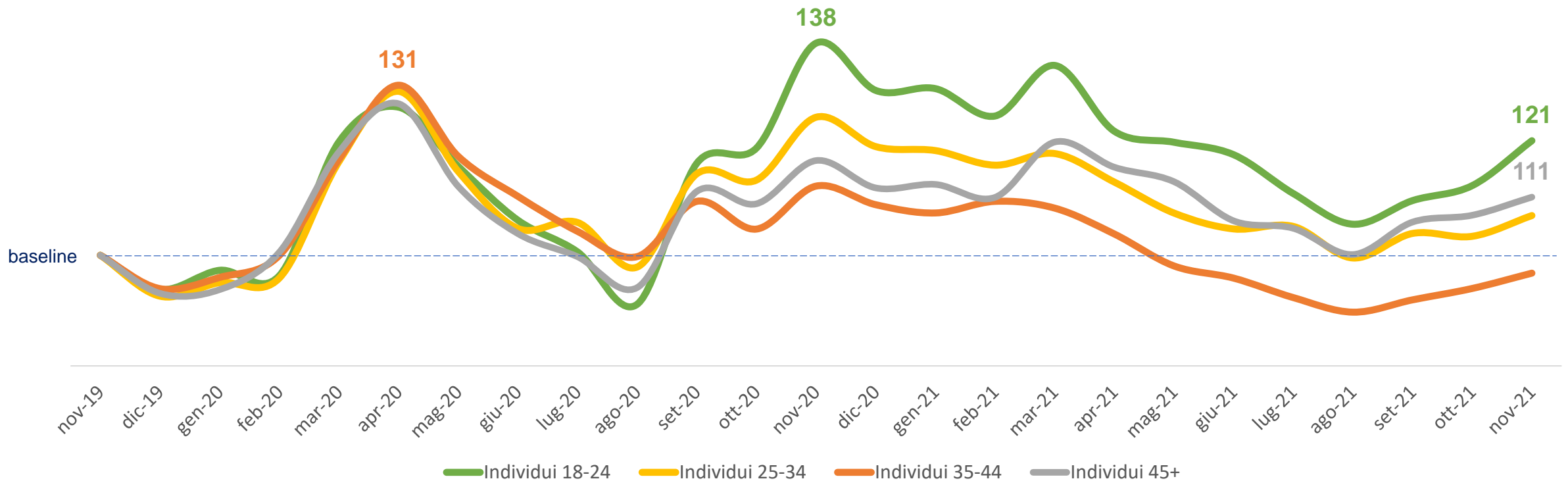


Source: Comscore MMX Multi-Platform, Jan-Nov 2019, Jan-Nov 2020, Jan-Nov 2021, Italy

All age groups have seen an increase in time spent online, especially during lockdown periods. In the post-lockdown phase, youngest and eldest age groups show the greatest growth



Trend by Average time per visitor on a 100 basis
ITA | Nov 2019 – Nov 2021

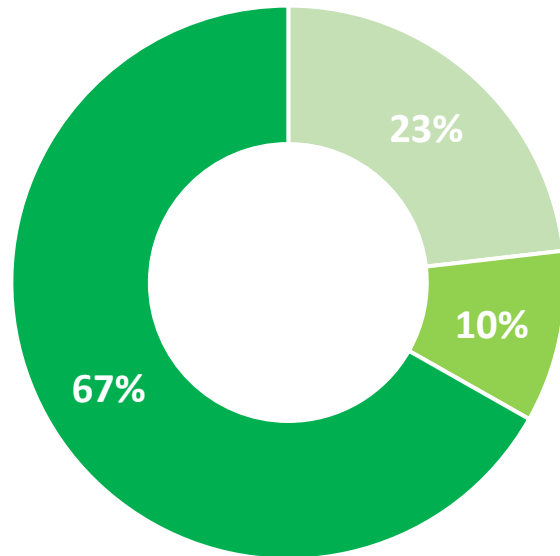


Source: Comscore MMX Multiplatform, Nov 2019 –Nov 2021, Italy

The mobile is concentrating the time spent, in particular in the use of mobile apps which today represent $\frac{3}{4}$ of the time spent online

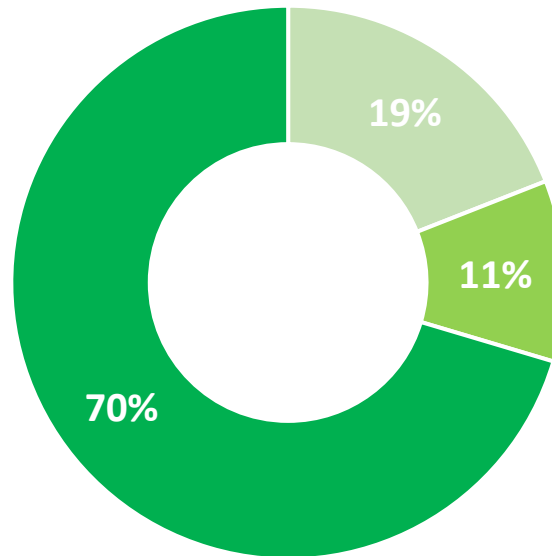


% Total time spent by device
Digital population 18+ | ITA | JAN-
NOV 2019



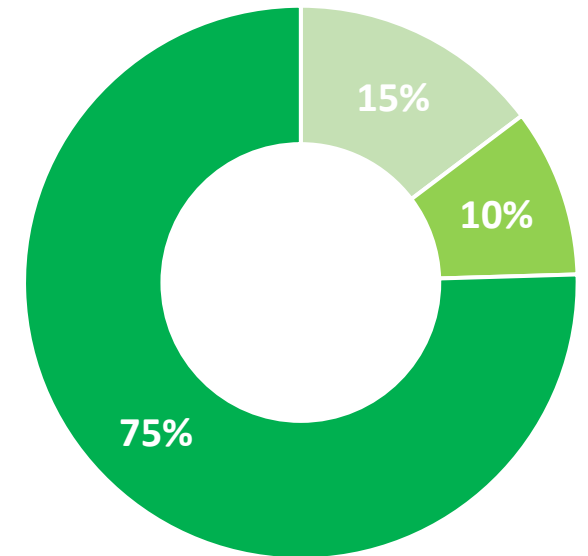
■ Desktop ■ Mobile Web ■ Mobile App

% Total time spent by device
Digital population 18+ | ITA | JAN-
NOV 2020



■ Desktop ■ Mobile Web ■ Mobile App

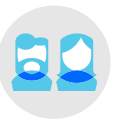
% Total time spent by device
Digital population 18+ | ITA | JAN-
NOV 2021



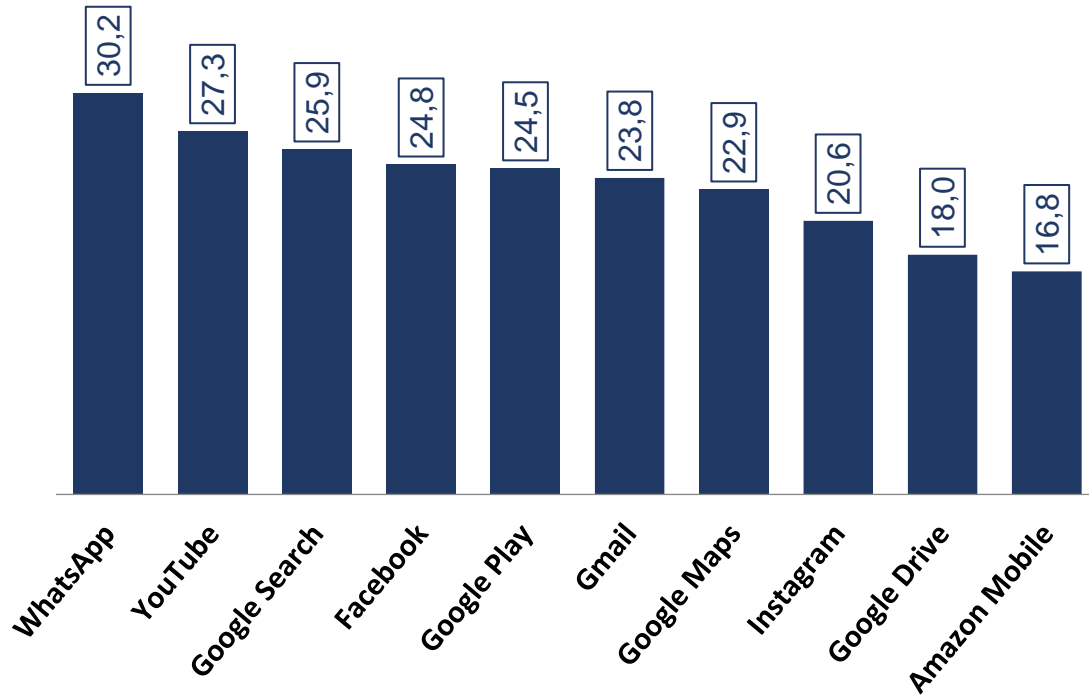
■ Desktop ■ Mobile Web ■ Mobile App

Source: Comscore MMX Multiplatform, January - Novembre 2019 vs 2020 vs 2021, Italy

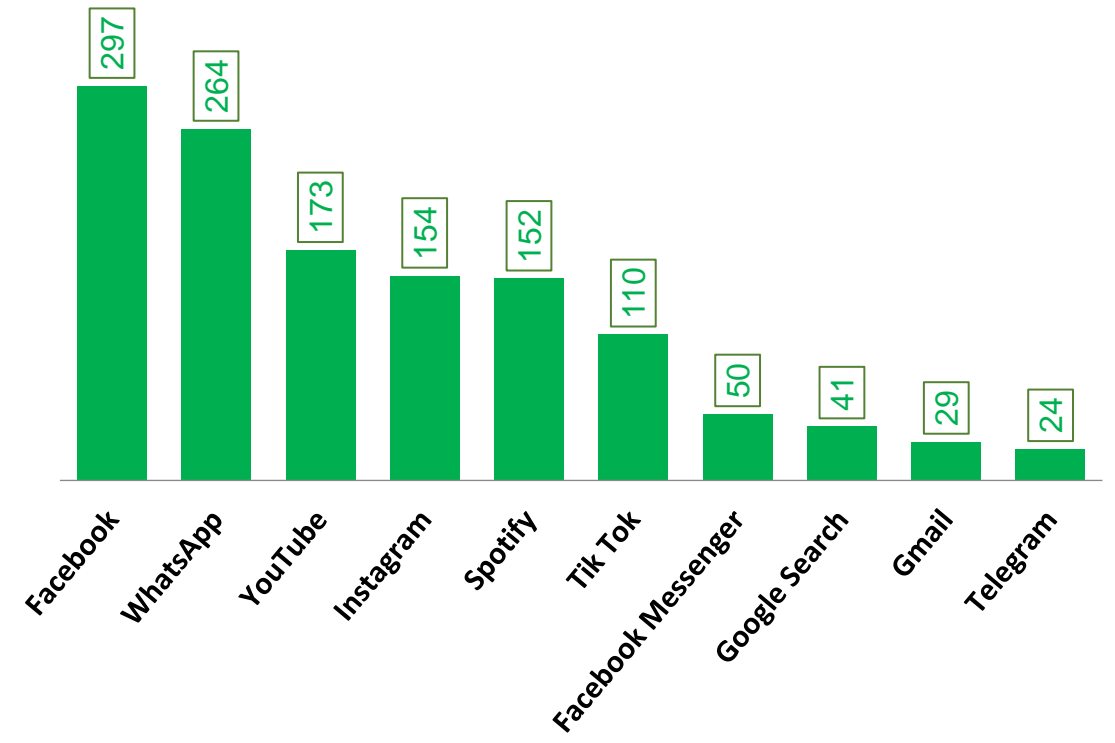
Top Mobile Apps in Italy for unique visitors and total time spent



Top 10 Mobile App in Italy
Unique visitors (mio)
ITA | Digital Population 18+ | NOV 2021



Top 10 Mobile App in Italy
Total time in hours (mio)
ITA | Digital Population 18+ | NOV 2021

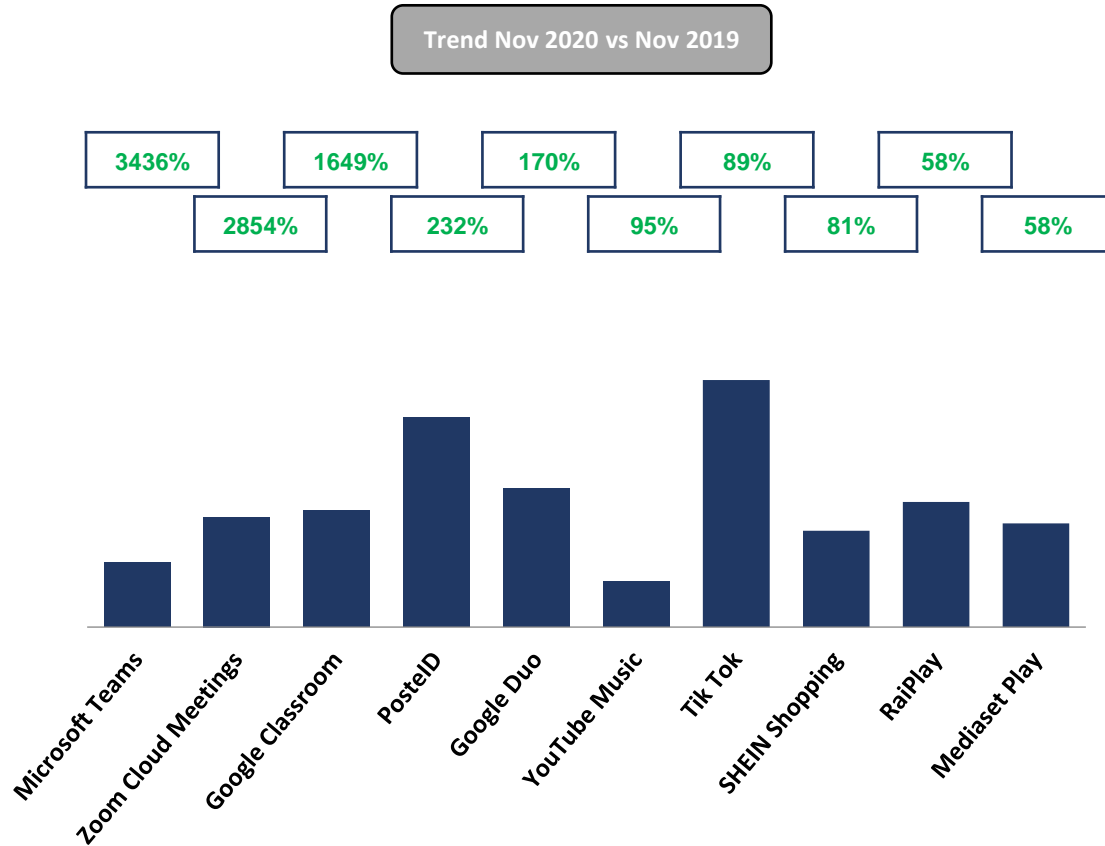


Source: Comscore Mobile Metrix, Nov 2021, Italy

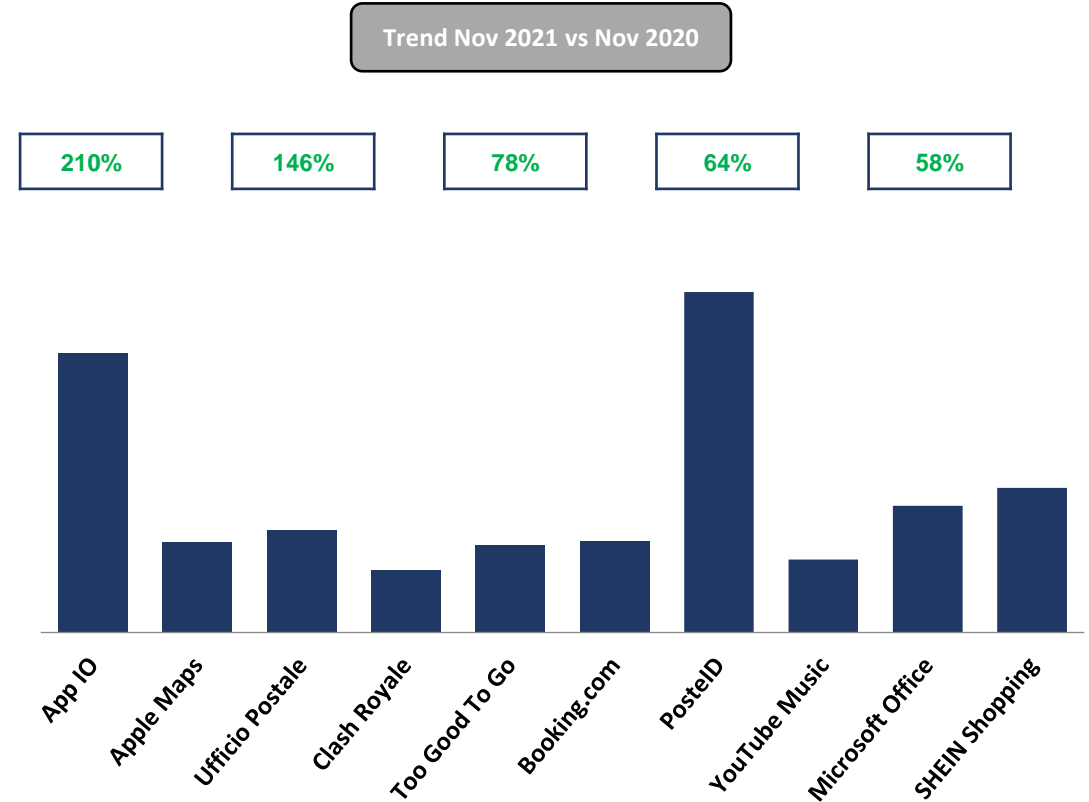
Mobile Apps with the greatest growth of audience in Italy in the last two years



Top 10 Mobile App in Italy for the growth of Unique Visitors
ITA | Digital Population 18+ | NOV2020 vs NOV2019



Top 10 Mobile App in Italy for the growth of Unique Visitors
ITA | Digital Population 18+ | NOV2021 vs NOV2020

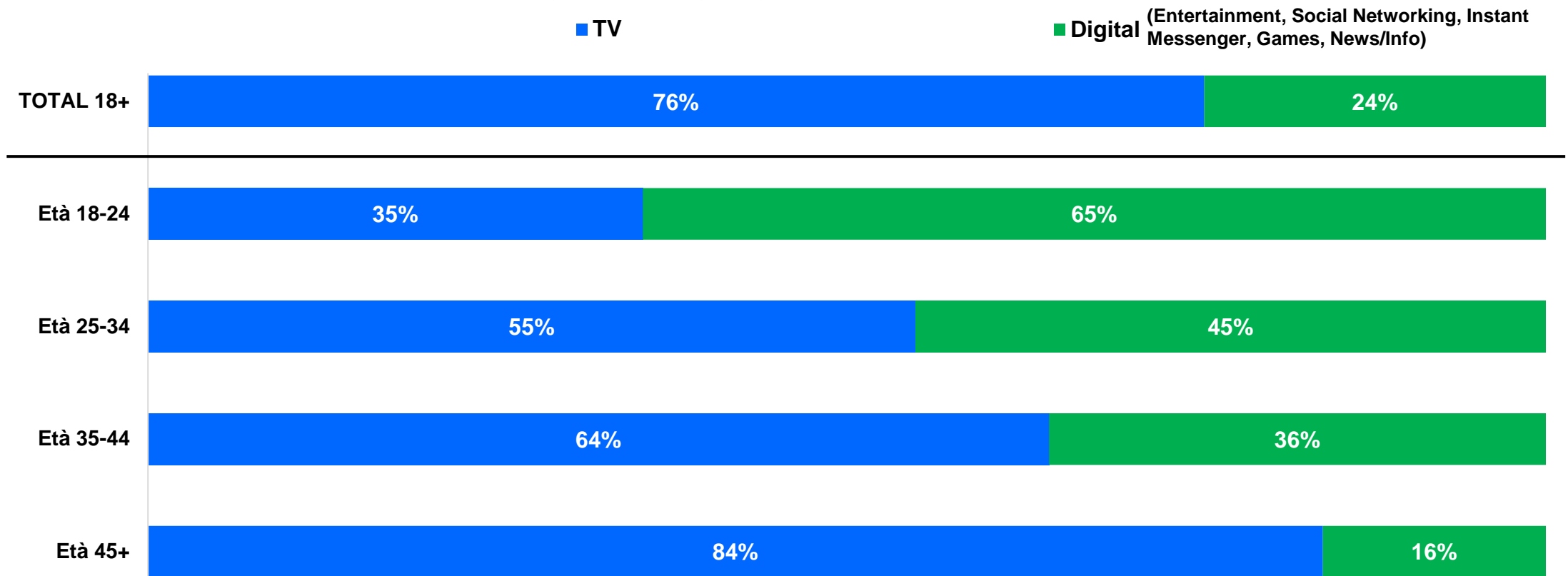


Source: Comscore Mobile Metrix, Nov 2021- Nov 2020 - Nov 2019, Italy

Time spent on TV vs Digital: under the age of 24, time spent on the internet in categories related to entertainment predominates



% Total time spent by device
Population 18+ | ITA | JAN-NOV 2021

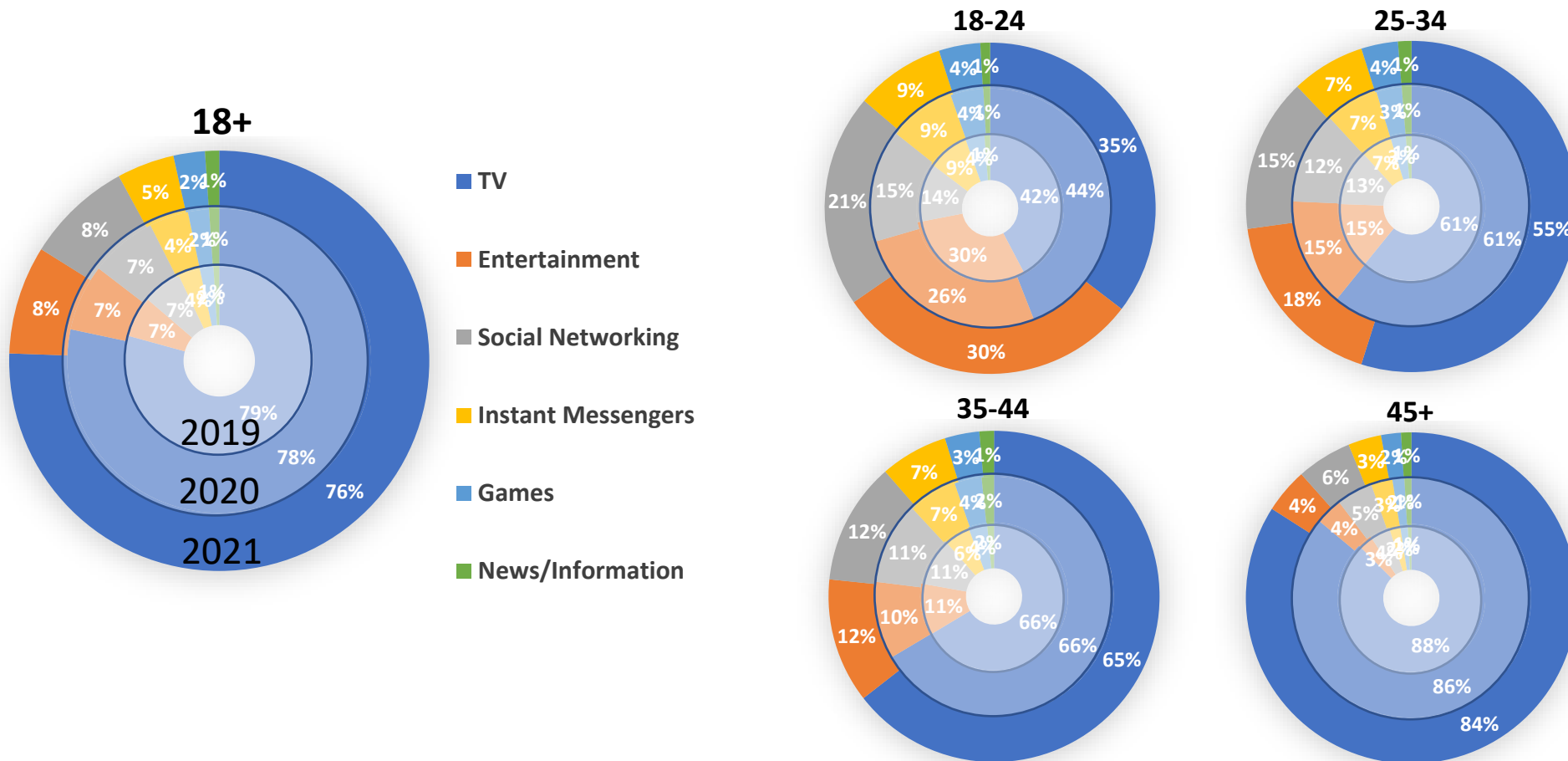


Source: Sensemakers elaboration on Comscore MMX Multi-Platform for digital data, Auditel for TV data, January – November 2021, Italy

Time spent on TV, still predominant, is slowly decreasing. Young people use Entertainment as an alternative to TV



% Average time per visitor by category on demographic segment
ITA | JAN-NOV 2021/2020/2019



Source: Sensemakers elaboration on Comscore MMX Multi-Platform for digital data, Auditel for TV data, January – November 2021, Italy