

The background features a series of overlapping, stylized mountain-like or chevron shapes. The top-left and bottom-right corners are white, while the rest of the background is a deep red. The shapes are defined by dark red outlines, creating a layered, geometric effect.

UPA

Utenti Pubblicità Associati



**Marco
Travaglia**

President

UPA Past Presidents

Lorenzo Sassoli de Bianchi	2007 - 2024
Giulio Malgara	1984 - 2007
Renzo Zorzi	1978 - 1984
Gian Sandro Bassetti	1964 - 1978
Metello Rossi di Montelera	1948 - 1964

UPA

UPA (*Utenti Pubblicità Associati*) is the leading Association representing the most important industrial, commercial and service companies investing in **advertising** and **communication** in Italy. Its current membership comprises over 400 companies, accounting for approximately 80% of the total value of advertising investment in the country.

The Association was established in 1948 and was formally recognised by Presidential Decree on 16 February 1960.

UPA's mission is to identify and address issues of common interest to its members in the field of advertising and communication, and to represent companies' interests before institutions, agencies, media organisations, sales concessionaires, consumers and all key market stakeholders. Transparency, responsibility and a constant focus on market innovation guide every aspect of UPA's activities.

The Association is a founding member of all the Italian audience measurement bodies – Auditel, Audicom, Audioutdoor, Audiradio, Audimovie and ADS – in which it plays an active role through participation in Boards of Directors, technical committees and working groups dedicated to specific matters involving representatives of both demand and supply.

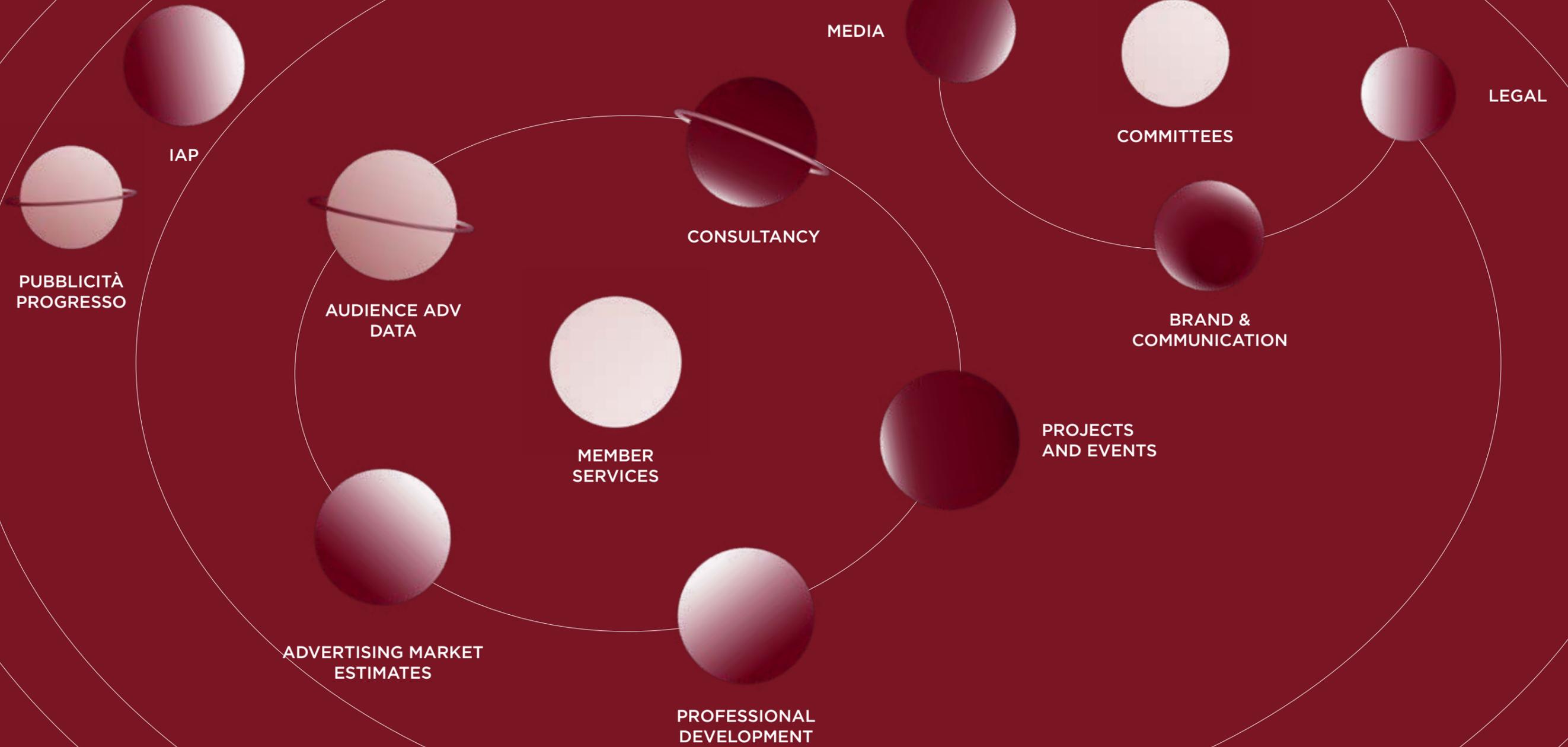
In addition, UPA is a founding member of the Italian Advertising self regulatory body IAP - Istituto dell'Autodisciplina Pubblicitaria (established in 1966), the WFA - World Federation of Advertisers (founded in 1953), and the Fondazione Pubblicità Progresso (operational since 1971).

UPA Universe

INTERNATIONAL RELATIONS - WFA

INSTITUTIONAL RELATIONS - AGCOM

UPA BOARD OF DIRECTORS



UPA Board of Directors

Silvia Bagliani

Chairman & Ceo
MONDELEZ ITALIA

Michele Bauli

Chairman
BAULI

Peter Beets

Chairman & Ceo
PROCTER & GAMBLE ITALIA

Maurizio Beretta

Head of Group Institutional &
Cultural Affairs
UNICREDIT

Stefano Berni

General Manager
CONSORZIO PER LA TUTELA
DEL FORMAGGIO GRANA PADANO

Corrado Bianchi

Ceo
PERFETTI VAN MELLE

Niccolò Branca Di Romanico

Chairman & Ceo
GRUPPO BRANCA INTERNATIONAL

Cristina Camilli

Public Affairs, Communications
and Sustainability Senior Director
COCA COLA ITALIA AND ALBANIA

Giorgio Carafa Cohen

Chief Brand and Revenues Officer
ILIAD ITALIA

Anita Carra

Chief Brand & B2C Marketing Officer
FASTWEB

Gianluca Corti

Ceo
WIND TRE

Filippo De Caterina

Director of Corporate Affairs
L'ORÉAL ITALIA

Francesco Del Porto

Global Chief Customer Officer &
President Region Italy
BARILLA G. & R. F.LLI

Sergio Fava

Chief Executive Officer
GRUPPO MONTENEGRO

Cristiano Fiorio

Head of Brand Marketing
Communication
STELLANTIS

Antonio Funciello

Head of Identity Management
ENI

Enrico Galasso

Ceo
BIRRA PERONI

Fabrizio Gavelli

Chairman & Ceo
FERRERO COMMERCIALE ITALIA

Judit Gonzalez Sans

Chairman & Ceo
DANONE NUTRICIA

Anna Grassano

General Manager South Europe
BEIERSDORF

Fulvio Guarneri

Chairman
UNILEVER ITALIA

Maura Latini

Chairman
COOP ITALIA

Giuseppe Lavazza

Chairman
LUIGI LAVAZZA

Nicola Lillo

Chief Communication Officer
MEDIOBANCA

Roberto Leopardi

Group Chief Executive Officer
BOLTON GROUP

Mauro Lusetti

Chairman
CONAD

Nicolò Mardegan

Head of External Relations
ENEL

Gabriele Ornaghi

General Manager
CAMPARI GROUP

Debora Paglieri

Chairman & Ceo
PAGLIERI

Marco Palmieri

Chairman & Ceo
PIQUADRO

Mara Panajia

Chairman & Ceo
HENKEL ITALIA

Fabrizio Paschina

Independent Advisor
INTESA SANPAOLO

Carlo Preve

Ceo
RISO GALLO

Alberto Rivolta

Ceo
ARTSANA

Andrea Rossini

Chief Consumer, Small &
Medium Market Office
TIM

Lorenzo Sassoli de Bianchi

Chairman VALSOIA
Honorary President UPA

Lucia Tagliaferri

Vice President Personal Care Retail
Brand Consumer Goods
EMEA ESSITY

Carlotta Ventura

Chief Communications, Sustainability
and Regional Affairs Officer
A2A

Davide Zanolini

Chief Marketing Officer
PIAGGIO GROUP

Marco Travaglia

Chairman
UPA

Member services

Consultancy

- Data and analysis to support communication scenarios and planning.
- Contract reviews, copy advice and legal consultancy on matters relating to communication (e.g. *privacy, intellectual property, prize promotions, AI management, and forms and texts published on companies' digital properties*).
- Availability of a free pre-clearance opinion from the Istituto dell'Autodisciplina Pubblicitaria.

Daily Information Services

- Auditel audience data for leading television programmes.
- Monitoring of new advertising creatives across both traditional and digital media.
- Industry press review covering topics related to advertising communication and the media landscape.

Weekly Information Services

- Newsletter monitoring the activities of Italian and European institutions, providing updates on legislative developments together with impact analyses for advertisers.

Monthly Information Services

Audi Research Data:

- AUDITEL - Channel audience reports for key target groups.
- AUDICOM - Audience data for leading online and print publishers
- ADS - Circulation data for daily, weekly, and monthly publications.
- AUDIMOVIE - Reports on census data of cinema audiences.

Periodic Information Services

- UPA News - Newsletter covering updates from UPA.

Professional Development

- UPA Academy Master's programmes and courses at preferential rates (see *UPA Academy*).
- Webinars: training sessions reserved for members on the most current market topics.



UPA Academy Srl aims to ensure the consistent and unified management of all UPA training initiatives.



Master's Programme in Commercial Communication Law

It is primarily intended for recent law graduates, in-house counsel and attorneys who wish to acquire comprehensive expertise in the legal aspects of commercial communication.

With:



Master's Programme in Integrated Communication Strategies

It provides the knowledge and tools necessary to develop the skills of emerging communication professionals and to facilitate the connection of talented young graduates with the world of work.



Master's Programme in Branded Content

An executive training programme designed to provide participants with the interpretative tools required to decode, plan and develop effective branded content & entertainment projects.

With:



Master's Programme in Data Science for Integrated Marketing Communication

It addresses the growing need for marketing and communication professionals to engage with data management for the development of data-driven projects, as well as with the increasing adoption of generative AI in everyday working tools across media, production, and creative development.



Professional Legal Courses

Short training modules, lasting half a day, designed to prepare participants to address everyday legal challenges through real case studies and workshops:

PRIVACY AND GDPR: PROTECTION OF PERSONAL DATA IN MARKETING

MARKETING REGULATIONS ON SOCIAL MEDIA

COPYRIGHT- INTELLECTUAL AND INDUSTRIAL PROPERTY

AI IN MARKETING AND ADVERTISING



Digital Marketing Courses

Full-day training modules on the most current topics related to digital marketing:

PAID SEARCH

RETAIL MEDIA

SOCIAL MEDIA

ARTIFICIAL INTELLIGENCE – TOOLS AND SUCCESS STORIES IN THE COMMUNICATION INDUSTRY

BIDDABLE & PROGRAMMATIC

WEB ANALYTICS & TAG MANAGER

ARTIFICIAL INTELLIGENCE – DRIVING CHANGE IN THE WORKPLACE

COOKIELESS TRACKING

MARKETING AUTOMATION

ACCESSIBLE AND INCLUSIVE ADVERTISING

ECOMMERCE

Events



UPA annual Assembly

An annual event aimed at the advertising business community, designed to interpret the trends of the communication market in Italy from the investors' perspective.



Influencer Marketing

An event created by UPA to highlight the strategic importance of influencers/creators and the need for increasingly solid and professional approaches within the market.



Advanced TV with Engage

Annual conference dedicated to exploring the advertising implications of digital television.



Effie Awards Italy with UNA

An award recognizing the effectiveness of marketing campaigns and the impact of communication, highlighting measurable business results.



Branding e-volution with Polimi School of Management

A biennial research project and presentation event aimed at investigating the relationship between marketing initiatives, digital communication, and brand building, highlighting the developments of the key components that define a brand: creativity, media, and research.



Intersections

with IAB Italia, UNA e ADCI

An event born from the shared vision of its founders to foster new connections across the different sectors of communication.

Projects

Data Collaboration

UPA is founder of UPA Nessie Ilc, the company that governs data collaboration projects shared by UPA members. At the moment it hosts the projects Nessie and OpTwo.

Nessie, Next gEneration System for Strategic Insights Exploitation, in collaboration with Streamwise, is based on pooling digital first party data among many marketers.

Accessible and Inclusive Advertising

UPA, together with UNI and in collaboration with FCP and UNA, has developed the first UNI Reference Practice / PdR164:2024. This initiative aims to provide the entire market (agencies, publishers, and investors) with guidelines and criteria to make advertising accessible and usable for everyone: from children to the elderly, from people of different languages and cultures to those with various types of disabilities, and including people with different forms of illiteracy.



Advertising Investment Dashboard

Historical series of advertising investments by medium in Italy from 1962 to date, in collaboration with Nielsen. It is available for consultation online. on our website.



UPA Advertising Graffiti

A YouTube channel featuring thousands of advertising videos produced in Italy since the 1960s, along with dozens of expert interviews on various topics related to advertising and communication.



Best Brands Italy

An initiative sponsored by UPA that measures the strength of brands in the Italian market.





UPA Committees

The *Media, Legal, Brand & Communication, and Public Affairs* peer- to- peer *Committees*, which include key representatives from member companies, **process and propose all work topics** concerning the association.

Media Committee

Advanced tv: cross-media video measurement in collaboration with Auditel and Audicom; expanded adoption of the CUSV (Unique Video Spot Code). Integration of technology stacks to enable programmatic video advertising across all screens and publishers.

Competitive analysis of **digital brand advertising investments**.

Biannual data sharing on **media cost inflation** trends.

Review and update of **advertising load agreements** with Rai Pubblicità and Publitalia.

Dedicated working groups on: **retail media; advocacy and influencer marketing; advertising accessibility**.

Brand & Communication Committee

The role of marketing in relation to other corporate functions (CFO, IT, Procurement).

The evolution of skills required for Marketing and Branding.

Strategic balance between long-term and short-term objectives.

KPIs and metrics to be monitored.

The impact of **AI** on Marketing.

Financial evaluation of the Brand.

Legal Committee

IAP **Digital Chart Regulation**.

AGCOM Code of Conduct for **Influencer Marketing**.

Position paper on the draft law concerning the allocation of proceeds derived from the sale of products (also referred to as the "**Charity Bill**" or "**Ferragni Bill**").

Directive on Empowering Consumers for the **Green Transition**.

Implementation of the Legge Stanca on

the **accessibility** of **websites** and **digital applications**.

Artificial Intelligence and intellectual property.

Shrinkflation.

Digital Services Act / Digital Markets Act / Data Act / AI Act / Digital Omnibus.

Packaging Directive.

Implementing Decree transposing the **NIS2 Cybersecurity Directive**.

Public Affairs Committee

Social security and pension aspects related to the activities of content creators.

New Committee established in June 2025

The Integrated Audience System

UPA is a member of **all companies that produce official research** on editorial and advertising audience measurement, and participates in their technical committees to safeguard the interests of investors.

Work topics

Auditel

Development of the Editorial Reach estimate for Total Audience.
Development of Total Campaign: cross-media advertising measurement.

Audicom

New research on editorial audiences, expanded to include CTV devices and Total Audience Digital + Print. Launch of ADV Census advertising measurement and profiling projects coordinated with Auditel. Evaluation of server-to-server census data collection methodology to expand Audicom's measurement coverage to online platforms.

Audiradio

Expansion of the research scope to include editorial and advertising audiences for digital platforms.

Audioutdoor

Expansion of the measured concessionaire network and provision of all metrics for advertising measurement.

Audimovie

Design of audience and advertising measurement in cinemas

ADS

Certification of print circulation.

Crossmedia measurement

Sharing of methodologies for **census-based digital data collection** (Auditel + Audicom + Audiradio + Audioutdoor + Audimovie).

Sharing of **Basic Research** (currently Auditel + Audicom + Audioutdoor).

Sharing of the **Unique Advertising Tracking Code** (CUSV).

Sharing of **Auditel's Focal Meter** (Auditel-Audicom).

Sharing of the Cross-Media Video Contact agreement (currently Auditel-Audicom, later Audioutdoor).

Advertising Market Estimates



UPA periodically conducts a survey among its member companies with the aim of providing the market with reliable estimates of advertising investments across the various media channels and industry sectors.

It collaborates with **UNA's Media Hub** to define, in a consistent and coherent manner, the different market perimeters, in order to deliver realistic estimates of volumes by medium and by advertising vehicle — video, audio, and text — as well as to assess their year-on-year trends.

In addition, UPA provides the market with data relating to investments in Influencer Marketing.



The issue of estimating digital advertising investments at brand level for competitive analysis:

Transparency in the quantification of digital investments for competitive analyses at brand and company level represents a highly relevant issue for advertisers.

UPA, in partnership with UNA, is actively working to identify an effective solution.

Today, the market for investments in traditional media (TV, Print, Radio, Outdoor, etc.) benefits from “certified” and continuous monthly estimates at individual brand level. It can also rely on software tools that enable fairly detailed analyses.

By contrast, for digital media — and particularly for online platforms — only aggregated total market figures are currently available, with no disaggregated and time-comparable data at brand level.

It is essential that **major digital platforms** become fully integrated into the measurement system; otherwise, half of the market will remain in the shadows — creating an information gap that is not conducive to sound strategic decision-making.

Recently, YouTube, Facebook, Instagram and TikTok have made granular campaign-level information (impressions or reach) publicly available in compliance with the **Digital Services Act**.

Market tools are now available to process such information for analytical purposes. UPA's Media Commission is currently assessing the reliability of these data for different media analysis objectives.

Institutional Relations



IAP

For over 50 years, the Advertising Self-Regulation Body (Istituto dell'Autodisciplina Pubblicitaria – IAP) has established the standards for commercial communication that is “honest, truthful and fair,” safeguarding consumers and ensuring fair competition among companies.

It operates through a **Self-Regulatory Code** to which the leading industry players adhere. **UPA** has been a member since its foundation; indeed, in 1951 UPA issued the first “Moral Code of Advertising,” which was subsequently enacted as the Self-Regulatory Code on 12 May 1966.

UPA is committed to progressively expanding the perimeter of adhering entities, particularly – though not exclusively – among major digital platforms. Google has been a member since June 2022.

Close synergy with UPA’s Legal Commission led IAP to define the Digital Chart, extending self-regulation to the digital environment.

Today, the Code of Conduct for Influencers issued by Agcom formally recognises the Digital Chart as a co-regulatory source for the sector and explicitly requires compliance with its provisions.

AGCOM

UPA maintains ongoing, direct and reciprocal relations with the **Divisions of the Authority** responsible for matters of relevance to the Association.



International Relations

WFA

UPA is a founding member of the **World Federation of Advertisers (WFA)**, the global federation of advertisers which, through national associations, represents the interests and positions of advertisers before major international institutions and other market stakeholders.

WFA produces research studies and position papers that foster international comparison and benchmarking on the most relevant and current industry issues.





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