



AUTORITÀ PER LE
GARANZIE NELLE
COMUNICAZIONI

COMMUNICATION MARKETS MONITORING SYSTEM

no. 3/2022



01 ELECTRONIC COMMUNICATIONS

Fixed and mobile networks

1.1 Main economic results (1H 2022)

Fixed network

1.2 Total lines

1.3 Broadband and ultrabroadband lines

1.4 Broadband lines by type of customer and operators

1.5 Broadband and ultrabroadband lines by technology and operators

1.6 Average daily data traffic (download+upload) (1/2)

1.7 Data traffic in download and upload (2/2)

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1.8 Total subscribers

1.9 Subscribers by type of customer

1.10 Subscribers by type of contract

1.11 Average daily data traffic (download+upload) (1/2)

1.12 Data traffic in download and upload (2/2)

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02 MEDIA AND PLATFORMS

Television (DVB and SAT)

2.1 Total audience of national broadcaster

2.2 Leading TV broadcasters by audience

2.3 Total audience of the main national news programs

2.4 Average monthly audience of main national news programs

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2.7 Volume sales and shares by main publishing groups

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2.9 General press websites/app unique users

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2.11 Pay video on demand platforms unique users

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3.2 Monthly mail services revenues (US/no US)

3.3 Monthly parcel services revenues (domestic/cross-border)

3.4 Revenues historical trends

Volumes

3.5 Volumes trend

3.6 Monthly mail services volumes (US/no US)

3.7 Monthly parcel services volumes (domestic/cross-border)

3.8 Volumes historical trends

Market

3.9 Competitive landscape

3.10 Per-unit revenues historical trends in €

The **Communication Markets Monitoring System** is a quarterly publication edited by AGCOM.

The values indicated in sections 1 and 3 are based on information provided by the main companies present in the electronic communications and mail and parcel delivery services markets. Regarding the section dedicated to media and internet platforms (section 2), the data refer to elaborations on information from external sources (Auditel, ADS, Audiweb and Comscore). In section 4, dedicated to the trend of national and international price indices of the markets for which the Authority is responsible, the data are provided by Istat, for the former, and from the Eurostat database for the latter.

The data collected for this edition are updated to June 2022. The percentage compositions are automatically rounded to the first decimal place. Due to changes in firms' accounting methods, some figures cannot be compared directly with those reported in previous issues.

04 COMMUNICATION SERVICES' PRICES

4.1 Harmonised consumer price index and other utilities price indices

4.2 Mobile and fixed telephony price indices

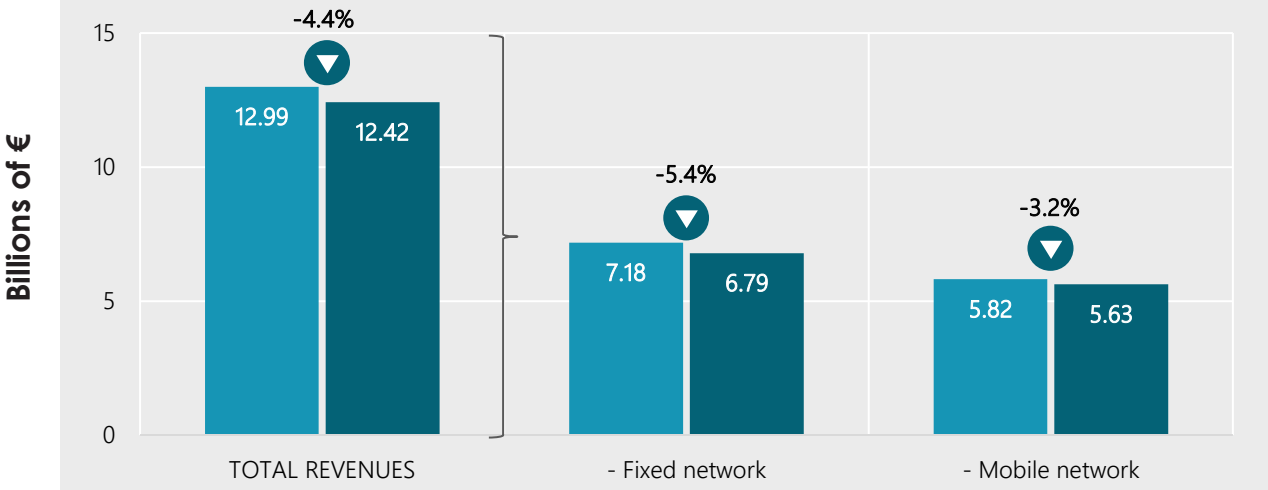
4.3 Daily newspapers, magazines, TV and postal services price indices

4.4 International benchmark

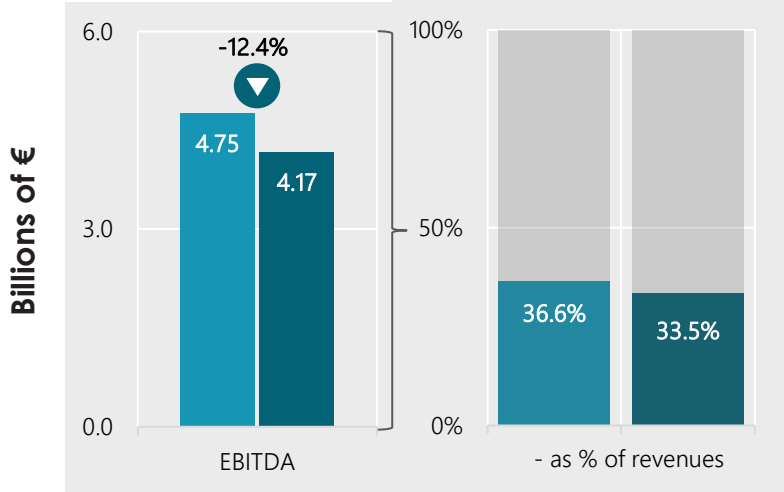
1.1 FIXED AND MOBILE NETWORKS: MAIN ECONOMIC RESULTS



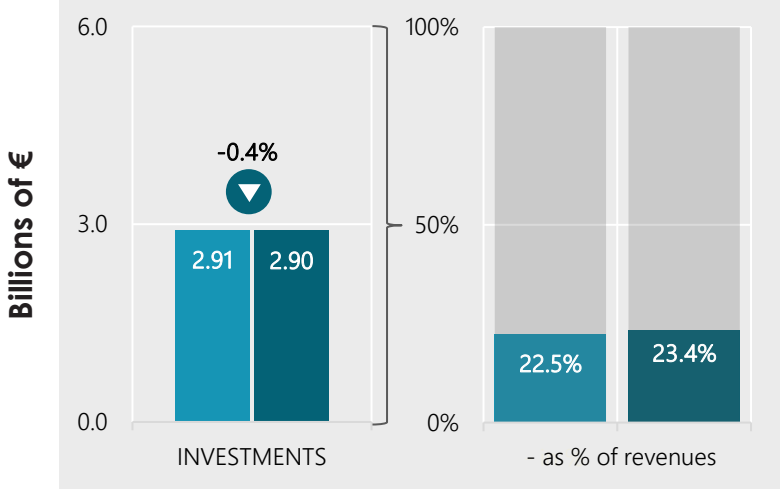
REVENUES



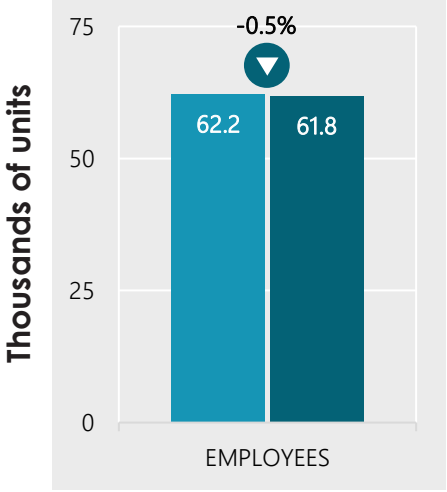
EBITDA



INVESTMENTS

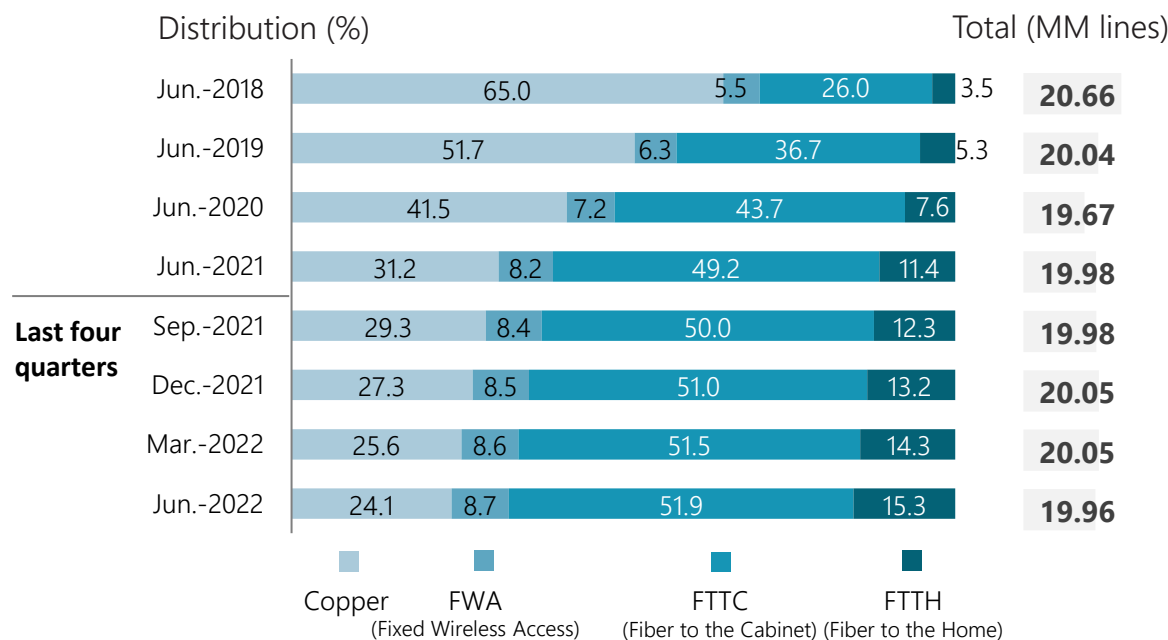


EMPLOYEES



Source: elaborations and estimates on data provided by the following companies: BBBell, BT Italia, Eolo, Fastweb, Go Internet, Iliad, Intred, Irideos, Linkem, Micso, PostePay, TIM, Tiscali, Vodafone, Wind Tre

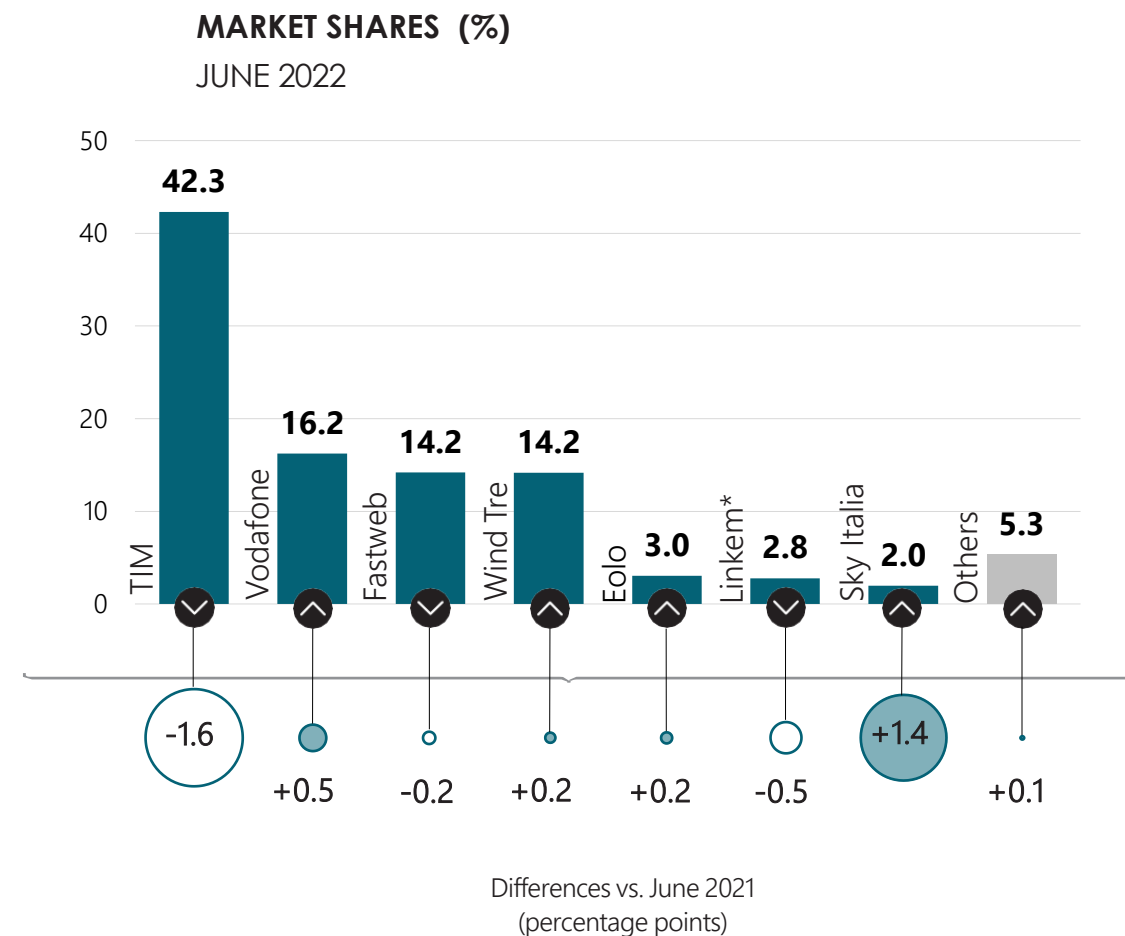
1.2 FIXED NETWORK: TOTAL LINES



Total lines	(no. of lines)	(Δ %)	Distribution (Δ 2021-2022) percentage points
Quarterly change (Mar. 2022 – Jun. 2022)	-98 k accesses	-0.5 ↓	Copper: -7.1 ↓
Annual change (Jun. 2021 – Jun. 2022)	-24 k accesses	-0.1 ↓	FWA: +0.5 ↑
4-Year change (Jun. 2018 – Jun. 2022)	-707 k accesses	-3.4 ↓	FTTC: +2.7 ↑
			FTTH: +3.9 ↑

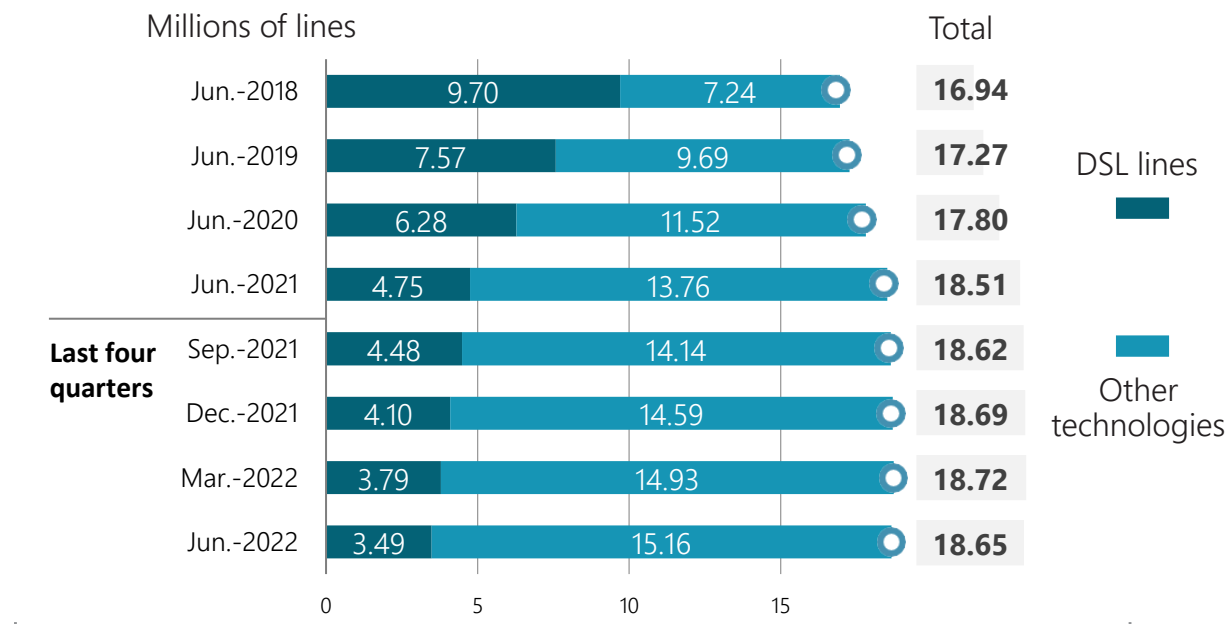
k = thousand
MM = million

Note: Due to changes in firms' accounting methods and methodological refinements introduced by the Authority, the total number of fixed lines is not directly comparable with previous versions



* since October 2022 "Opnet"

1.3 FIXED NETWORK: BROADBAND AND ULTRABROADBAND LINES



Quarterly change
(Mar. 2022 – Jun. 2022)

Total lines



-71 k
lines
(-0.4%)

Annual change
(Jun. 2021 – Jun. 2022)

Total lines



+136 k
lines
(+0.7 %)

DSL lines



-1.267 MM
lines
(-26.6%)

Other technologies

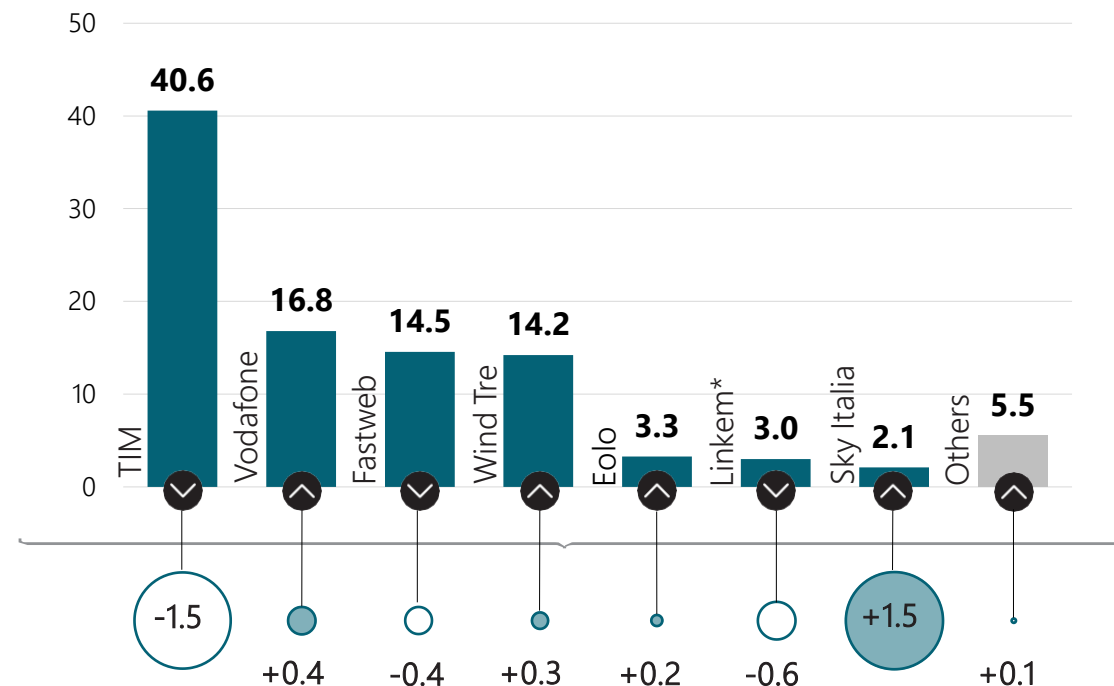


+1.402 MM
lines
(+10.2%)

k = thousand
MM = million

MARKET SHARES (%)

JUNE 2022



Differences vs. Jun. 2021
(percentage points)

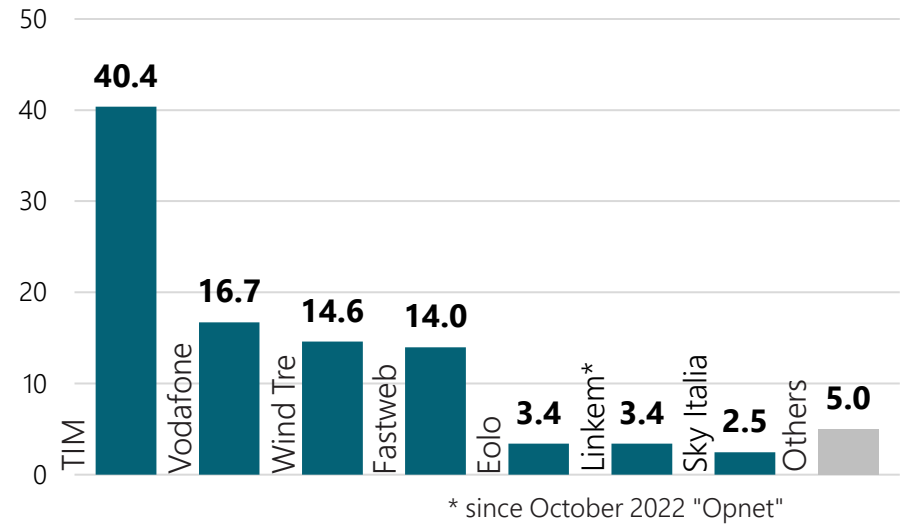
* since October 2022 "Opnet"

1.4: FIXED NETWORK: BROADBAND LINES BY TYPE OF CUSTOMER AND OPERATORS

JUNE 2022

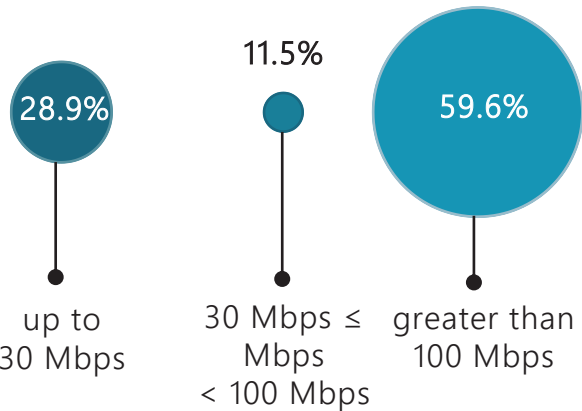
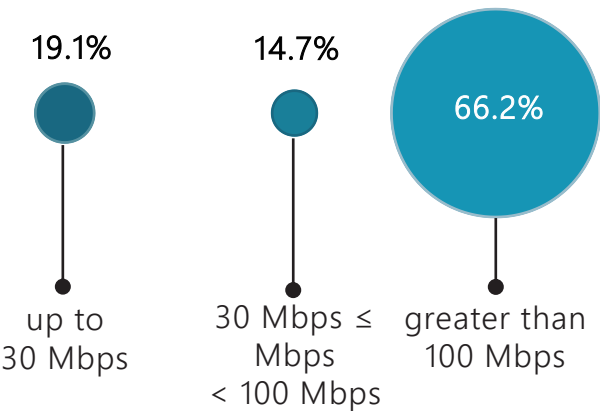
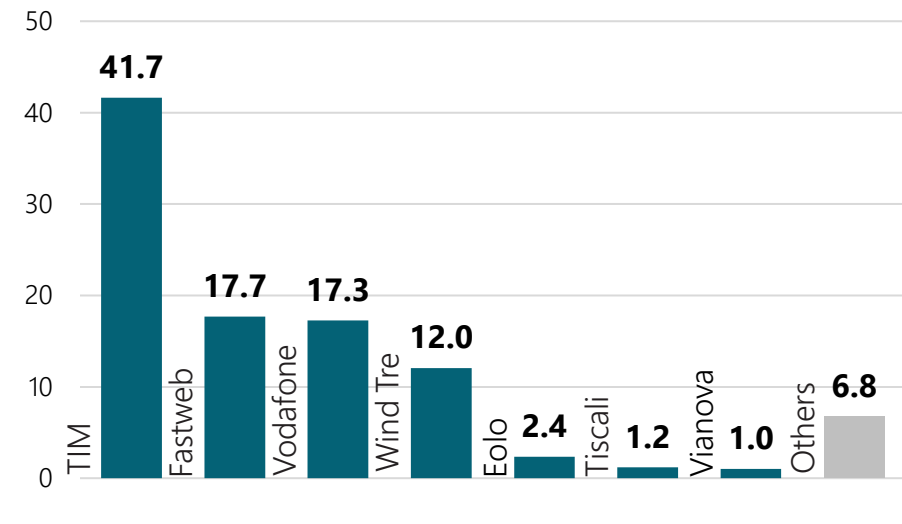
RESIDENTIAL CUSTOMERS

Total lines: **15.840** million lines



BUSINESS CUSTOMERS

Total lines: **2.806** million lines



1.5 FIXED NETWORK: BROADBAND AND ULTRABROADBAND LINES BY TECHNOLOGY AND OPERATORS

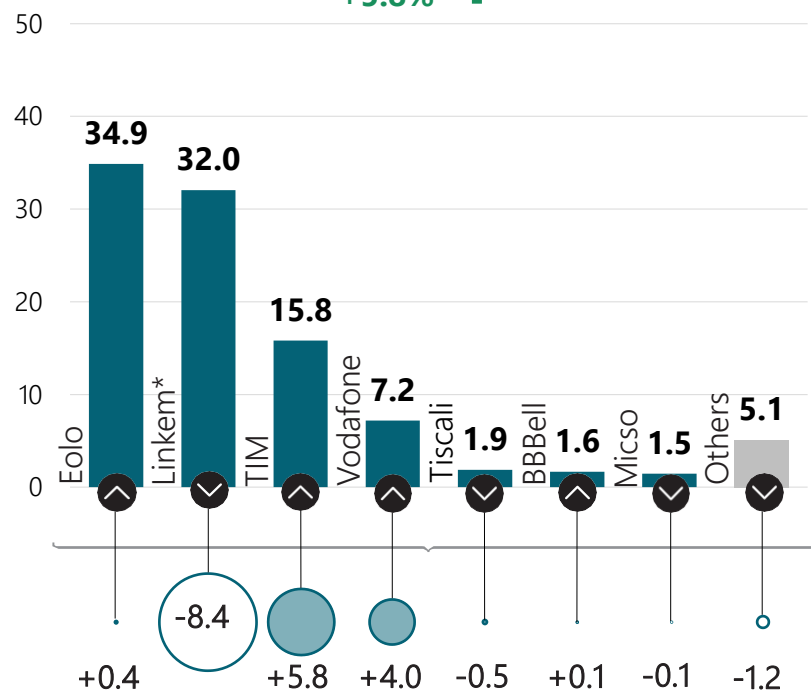
JUNE 2022

FWA

Total lines: **1.73** million access

Annual change
(Jun. 2021 – Jun. 2022)

+5.8% ↑

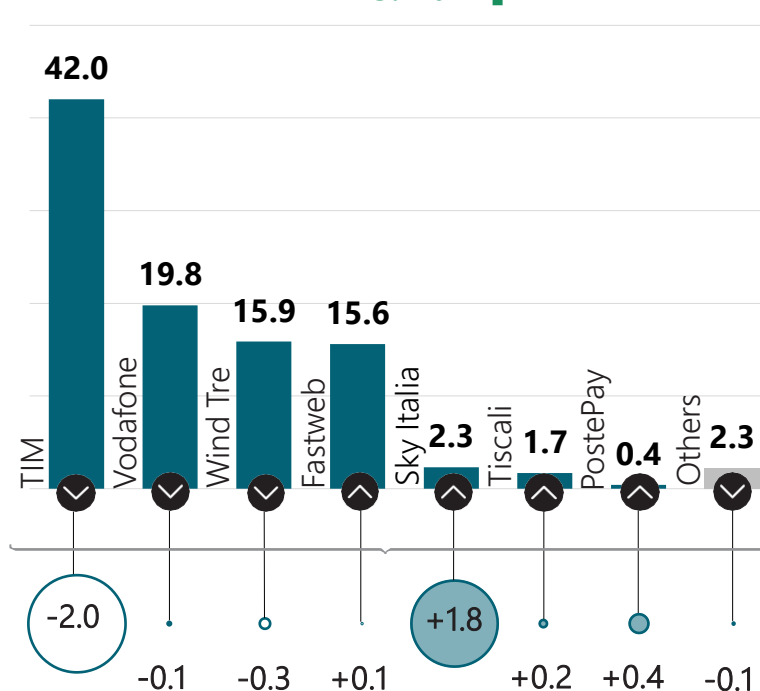


FTTC

Total lines: **10.36** million access

Annual change
(Jun. 2021 – Jun. 2022)

+5.4% ↑

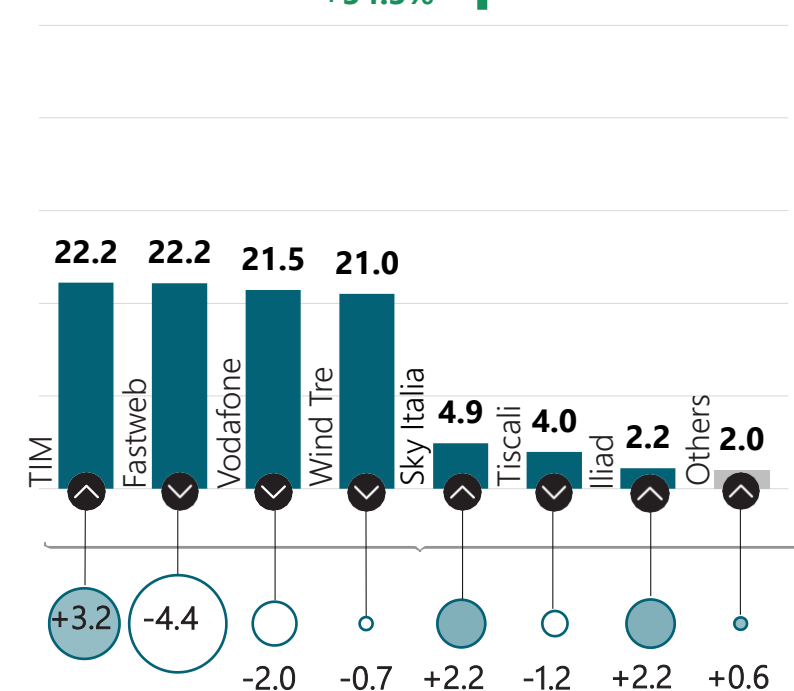


FTTH

Total lines: **3.06** million access

Annual change
(Jun. 2021 – Jun. 2022)

+34.3% ↑



* since October 2022 "Opnet"

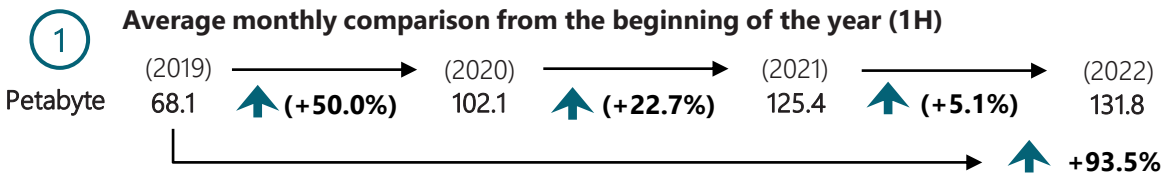
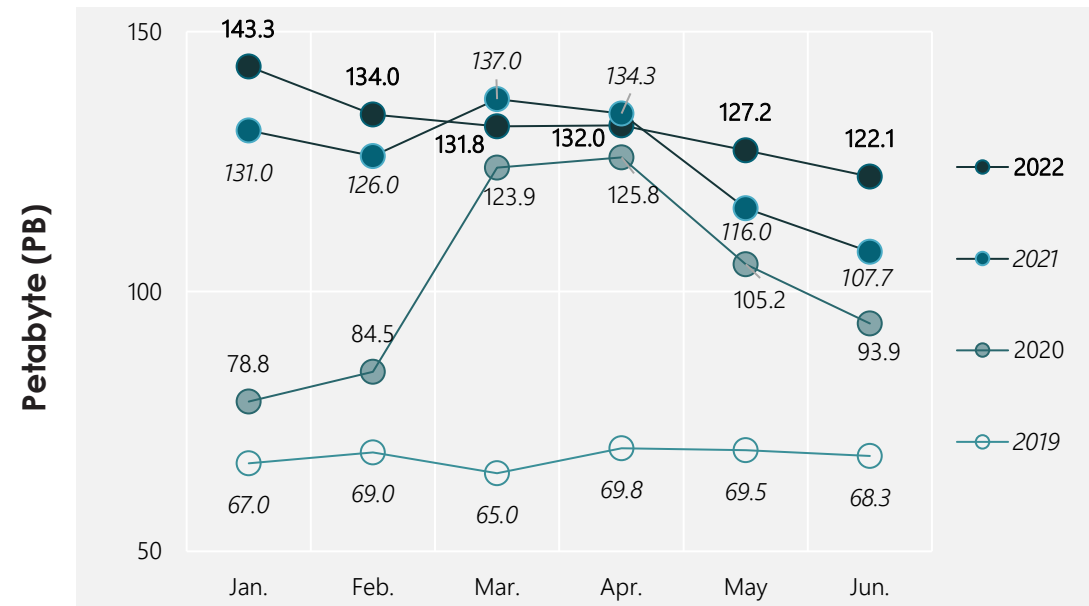
Differences vs. Jun. 2021
(percentage points)

Note: elaborations based on data provided by companies in the context of the preparation of European reporting A few thousand lines allocated by the companies in the categories "Other non-NGA" and "Other NGA" are excluded from the analysis.

1.6 FIXED NETWORK: AVERAGE DAILY DATA TRAFFIC (download + upload) (1/2)



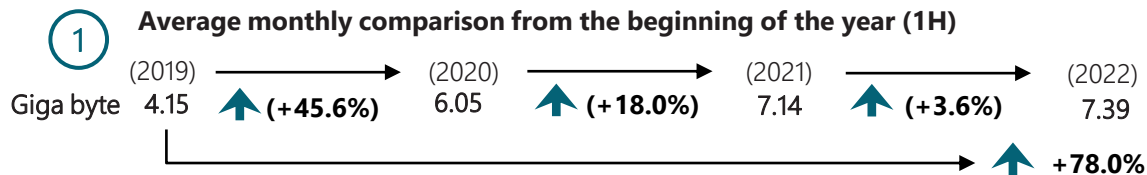
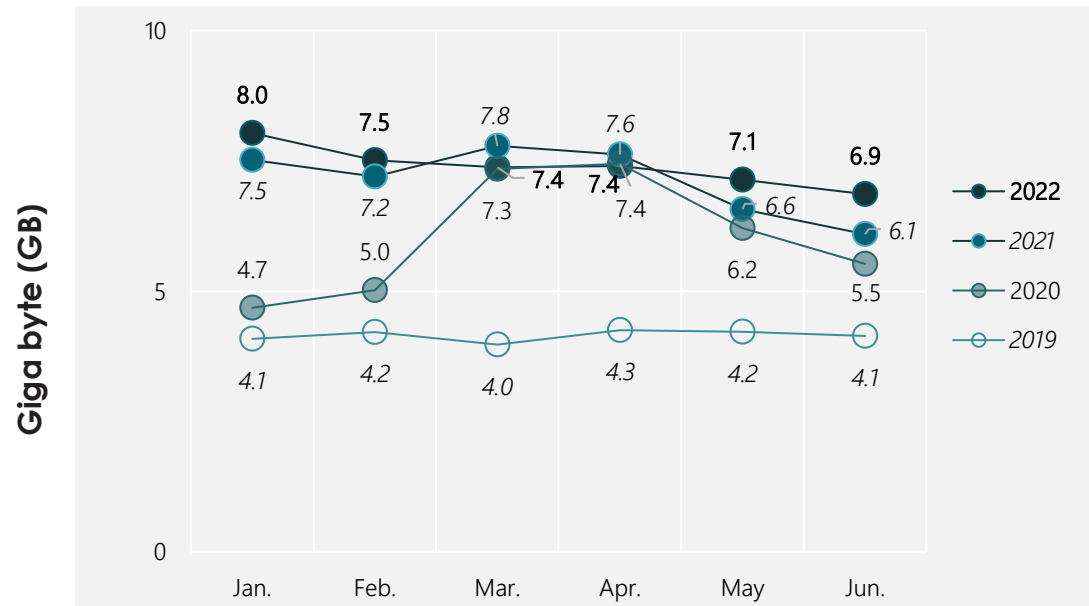
TOTAL TRAFFIC



2 Monthly comparison (change in %)

	2019/2020	YoY	2020/2021	2021/2022	Whole period
					2019/2022
January	+17.7	+66.2	+9.4		+114.1
February	+22.4	+49.1	+6.4		+94.2
March	+90.5	+10.6	-3.8		+102.7
April	+80.3	+6.7	-1.7		+89.1
May	+51.5	+10.2	+9.6		+83.1
June	+37.4	+14.7	+13.4		+78.7

PER BROADBAND LINE

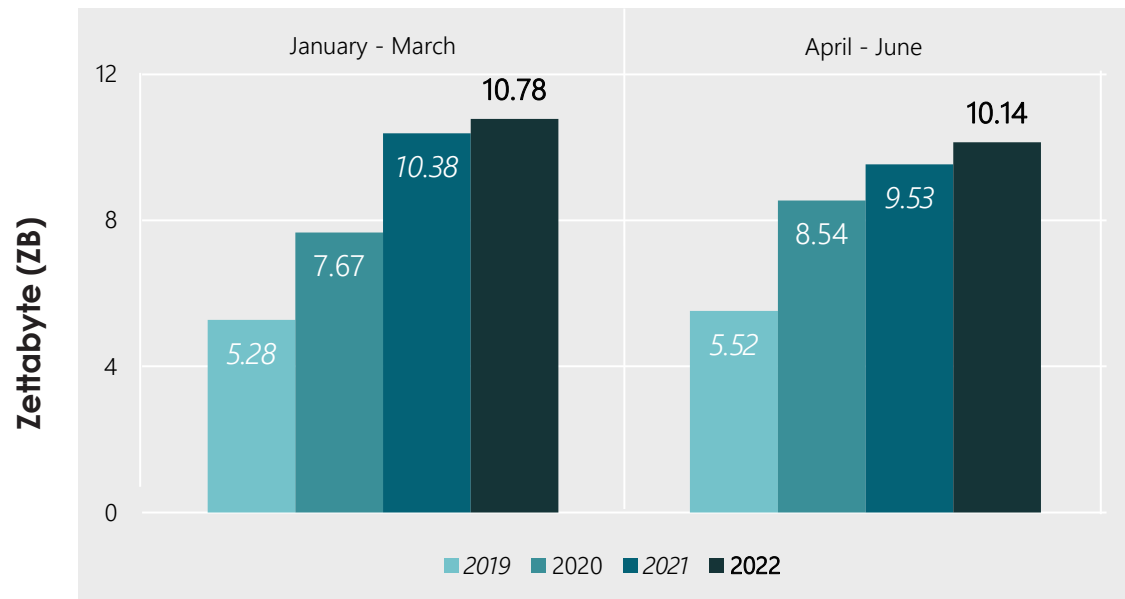


2 Monthly comparison (change in %)

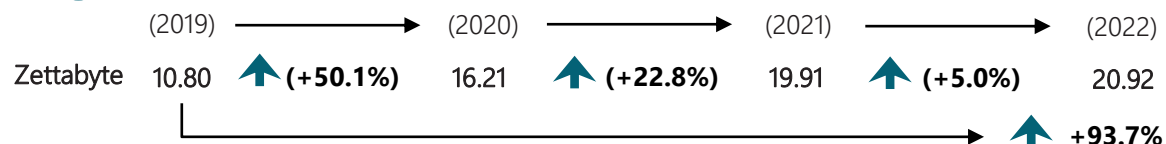
	2019/2020	YoY	2020/2021	2021/2022	Whole period
					2019/2022
January	+14.5	+60.4	+6.9		+96.3
February	+18.9	+43.5	+4.3		+78.0
March	+84.7	+6.1	-5.3		+85.6
April	+74.8	+2.4	-2.9		+73.8
May	+47.0	+5.9	+8.6		+68.9
June	+33.2	+10.3	+12.6		+65.5

1.7 FIXED NETWORK: DATA TRAFFIC IN DOWNLOAD AND UPLOAD (2/2)

DOWNLOAD (cumulative quarterly data)



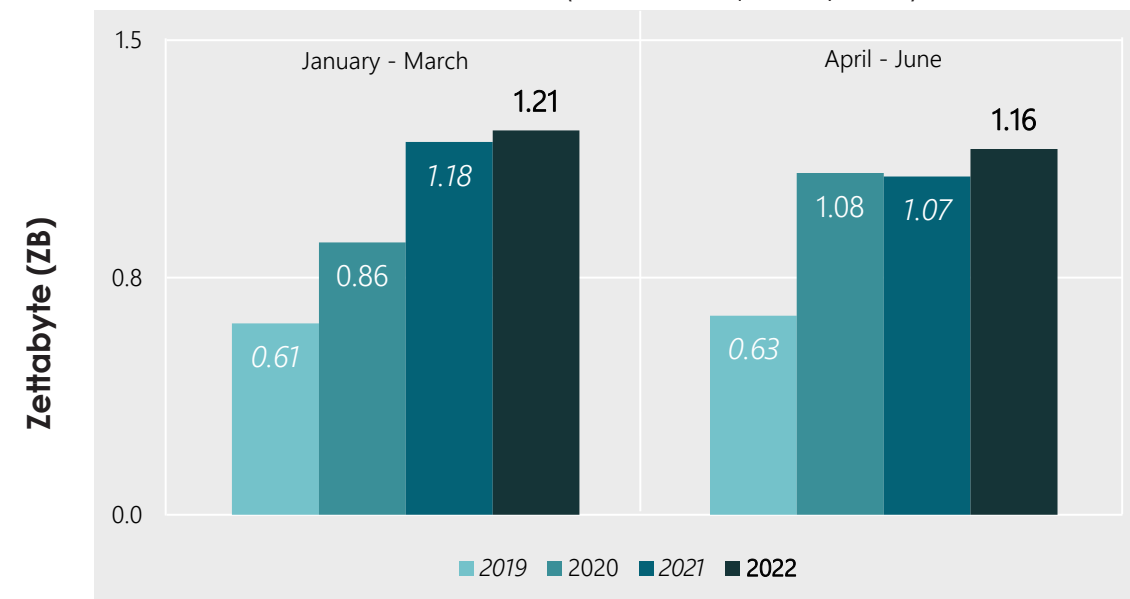
1 Cumulative data from the beginning of the year (1H)



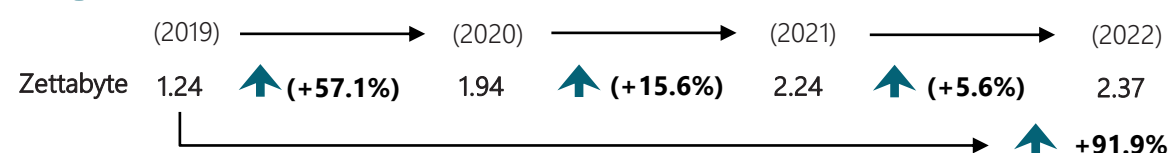
2 Quarterly comparison (change in %)

	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
1 Q (January – March)	+45.3	+35.4	+3.8	+104.2
2 Q (April – June)	+54.8	+11.6	+6.4	+83.7

UPLOAD (cumulative quarterly data)



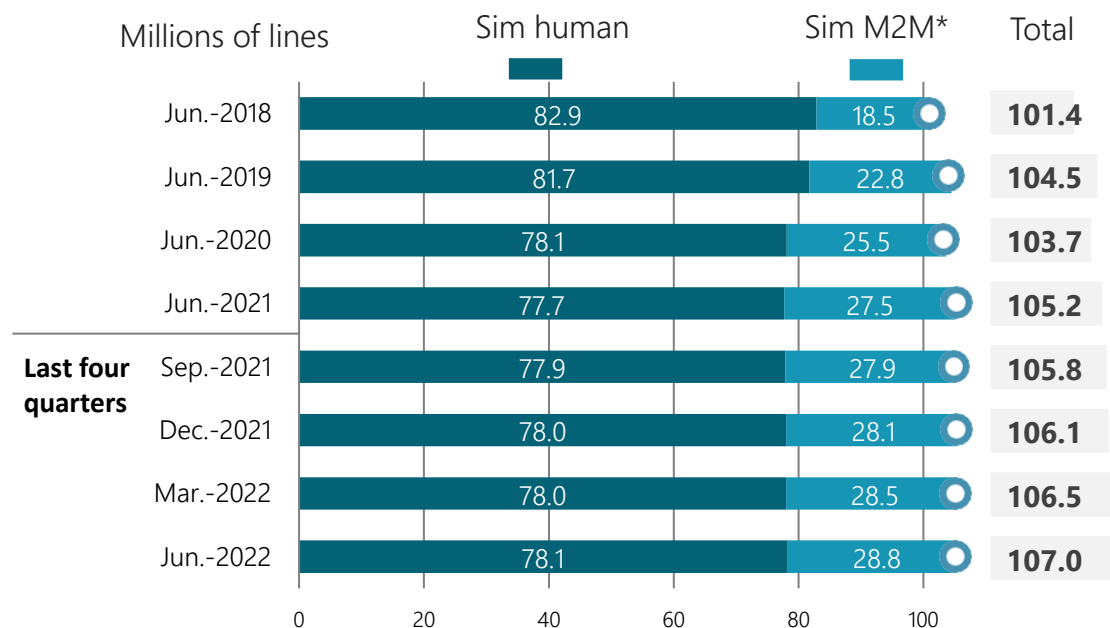
1 Cumulative data from the beginning of the year (1H)



2 Quarterly comparison (change in %)

	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
1 Q (January – March)	+42.1	+36.9	+3.1	+100.6
2 Q (April – June)	+71.5	-1.3	+8.4	+83.5

1.8 MOBILE NETWORK: TOTAL SUBSCRIBERS



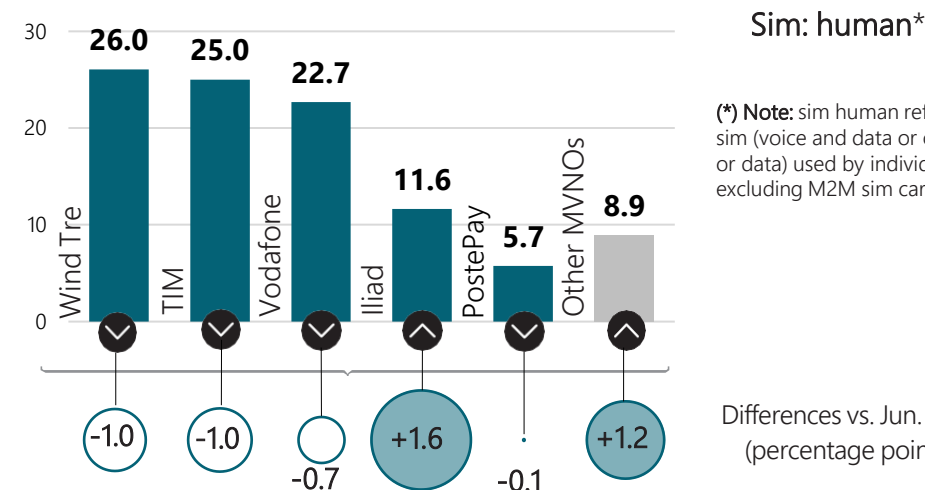
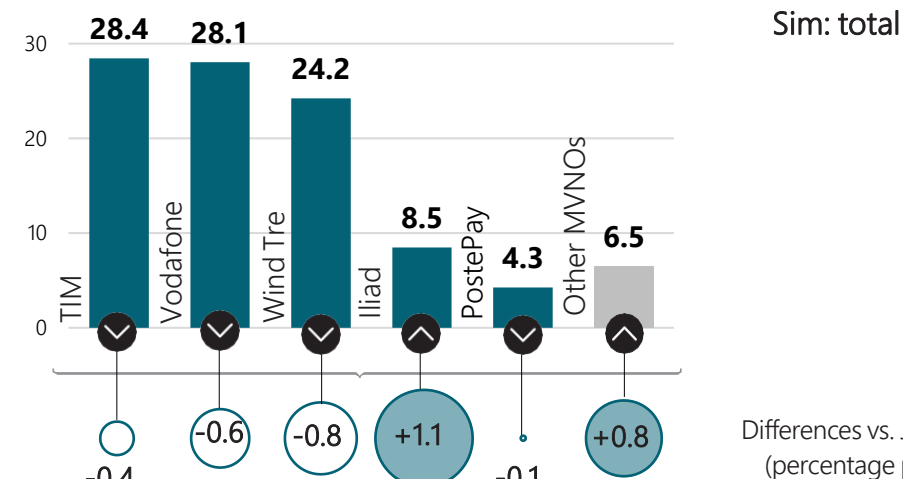
(*) **Note:** Machine-to-Machine sims are based on the technologies that enable devices and sensors or "things" (within the IoT) to communicate with each other and with other Internet-enabled devices and systems

	Quarterly change (Mar. 2022 – Jun. 2022)		Annual change (Jun. 2021 – Jun. 2022)	
	(no of sim in thousand)	(Δ %)	(no of sim in thousand)	(Δ %)
Total sim cards:	+498	↑ +0.5	+1,792	↑ +1.7
Sim human:	+135	↑ +0.2	+460	↑ +0.6
Sim M2M:	+363	↑ +1.3	+1,331	↑ +4.8

Note: the data collected on TIM and Vodafone include the lines of the subsidiaries, respectively Kena mobile and VEI (which offers mobile telephony services called .ho)

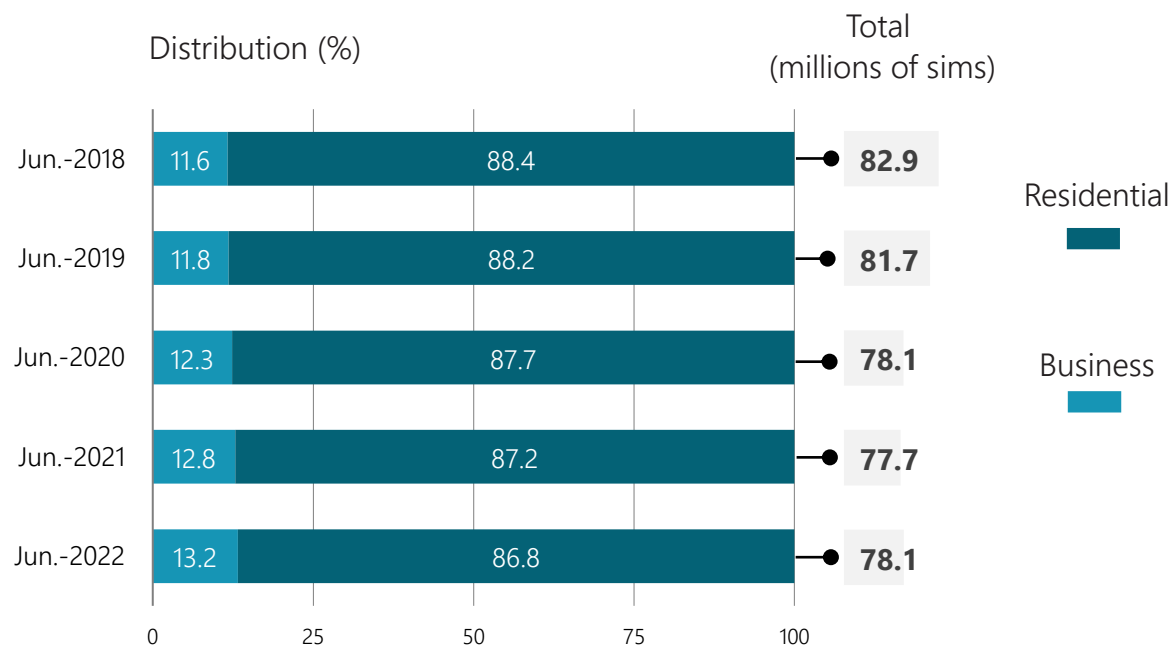
MARKET SHARES (%)

JUNE 2022



(*) **Note:** sim human refers to sim (voice and data or only voice or data) used by individual, excluding M2M sim cards

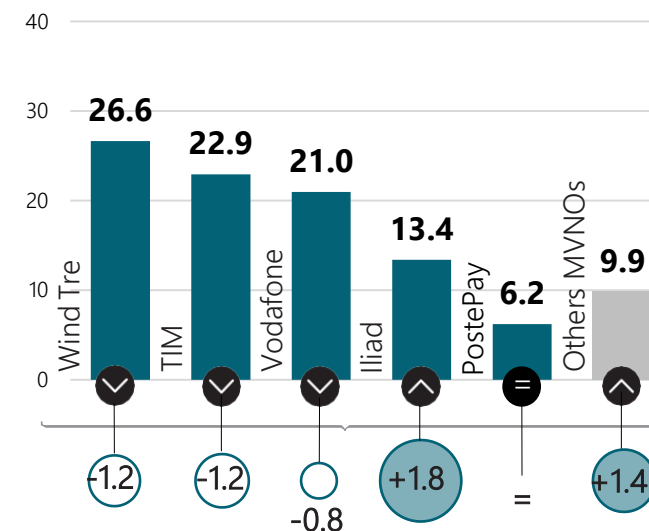
1.9 MOBILE NETWORK: SUBSCRIBERS BY TYPE OF CUSTOMER (sim human)



	Annual change (Jun. 2022 – Jun. 2022)			4-Year change (Jun. 2018 – Jun. 2022)		
	(no of sim in thousand)	(Δ %)		(no of sim in thousand)	(Δ %)	
Total human sim cards:	+460	↑	+0.6	-4,728	↓	-5.7
Residential sim card:	+100	↑	+0.1	-5,414	↓	-7.4
Business sim cards:	+360	↑	+3.6	+686	↑	+7.1

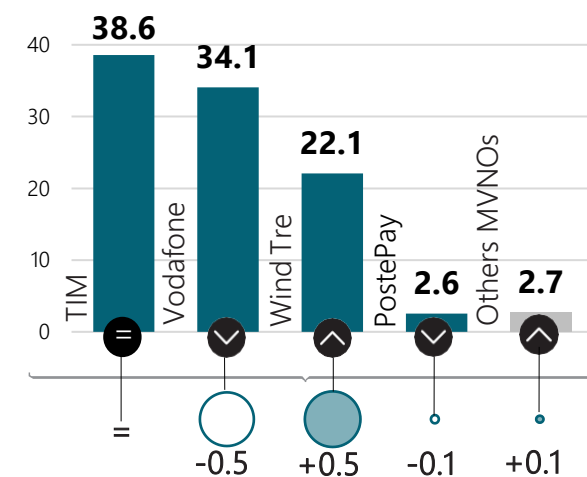
MARKET SHARES (%)

JUNE 2022



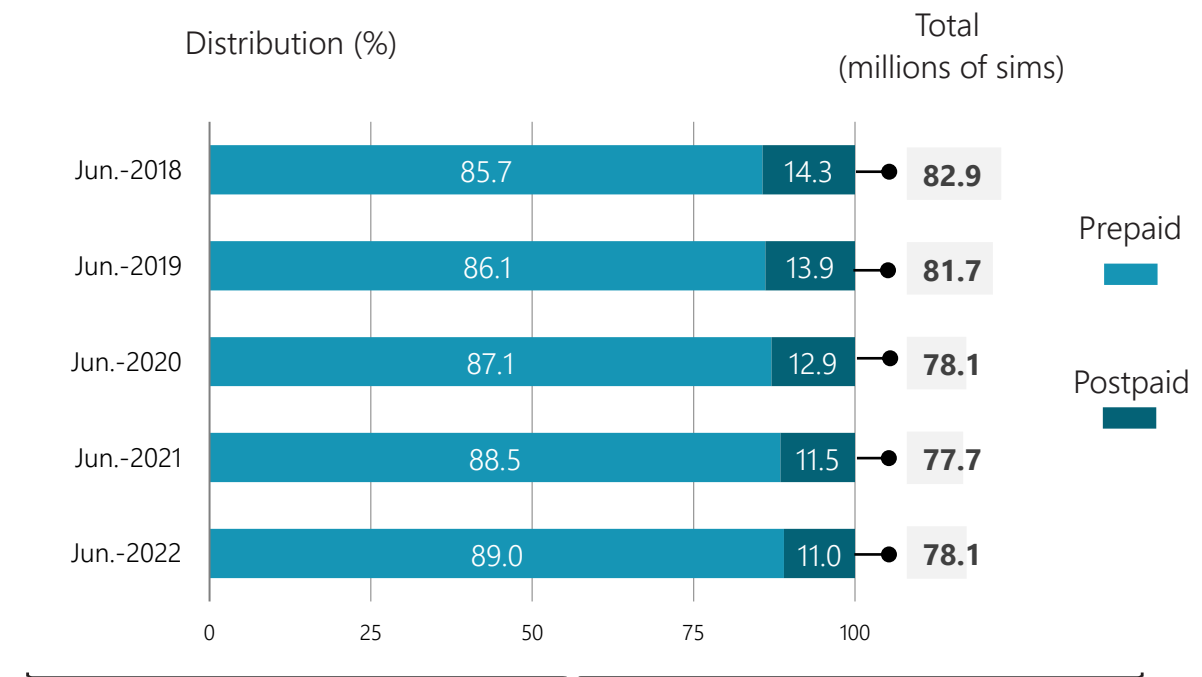
Residential

Differences vs. Jun. 2021
(percentage points)



Differences vs. Jun. 2021
(percentage points)

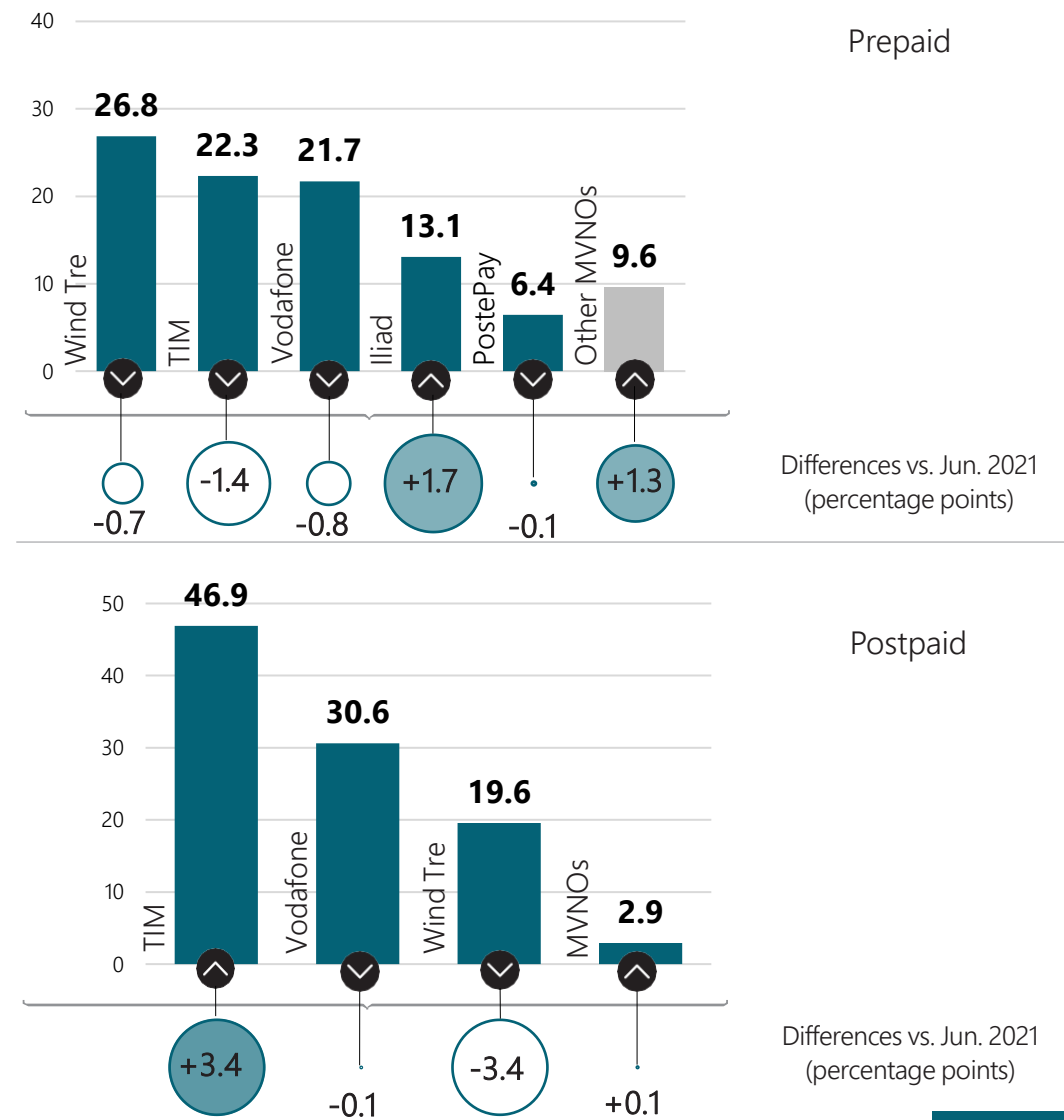
1.10 MOBILE NETWORK: SUBSCRIBERS BY TYPE OF CONTRACT



	Annual change (Jun. 2022 – Jun. 2022)			4-Year change (Jun. 2018 – Jun. 2022)		
	(no of sim in thousand)	(Δ %)		(no of sim in thousand)	(Δ %)	
Total human sim cards:	+460	↑	+0.5	-4,728	↓	-5.7
Prepaid sim cards:	+839	↑	+1.1	-1,451	↓	-2.0
Postpaid sim cards:	-379	↓	-3.8	-3,277	↓	-27.7

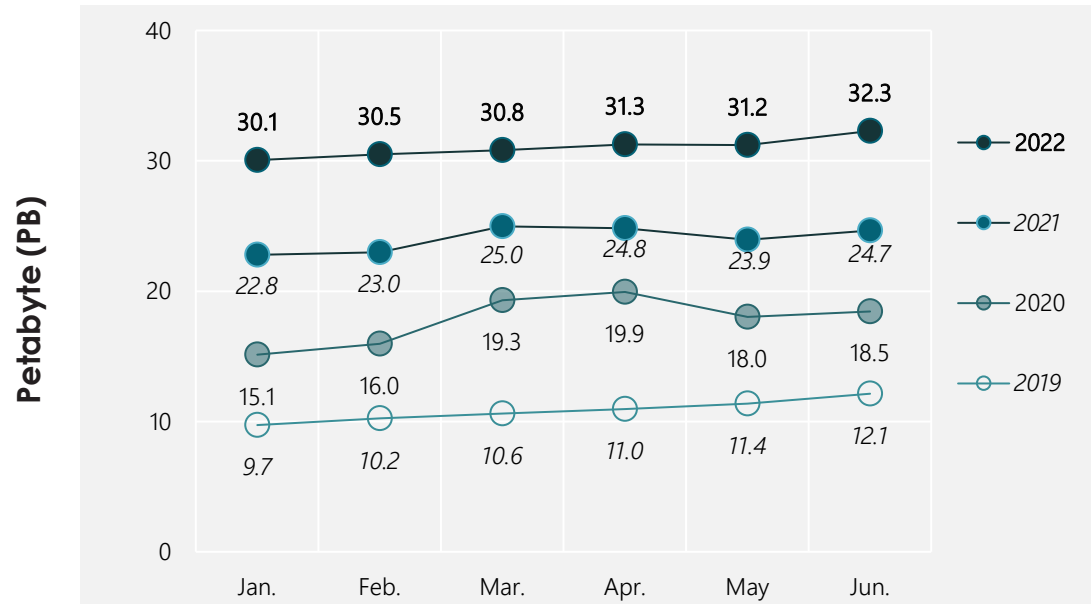
MARKET SHARES (%)

JUNE 2022

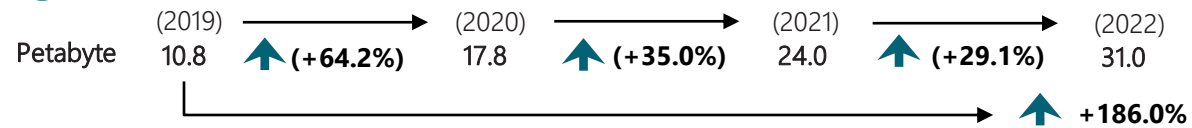


1.11 MOBILE NETWORK: AVERAGE DAILY DATA TRAFFIC (download + upload) (1/2)

TOTAL TRAFFIC



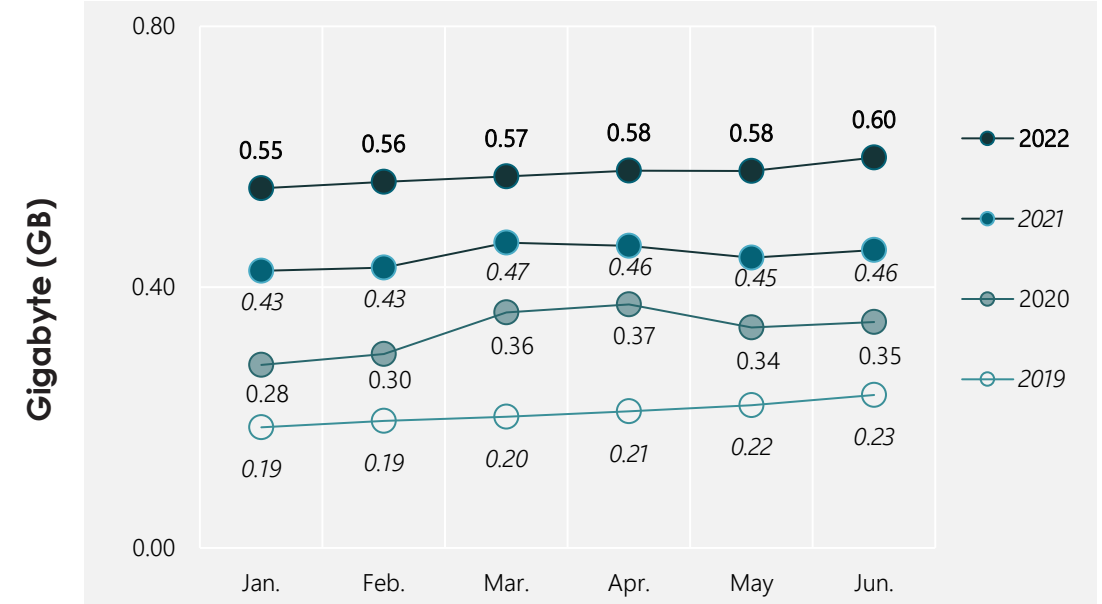
① Average monthly comparison from the beginning of the year (1H)



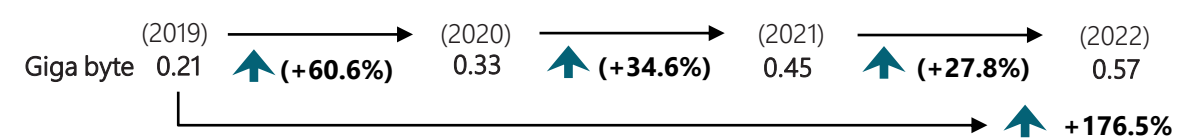
② Monthly comparison (change in %)

	YoY			Whole period
	2019/2020	2020/2021	2021/2022	2019/2022
January	+55.4	+50.6	+31.9	+114.1
February	+55.9	+44.0	+32.6	+197.7
March	+82.1	+29.3	+23.4	+190.4
April	+81.9	+24.5	+26.0	+185.3
May	+58.4	+32.7	+30.4	+174.1
June	+52.1	+33.6	+31.0	+166.2

PER SIM (SIM CARDS WITH VOICE & DATA SERVICES)



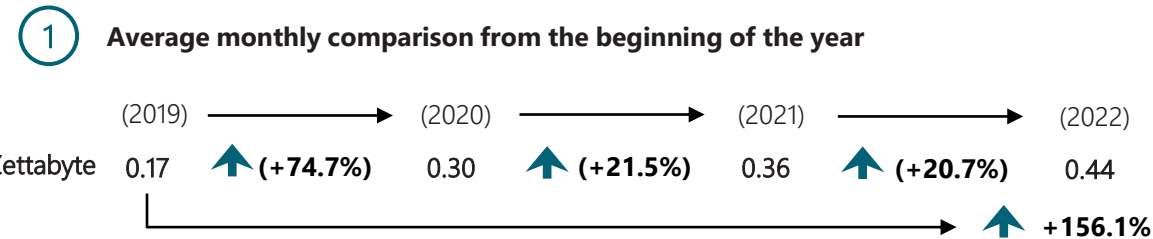
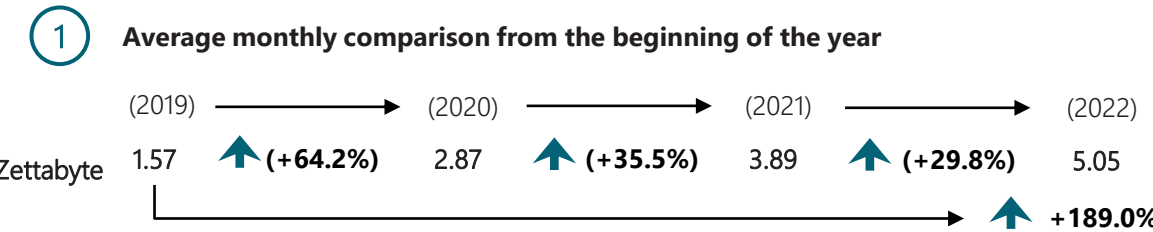
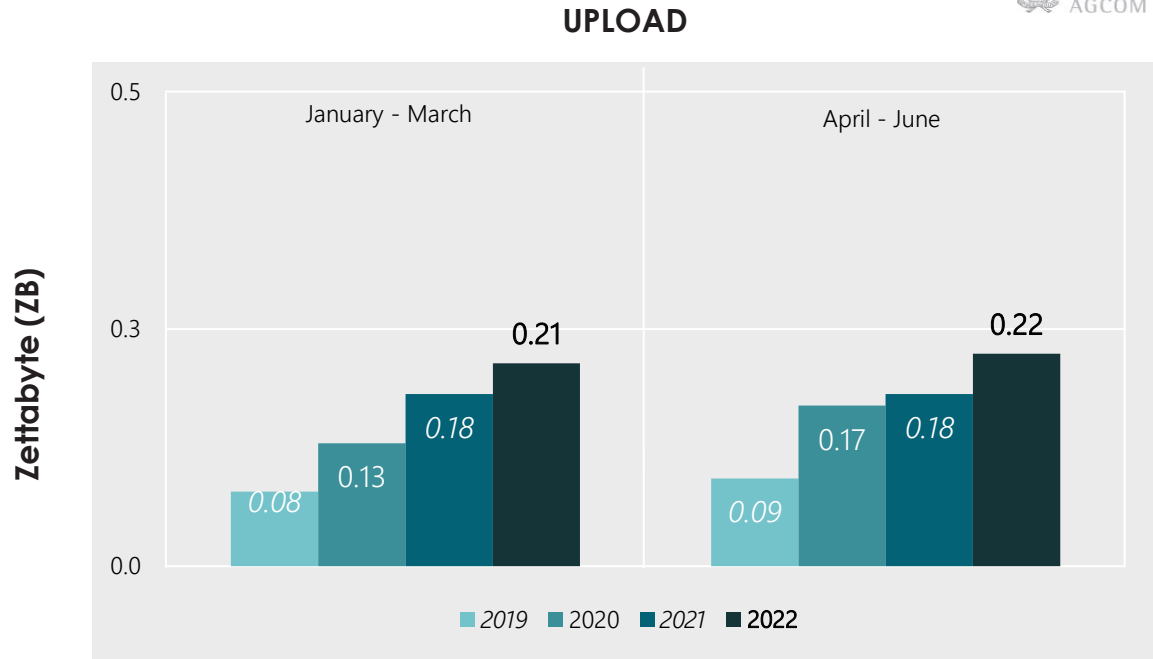
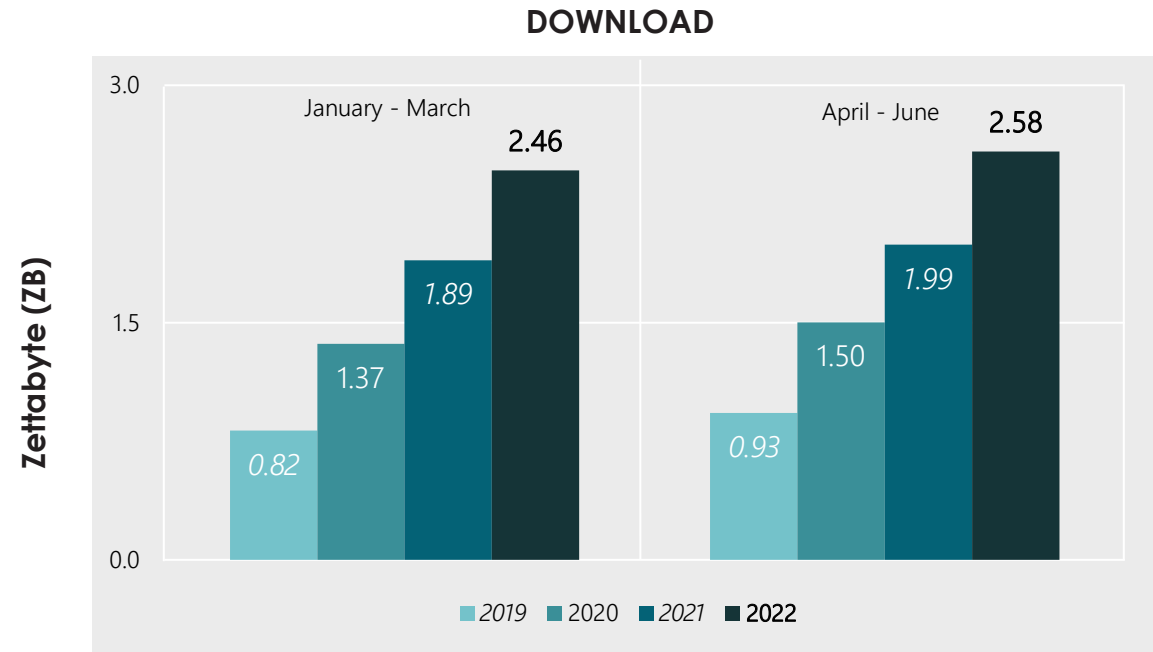
① Average monthly comparison from the beginning of the year (1H)



② Monthly comparison (change in %)

	YoY			Whole period
	2019/2020	2020/2021	2021/2022	2019/2022
January	+51.5	+51.5	+29.8	+198.0
February	+52.9	+44.5	+30.7	+188.7
March	+79.5	+29.5	+21.8	+183.0
April	+78.4	+24.1	+24.9	+176.5
May	+54.6	+31.6	+29.8	+164.1
June	+47.6	+31.8	+31.0	+155.0

1.12 MOBILE NETWORK: DATA TRAFFIC IN DOWNLOAD AND UPLOAD (2/2)



2 Quarterly comparison (change in %)

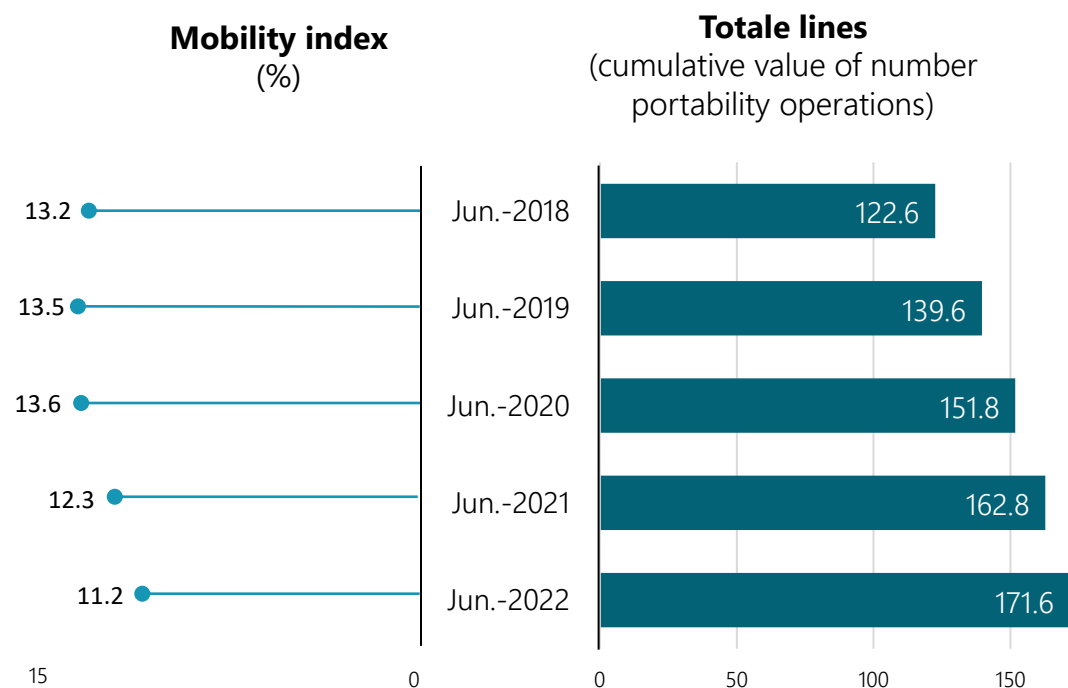
	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
1 Q (January – March)	+67.1	+38.6	+30.1	+201.4
2 Q (April – June)	+61.7	+32.7	+29.6	+178.1

2 Quarterly comparison (change in %)

	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
1 Q (January – March)	+64.6	+40.1	+17.9	+171.9
2 Q (April – June)	+83.3	+7.3	+23.4	+142.6

1.13 MOBILE NETWORK: NUMBER PORTABILITY

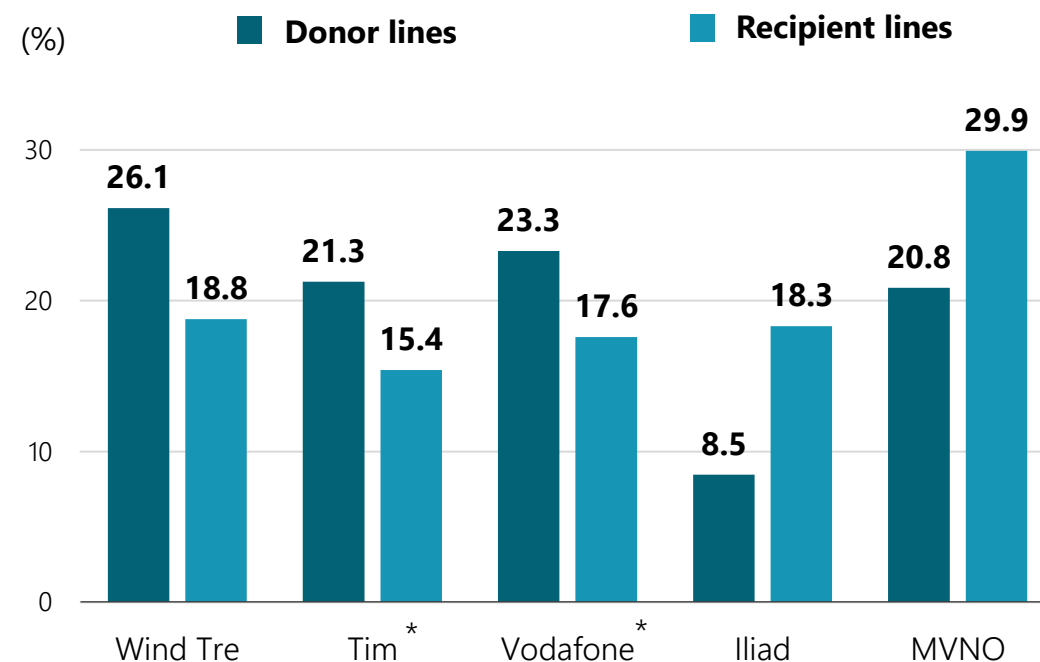
In one year (Jun. 2021 – Jun. 2022), there have been
8.8 million of Mobile Number Portability (MNP) operations



Mobility index: the ratio between (i) total donating lines plus total recipient lines since the beginning of the year, and (ii) the corresponding average customer base (net off M2M sims)

DISTRIBUTION (%) OF DONOR AND RECIPIENT LINES (12 months)

JUNE 2022

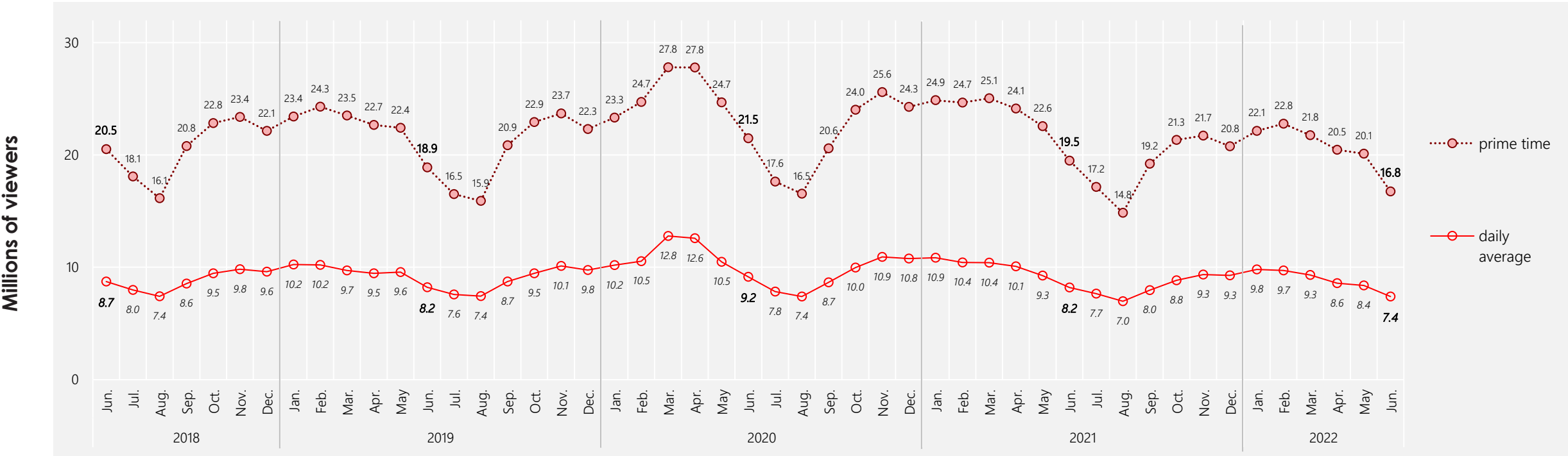


(*) **Note:** the data collected on TIM and Vodafone include the lines of the subsidiaries, respectively Kena mobile and VEI (which offers mobile telephony services called .ho)

2.1 TELEVISION (DVB-T E SAT): TOTAL AUDIENCE OF NATIONAL BROADCASTER



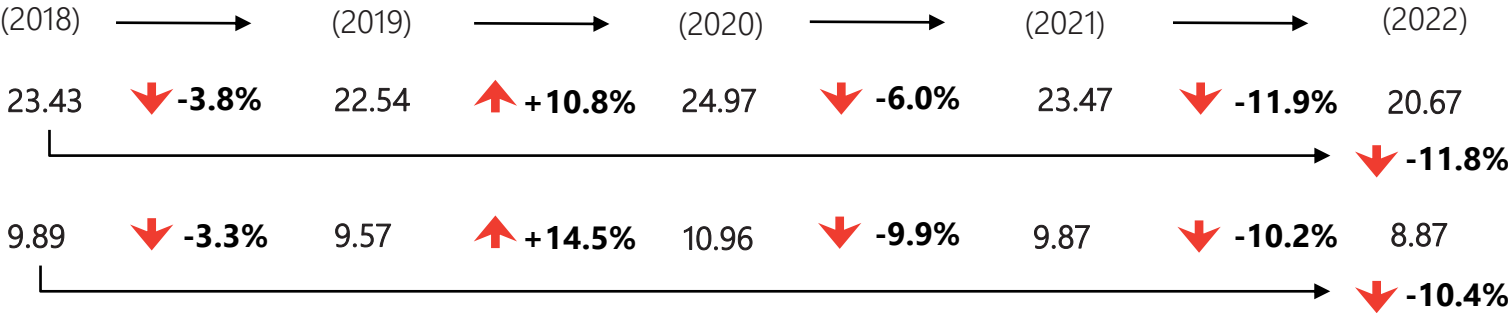
JUNE 2018 – JUNE 2022 **Note:** Since May 2022 Auditel has changed the metric it adopts for the measurement of the audience. The time-series was reconstructed by Auditel that ensure data homogeneity.



Change in the number of viewers
(average value 1H in millions)

Prime time audience
(Time slot: 20:30 – 22:30)

Average daily audience
(Time slot: whole day)



2.2 TELEVISION (DVB-T E SAT): LEADING TV BROADCASTERS BY AUDIENCE

PRIME TIME AUDIENCE

Broadcasters	Average audience 1H (in millions)					Change in %	
	2018	2019	2020	2021	2022	'18-'22	'21-'22
RAI	9.41	9.10	9.95	9.71	8.33	-11.4	-14.2
Mediaset	8.35	7.73	9.09	8.23	7.81	-6.5	-5.1
Comcast / Sky	1.75	1.92	1.73	1.71	1.40	-20.0	-18.5
Discovery	1.27	1.41	1.59	1.55	1.33	+4.1	-14.2
Cairo Comm. / La 7	1.37	1.30	1.48	1.33	1.13	-17.7	-15.2
Others	1.29	1.07	1.14	0.94	0.68	-47.4	-27.7

Broadcasters	Average share 1H (in %)					Change in p.p.	
	2018	2019	2020	2021	2022	'18-'22	'21-'22
RAI	40.1	40.4	39.9	41.4	40.3	+0.2	-1.1
Mediaset	35.6	34.3	36.4	35.1	37.8	+2.1	+2.7
Comcast / Sky	7.5	8.5	6.9	7.3	6.8	-0.7	-0.5
Discovery	5.4	6.3	6.4	6.6	6.4	+1.0	-0.2
Cairo Comm. / La 7	5.8	5.8	5.9	5.7	5.4	-0.4	-0.2
Others	5.5	4.7	4.5	4.0	3.3	-2.2	-0.7

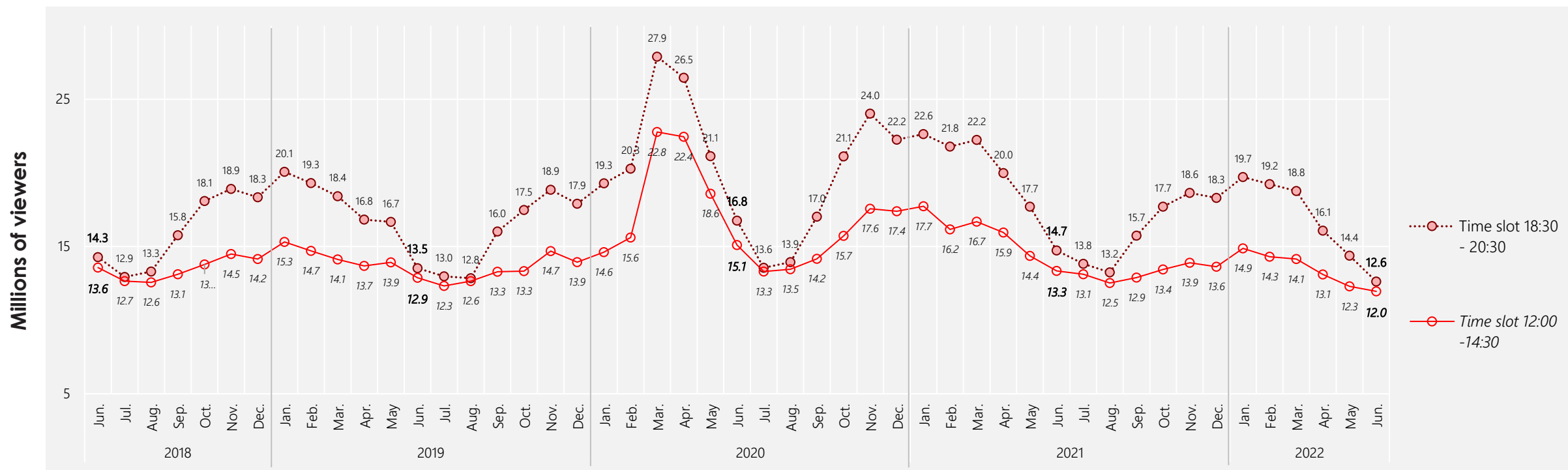
AVERAGE DAILY AUDIENCE

Broadcasters	Average audience 1H (in millions)					Change in %	
	2018	2019	2020	2021	2022	'18-'22	'21-'22
RAI	3.90	3.77	4.28	3.95	3.43	-12.0	-13.2
Mediaset	3.45	3.26	3.82	3.47	3.32	-3.8	-4.4
Discovery	0.67	0.71	0.90	0.80	0.69	-3.5	-7.2
Comcast / Sky	0.70	0.73	0.76	0.67	0.62	-11.7	-13.3
Cairo Comm. / La 7	0.46	0.44	0.49	0.43	0.40	-13.5	-7.4
Others	0.72	0.66	0.71	0.55	0.41	-42.6	-25.5

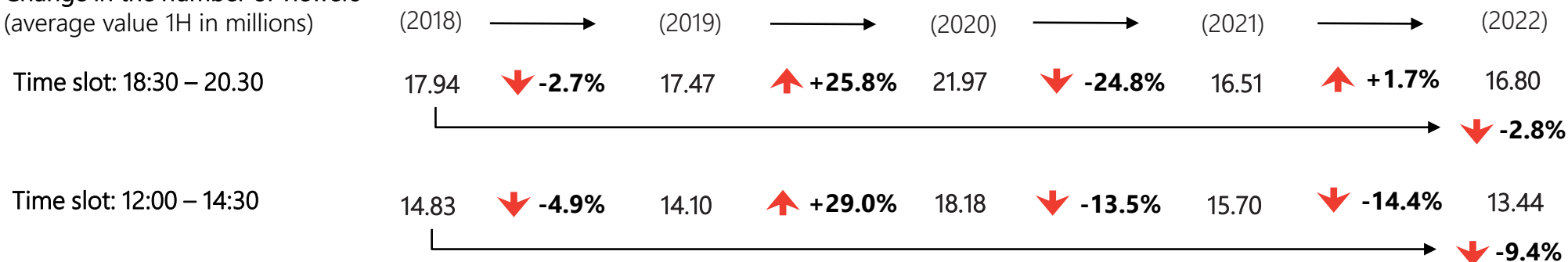
Broadcasters	Average share 1H (in %)					Change in p.p.	
	2018	2019	2020	2021	2022	'18-'22	'21-'22
RAI	39.4	39.4	39.1	40.0	38.6	-0.7	-1.4
Mediaset	34.8	34.1	34.8	35.1	37.4	+2.6	+2.3
Discovery	6.7	7.4	8.2	8.1	7.8	+1.0	-0.3
Comcast / Sky	7.1	7.6	6.9	6.8	7.0	-0.1	+0.2
Cairo Comm. / La 7	4.7	4.6	4.5	4.4	4.5	-0.2	+0.1
Others	7.3	6.9	6.5	5.6	4.7	-2.6	-1.0

2.3 TELEVISION (DVB-T E SAT): TOTAL AUDIENCE OF THE MAIN NATIONAL NEWS PROGRAMS*

JUNE 2018 – JUNE 2022



Change in the number of viewers
(average value 1H in millions)



* **Total audience:** is the sum of the number of listeners on the average day of the reference month for the editions of the news in the time slots considered. Therefore, the audience of those who watch one or more news programmes in the same time slots is considered.

2.4 TELEVISION (DVB-T E SAT): AVERAGE MONTHLY AUDIENCE OF MAIN NATIONAL NEWS PROGRAMS

**TIME SLOT:
12:00 – 14:30**

Average viewers 1H (in millions)							Change (in thousand)			Change (in %)	
	National news programs	2018	2019	2020	2021	2022	'21 – '22	'18 – '22		'21 – '22	'18 – '22
RAI	Tg 1 (13:30 edition)	4.31	3.40	4.38	4.03	3.58	-446	-732		-11.1	-17.0
	Tg 2 (13:00 edition)	2.06	2.11	2.54	2.01	1.80	-216	-263		-10.7	-12.8
	Tg 3 (12:00 edition)	1.27	0.93	1.23	1.06	0.83	-224	-434		-21.2	-34.3
	Tg 3 Regionale (14:00 edition)	2.35	2.41	3.31	2.98	2.31	-674	-40		-22.6	-1.7
Mediaset	Tg 5 (13:00 edition)	3.35	2.90	3.65	3.13	2.87	-254	-478		-8.1	-14.3
	Tg 4 (12:00 edition)	0.48	0.37	0.44	0.34	0.29	-45	-186		-13.5	-39.0
	Studio Aperto (12:25 edition)	1.09	1.35	1.86	1.51	1.19	-324	98		-21.5	+9.0
La 7	Tg La 7 (13:30 edition)	0.94	0.63	0.78	0.65	0.57	-76	-369		-11.8	-39.2

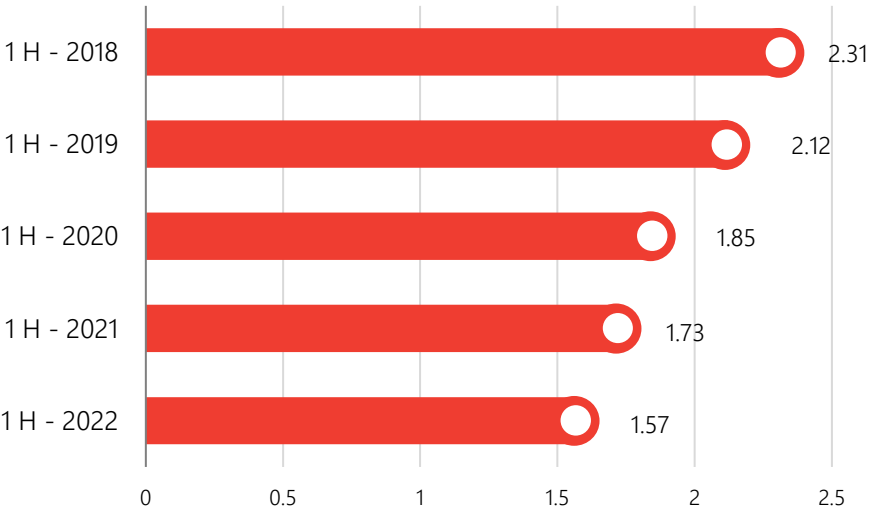
**TIME SLOT:
18:30 – 20:30**

Average viewers 1H (in millions)							Change (in thousand)			Change (in %)	
	National news programs	2018	2019	2020	2021	2022	'21 – '22	'18 – '22		'21 – '22	'18 – '22
RAI	Tg 1 (20:00 edition)	5.18	4.99	6.08	5.61	4.99	-626	-187		-11.1	-3.6
	Tg 2 (20:30 edition)	1.81	1.64	1.98	1.70	1.28	-424	-528		-24.9	-29.2
	Tg 3 (19:00 edition)	1.82	1.83	2.45	2.30	1.84	-456	+19		-19.9	+1.0
	Tg 3 Regionale (19:30 edition)	2.31	2.36	3.36	3.04	2.36	-683	+48		-22.4	+2.1
Mediaset	Tg 5 (20:00 edition)	4.14	4.09	4.99	4.46	4.02	-438	-120		-9.8	-2.9
	Tg 4 (19:00 edition)	0.70	0.60	0.75	0.66	0.63	-33	-65		-4.9	-9.3
	Studio Aperto (18:30 edition)	0.76	0.73	0.99	0.80	0.57	-222	-190		-27.9	-24.9
La 7	Tg La 7 (20:00 edition)	1.22	1.22	1.35	1.26	1.10	-168	-126		-13.3	-10.3

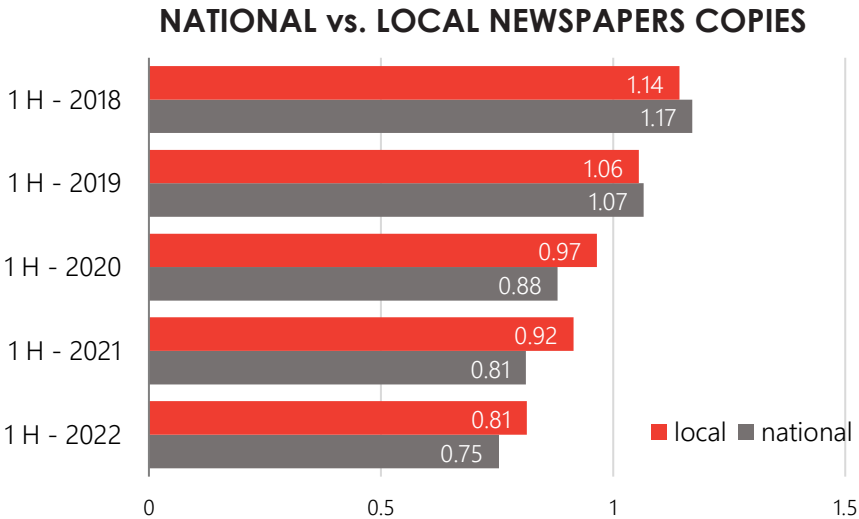
2.5 NEWSPAPERS: DAILY COPIES SOLD SINCE THE BEGINNING YEAR (1/2)



CUMULATIVE SALES
(copies sold in millions)



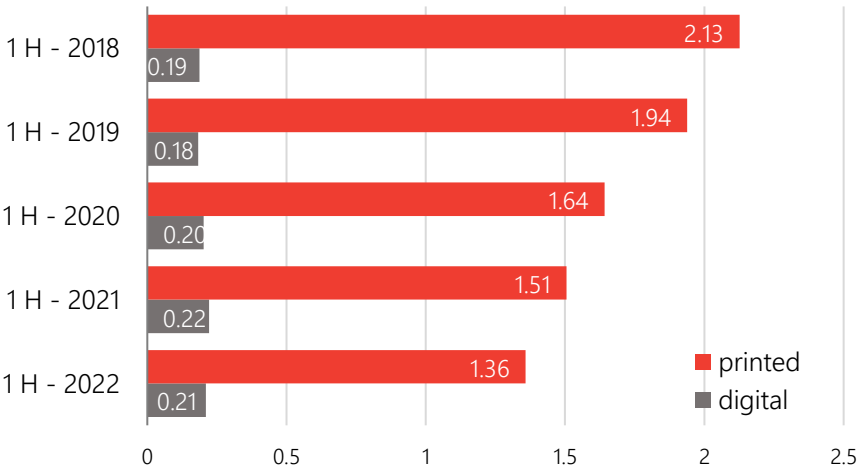
CUMULATIVE SALES BY TYPOLOGY
(copies sold in millions)



Change in %

	(1H 2021 – 1H 2022)	(1H 2018 – 1H 2022)
Total copies:	-9.2 ↓	-32.2 ↓
Paper copies:	-9.8 ↓	-36.1 ↓
Digital copies:	-5.3 ↓	+12.6 ↑
National newspapers copies:	-7.1 ↓	-35.5 ↓
Local newspapers copies:	-11.0 ↓	-28.8 ↓

PAPER vs. DIGITAL COPIES



Source: Agcom elaboration on data from ADS

2.6 NEWSPAPERS: DAILY COPIES SOLD SINCE THE BEGINNING OF THE YEAR (2/2)

PAPER COPIES BY NEWSPAPER MACRO-CATEGORY

(copies sold in thousands)

		(1H)	2018	2019	2020	2021	2022
National newspapers	General press - Top 5		673	618	537	481	431
	Other general press		150	135	131	123	110
	Business		100	85	73	62	54
	Sport		266	239	145	140	147
Local newspapers	Top 10		426	400	360	339	303
	Others		512	462	397	359	313

	Change in %	(1H)	('21 – '22)	('18 – '22)
National newspapers	General press Top 5		-10.4 ↓	-36.0 ↓
	Other general press		-11.1 ↓	-26.6 ↓
	Business		-12.7 ↓	-45.7 ↓
	Sports		+5.3 ↑	-44.7 ↓
Local newspapers	Top 10		-10.7 ↓	-28.9 ↓
	Others		-12.9 ↓	-38.9 ↓

DIGITAL COPIES BY NEWSPAPERS MACRO-CATEGORY

(copies sold in thousands)

		(1H)	2018	2019	2020	2021	2022
National newspapers	General press - Top 5		74	75	81	93	88
	Other general press		14	17	26	32	31
	Business		48	41	38	29	28
	Sport		9	8	7	6	6
Local newspapers	Top 10		16	17	21	26	24
	Others		26	25	30	36	34

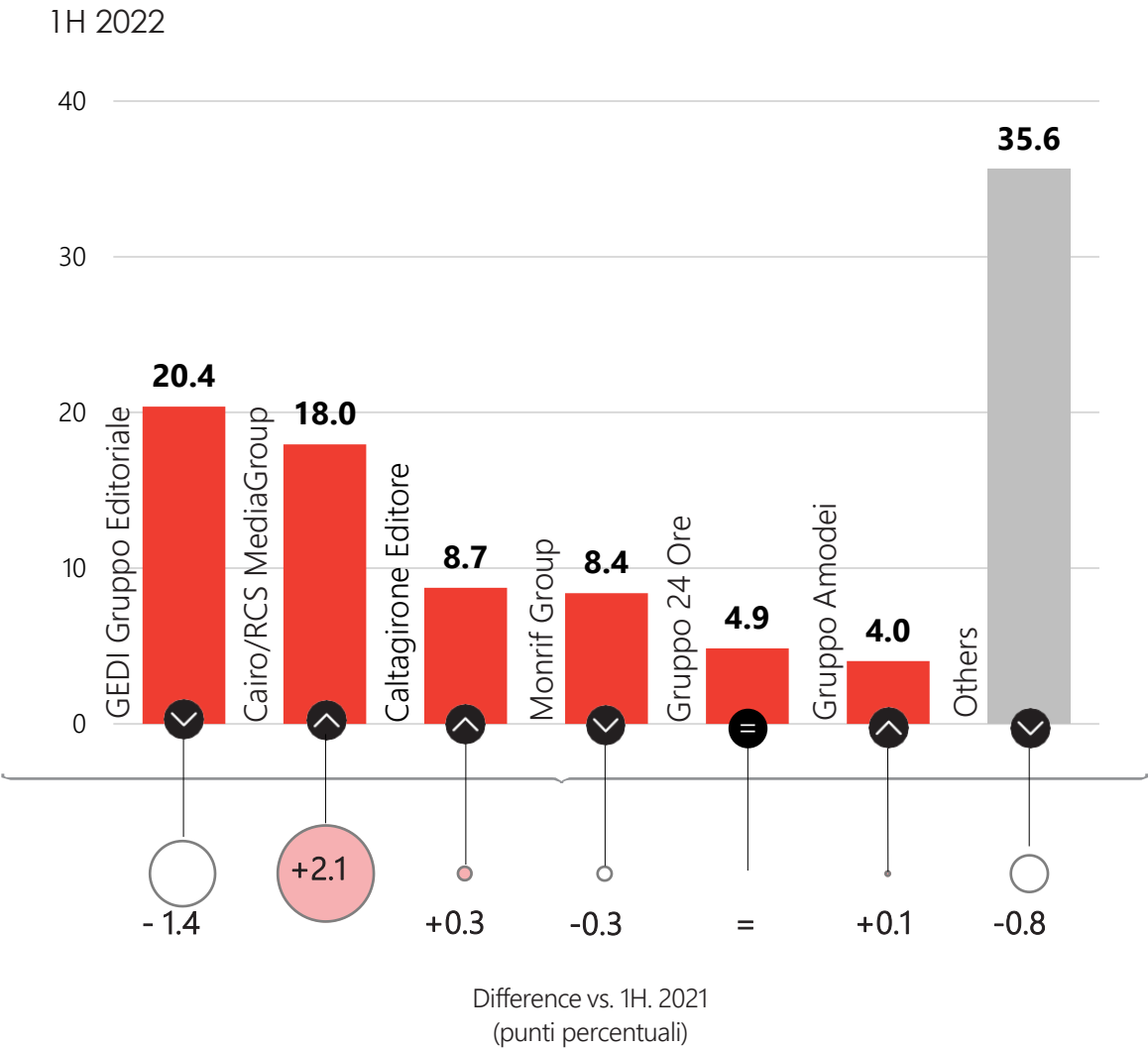
	Variazione in %	(1H)	('21 – '22)	('18 – '22)
Testate nazionali	General press Top 5		-5.8 ↓	+18.3 ↑
	Other general press		-2.7 ↓	+114.3 ↑
	Business		-3.9 ↓	-41.6 ↓
	Sports		-10.4 ↓	-32.4 ↓
Testate locali	Top 10		-6.4 ↓	+50.7 ↑
	Others		-5.6 ↓	+32.1 ↑

Newspapers categories

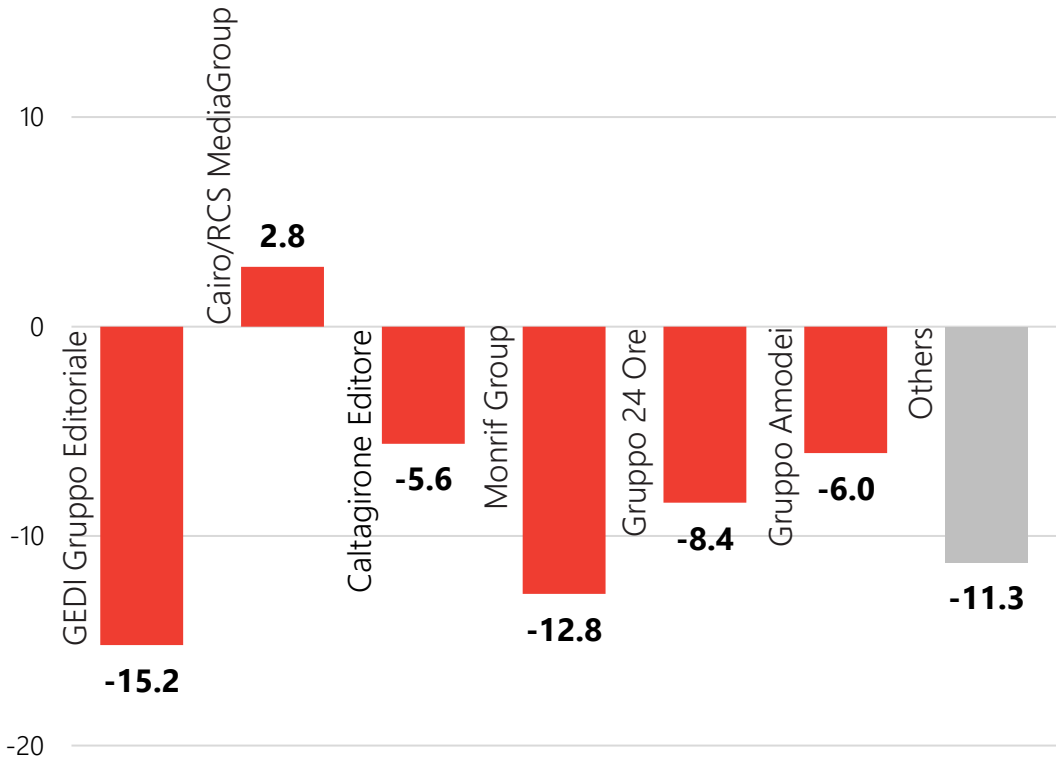
- **National general press newspapers – Top 5:** in terms of total sales in 2021: Avvenire, Corriere della sera, Messaggero, La Repubblica, La Stampa
- **Other national general press:** Il Fatto quotidiano, Il Giornale, Libero, Il Manifesto, Il Tempo, La Verità
- **National business newspapers:** Italia Oggi, Il Sole 24 Ore
- **National sports newspapers:** Corriere dello Sport, Gazzetta dello sport, Tuttosport
- **Local newspapers – Top 10:** in terms of total sales in 2021: L'Arena, Dolomiten, L'Eco di Bergamo, Il Gazzettino, Il Giornale di Brescia, Il Messaggero Veneto, La Nazione, Il Resto del Carlino, Il Tirreno, L'Unione Sarda
- **Other local newspapers:** remaining local newspapers considered by ADS

2.7 NEWSPAPERS: VOLUME SALES AND SHARES BY MAIN PUBLISHING GROUPS

DISTRIBUTION OF TOTAL COPIES SOLD SINCE THE BEGINNING OF THE YEAR BY PUBLISHING GROUPS (%)

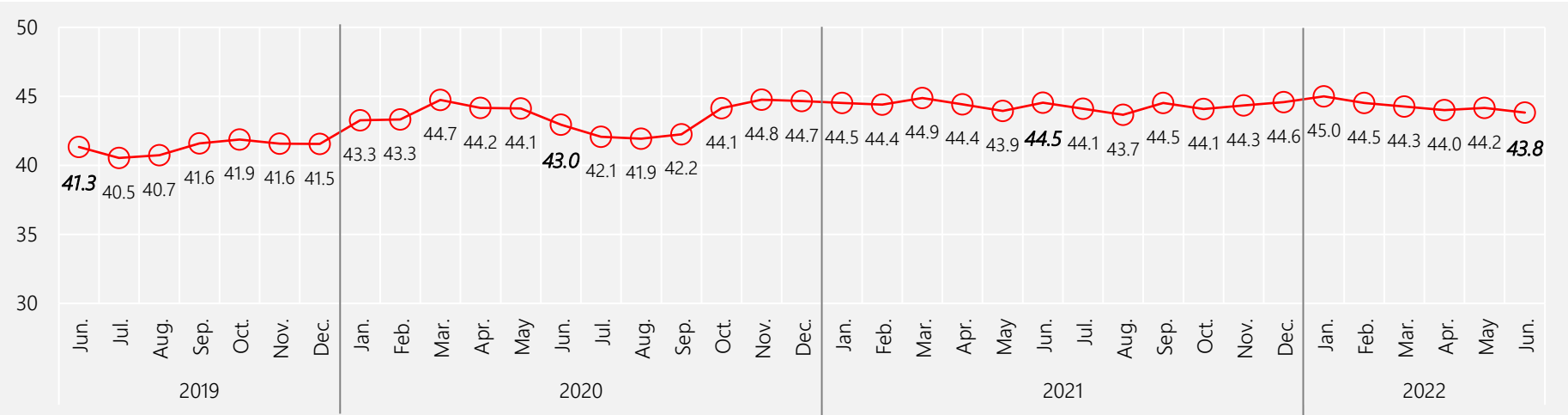


CHANGE IN TOTAL COPIES SOLD (%)
Difference vs. 1H. 2021



2.8 PLATFORMS: MAIN WEBSITES/APP UNIQUE USERS

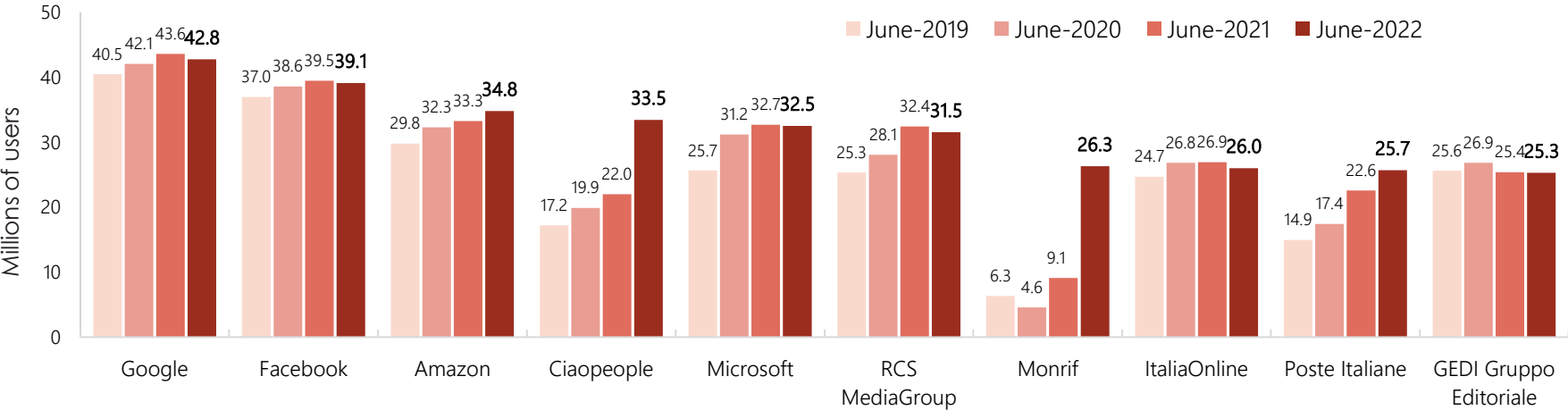
UNIQUE USERS IN MILLIONS (June 2019 – June 2022)



43.8 million unique users logged on to the internet in December 2021 (**-717** thousand compared to June 2021)

Approximately **65** total hours spent, on average, by each user surfing the Internet in June 2022

UNIQUE USERS OF THE MAIN OPERATORS (Parent*)



Unique users: number of different users/people who visited any content of a website, category, channel or application during the reporting period.

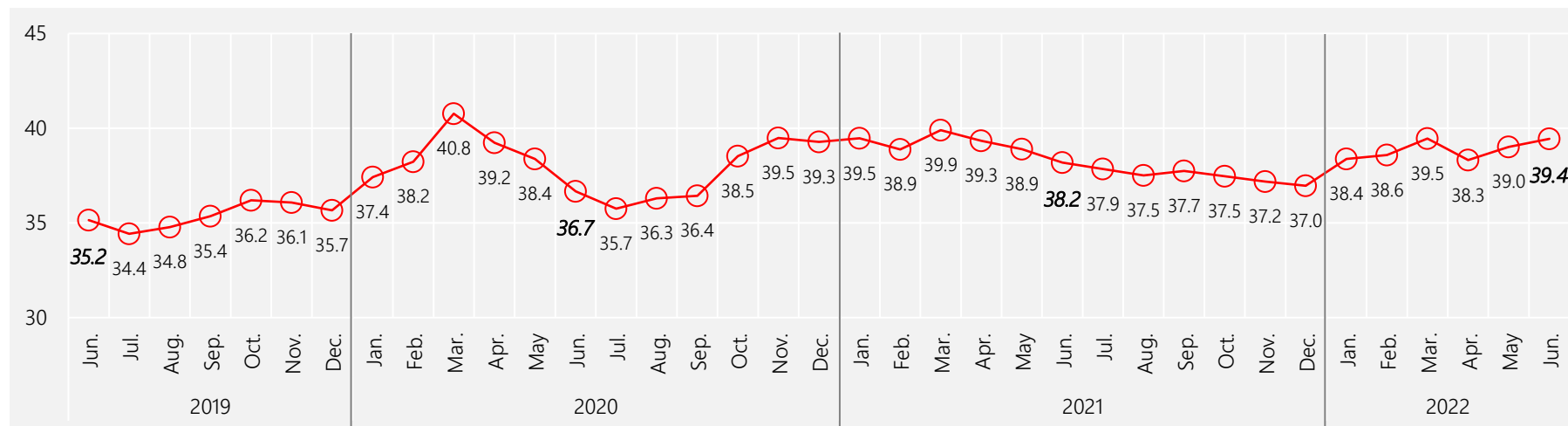
*** Parent** is defined as a group of domains and URLs that are owned by a specific company, its subsidiaries or business units. In addition, a Parent may also be represented by an organisation, government agency, private group, corporation or other institution, which has controlling interests in each domain and URL in the group.

Source: Agcom elaboration on data from Audiweb

2.9 PLATFORMS: GENERAL PRESS WEBSITES/APP UNIQUE USERS

UNIQUE USERS IN MILLIONS

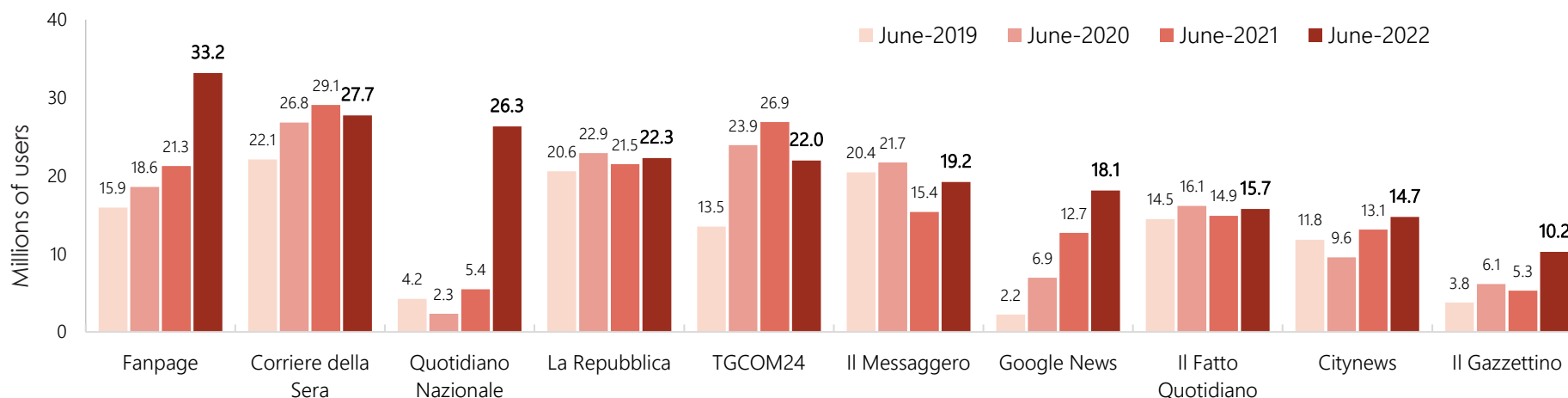
(June 2019 – June 2022)



39.4 million unique users logged on to the generalist news sites/APPs in December 2021 (+**1.2** million users compared to June 2021)

About **1 hour and 9 minute** spent, on average, by each user browsing general news websites/APPs in June 2022

UNIQUE USERS OF THE MAIN WEBSITES



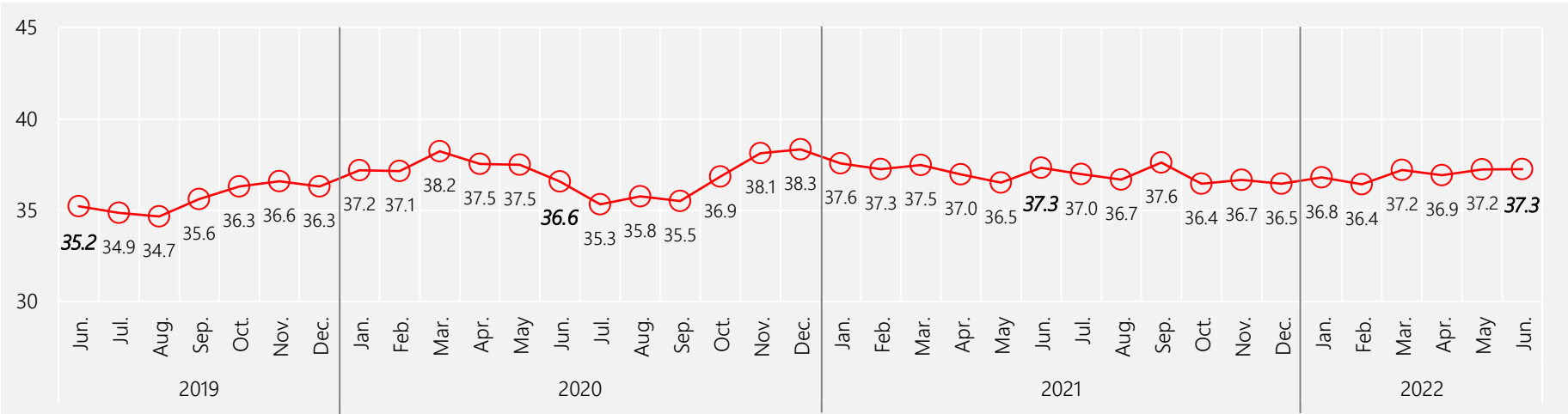
Unique users: number of different users/people who visited any content of a website, category, channel or application during the reporting period.

Source: Agcom elaboration on data from Audiweb
(Values referring to the category: «Current Event & Global News»)

2.10 PLATFORMS: E-COMMERCE WEBSITES/APP UNIQUE USERS



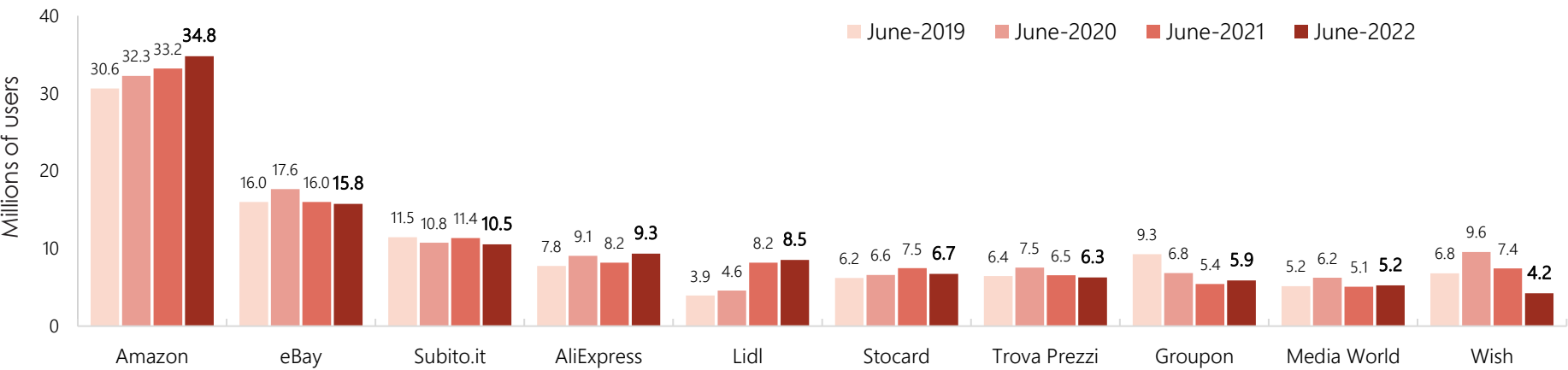
UNIQUE USERS IN MILLIONS (June 2019 – June 2022)



37.3 million unique users logged on to e-commerce sites/APPs in March 2022 (-70 thousand users compared to June 2021)

2 hour and 13 minute spent, on average, by each user browsing e-commerce websites/APPs in June 2022

UNIQUE USERS OF THE MAIN WEBSITES



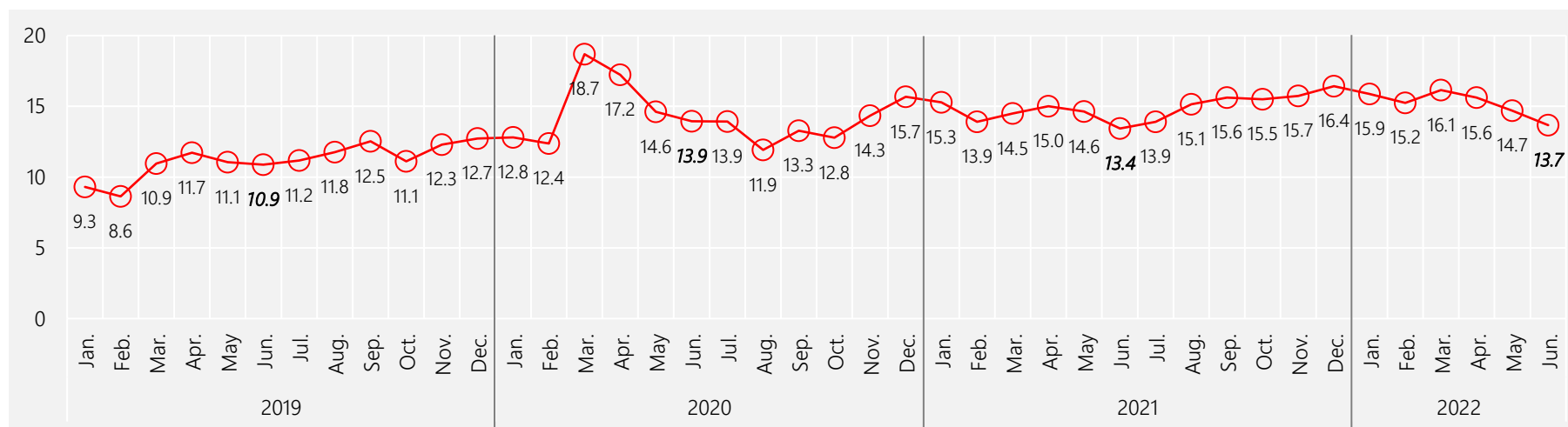
Unique users: number of different users/people who visited any content of a website, category, channel or application during the reporting period.

Source: Agcom elaboration on data from Audiweb (Averages values referring to the category: «Multi-category Commerce»)

2.11 PLATFORMS: PAY VIDEO ON DEMAND PLATFORMS UNIQUE USERS

UNIQUE USERS IN MILLIONS

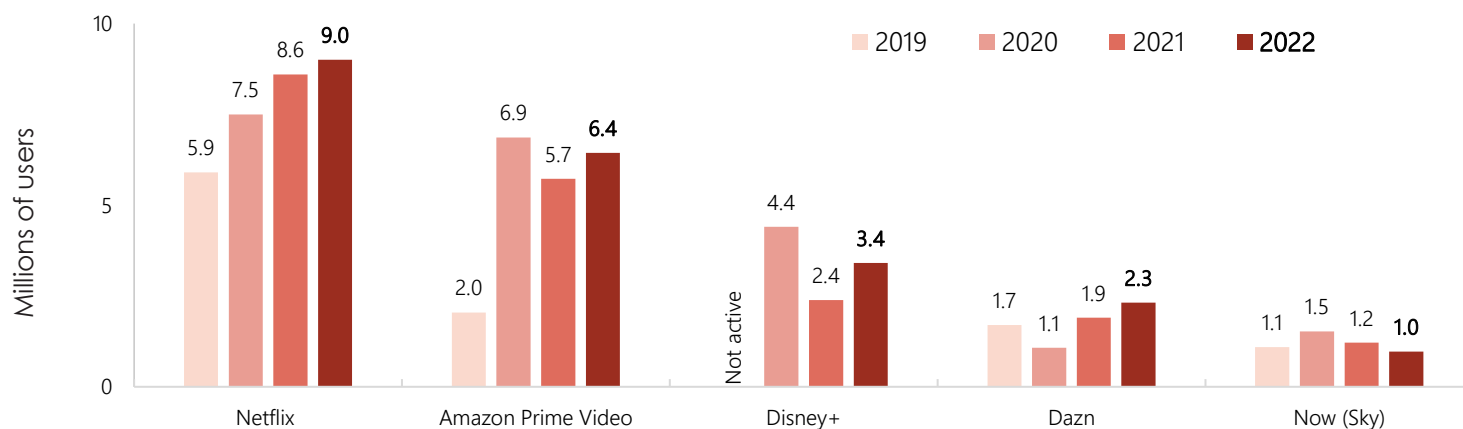
(January 2019 – June 2022)



13.7 million unique users logged on to video-on-demand sites/APPs in June 2022 (+**232** thousand compared to June 2021)

Unique users: number of different users/people who visited any content of a website, category, channel or application during the reporting period.

UNIQUE USERS OF THE MAIN PLATFORMS* (1H average)



Source: Agcom elaboration on data from ComScore
(The chart shows the unique users of the category consisting of the main operators offering paid video on demand services in Italy: Netflix; Primevideo.com (Amazon); Nowtv.it (Sky); Timvision.it (TIM); Disney digital (Disney); Dazn.com (Dazn); Chili.com (Chili); Google Play Movies & TV (Google); Apple TV (Apple); RAKUTEN.TV (Rakuten))

The data are related to the traffic from Desktop Computers and Mobile Devices; excluding that originating from Connected TV

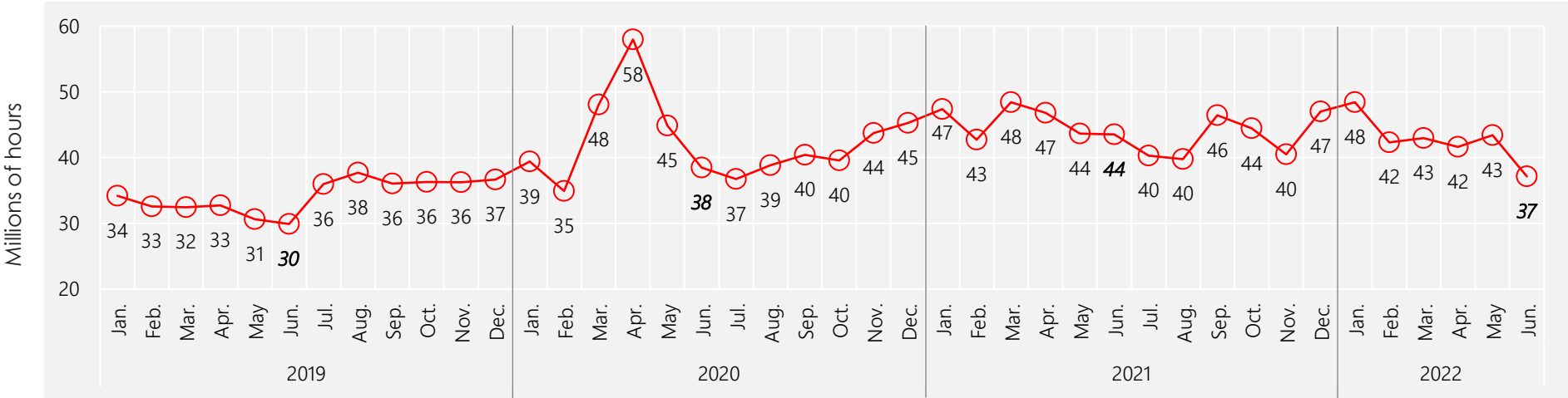
Note: Dazn data will be collected by Auditel starting from August 2022, according to AGCOM resolution no. 18/22/CONS

* Note: platforms with an average time spent by users more than 2 minute are represented

2.12 PLATFORMS: TIME SPENT ON PAY VIDEO ON DEMAND PLATFORMS

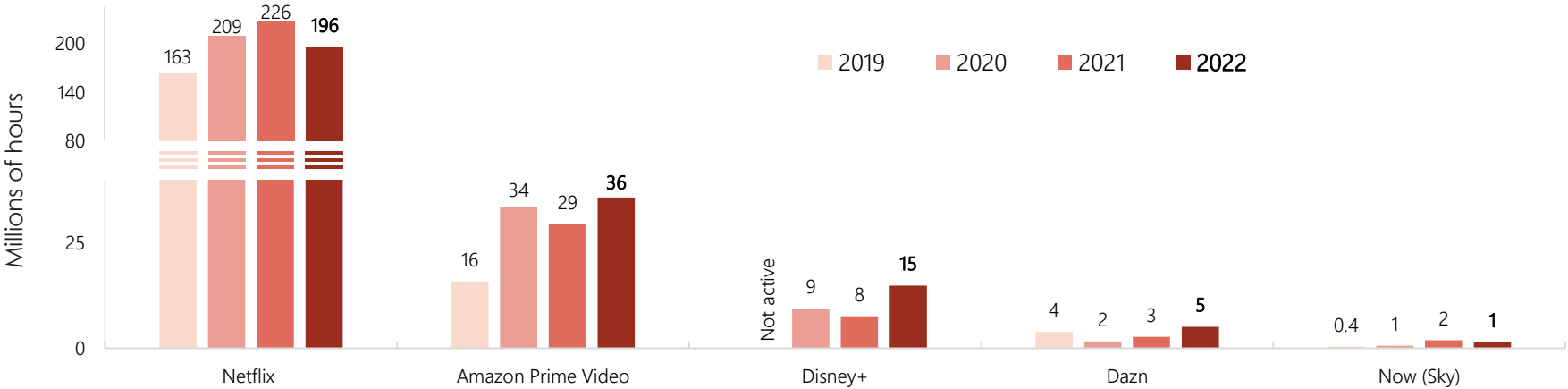


TOTAL HOURS SPENT (January 2019 – June 2022)



The average time spent per month by each visitor on pay video on demand platforms is **2 hour and 43 minute** in June 2022

MAIN PLATFORMS – TOTAL HOURS SPENT* (1H average)



Source: Agcom elaboration on data from ComScore (The chart shows the unique users of the category consisting of the main operators offering paid video on demand services in Italy: Netflix; Primevideo.com (Amazon); Nowtv.it (Sky); Timvision.it (TIM); Disney digital (Disney); Dazn.com (Dazn); Chili.com (Chili); Google Play Movies &TV (Google); Apple TV (Apple); RAKUTEN.TV (Rakuten)

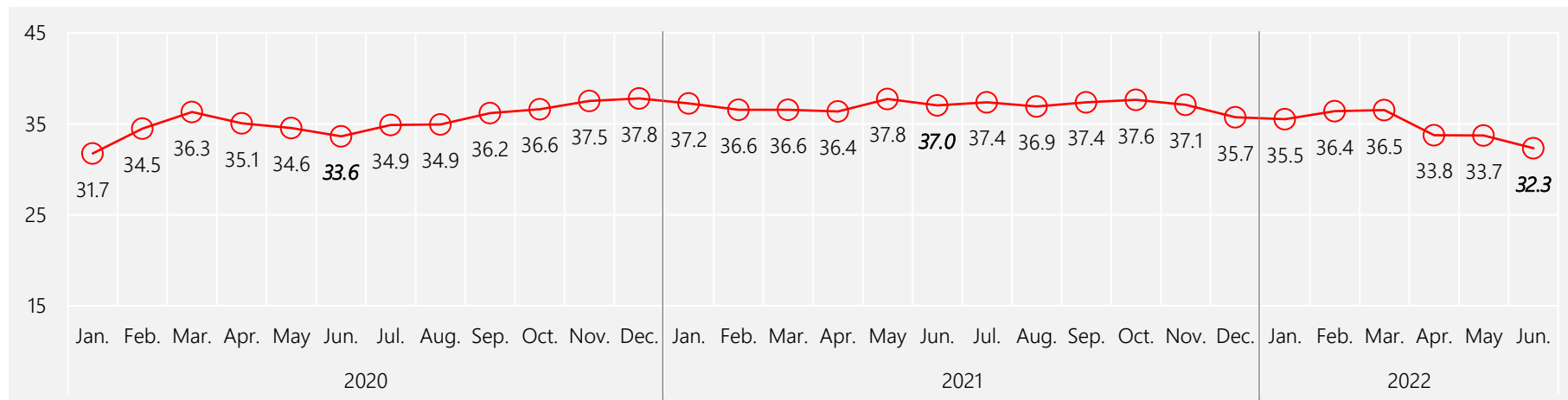
The data are related to the traffic from Desktop Computers and Mobile Devices; excluding that originating from Connected TV

* Note: Note: platforms with an average time spent by users more than 2 minute are represented

2.13 PLATFORMS: FREE VIDEO ON DEMAND PLATFORMS UNIQUE USERS

UNIQUE USERS IN MILLIONS

(January 2020 – June 2022)



32.3 million unique users logged on to free video-on-demand sites/APPs in June 2022 (**-4.7** million compared to June 2021)

Unique users: number of different users/people who visited any content of a website, category, channel or application during the reporting period.

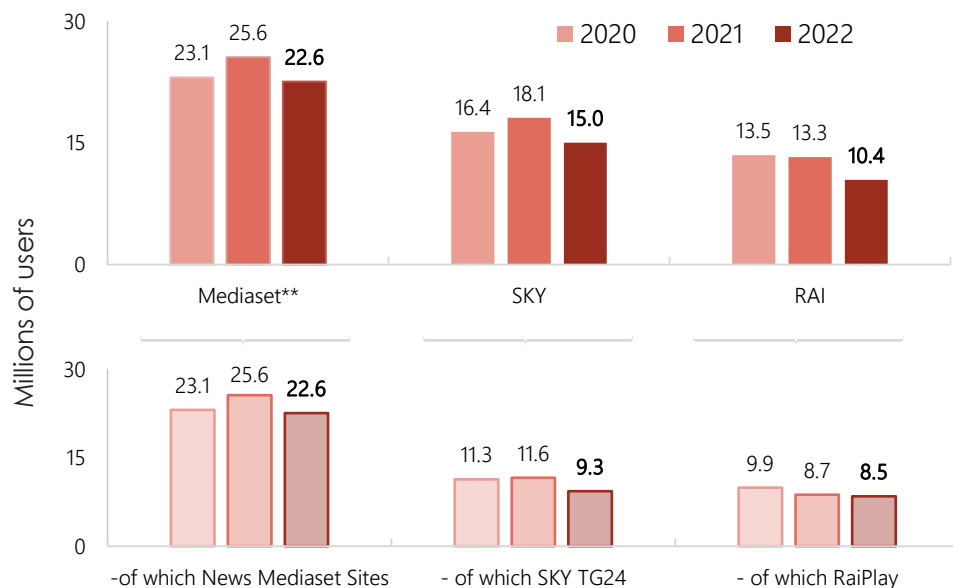
The chart shows the unique users of the category consisting of the main operators offering free video on demand services in Italy: Mediaset (Mediaset Infinity Sites and TGC24 Sites Jan.19 - Spr.22; Mediaset.it Sites since May 22), Rai (RaiPlay; Rai News, Rai Sport), Discovery (Discovery Inc), Sky (Cielotv.it, TV8 Sites, Sky.it Sprt HD, Sky.it TG24 HD, Sky.it Uno HD gen.19-apr.19; Sky Free ToAir; Sky sport; Sky TG24, Sky Entertainment mag.19 - giu.22), Cairo/La 7 (La7), Paramount/Viacom (Nickelodeon Kids and Family; MTV Italy), Rakuten (VIKI.COM), Warner (TBS Entertainment Digital), De Agostini (DEABYDAY.TV; DEAKIDS.IT), VVVVID.IT; A+E Networks Digital; SPORTITALIA.COM; TV2000.IT; POPCORNTV.IT; WITTYTV.IT.

The data are related to the traffic from Desktop Computers and Mobile Devices; excluding that originating from Connected TV.

* For each publishers it is displayed separately the component of those considered (News, Sport and Entertainment) that is most relevant in terms of unique audience.

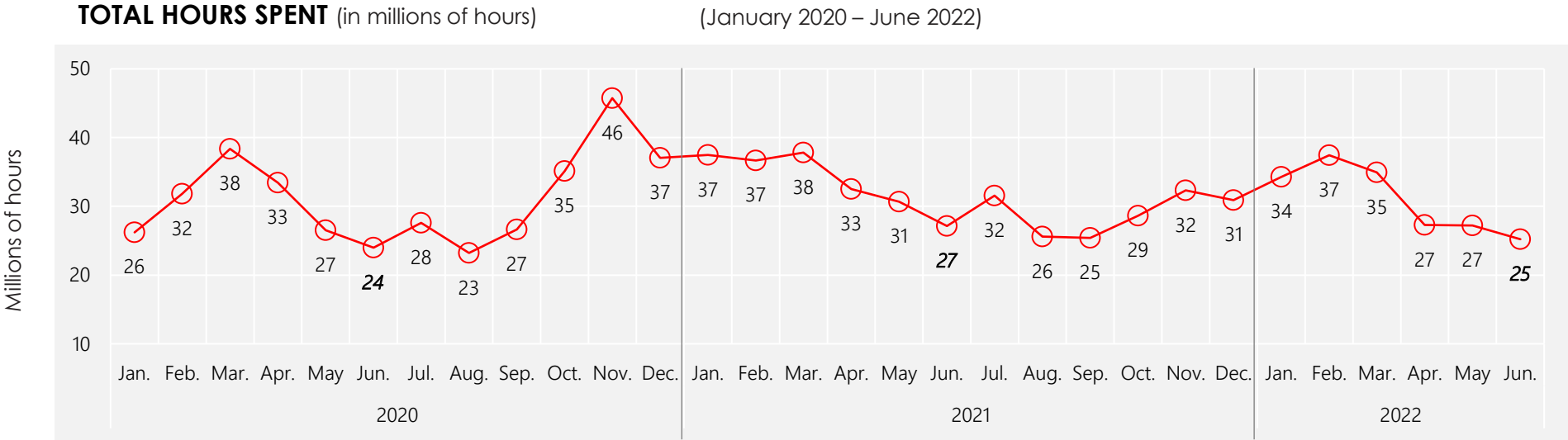
** Mediaset unique users are those relating to the component News Mediaset Sites due to an editorial choice which does not allow to separate the part of the paid services related to Mediaset Infinity. By considering the latter (with a monthly average of 11.1 mm of unique users in 2022), Mediaset monthly average results, in 2022, in 22.5 mm of unique users.

UNIQUE USERS OF THE MAIN PLATFORMS* (1Q average)



Source: Agcom elaboration on data from ComScore

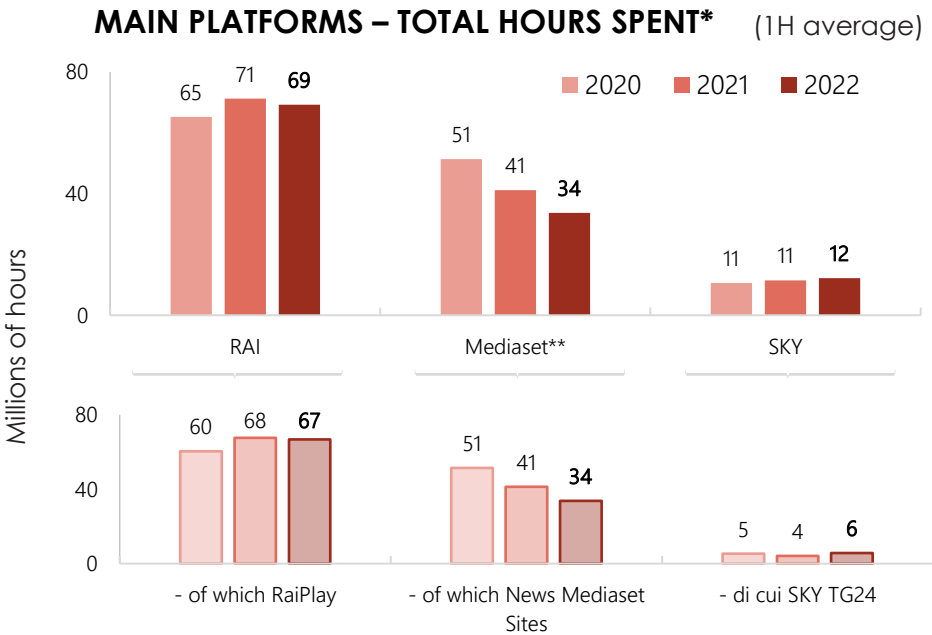
2.14 PLATFORMS: TIME SPENT ON FREE VIDEO ON DEMAND PLATFORMS



The average time spent per month by each visitor on free video on demand platforms is **47 minute** in June 2022

The chart shows the unique users of the category consisting of the main operators offering free video on demand services in Italy: Mediaset (Mediaset Infinity Sites and TGC.COM 24 Sites Jan.19 - Spr.22; Mediaset.it Sites since May 22), Rai (RaiPlay; Rai News, Rai Sport), Discovery (Discovery Inc), Sky (Cielotv.it, TV8 Sites, Sky.it Sprt HD, Sky.it TG24 HD, Sky.it Uno HD gen.19-apr.19; Sky Free ToAir; Sky sport; Sky TG24, Sky Entertainment mag.19 - giu.22), Cairo/La 7 (La7), Paramount/Viacom (Nickelodeon Kids and Family; MTV Italy), Rakuten (VIKI.COM), Warner (TBS Entertainment Digital), De Agostini (DEABYDAY.TV; DEAKIDS.IT), VVVVID.IT; A+E Networks Digital; SPORTITALIA.COM; TV2000.IT; POPCORN.TV.IT; WITTYTV.IT.

The data are related to the traffic from Desktop Computers and Mobile Devices; excluding that originating from Connected TV.



* For each publishers it is displayed separately the component of those considered (News, Sport and Entertainment) that is most relevant in terms of unique audience.

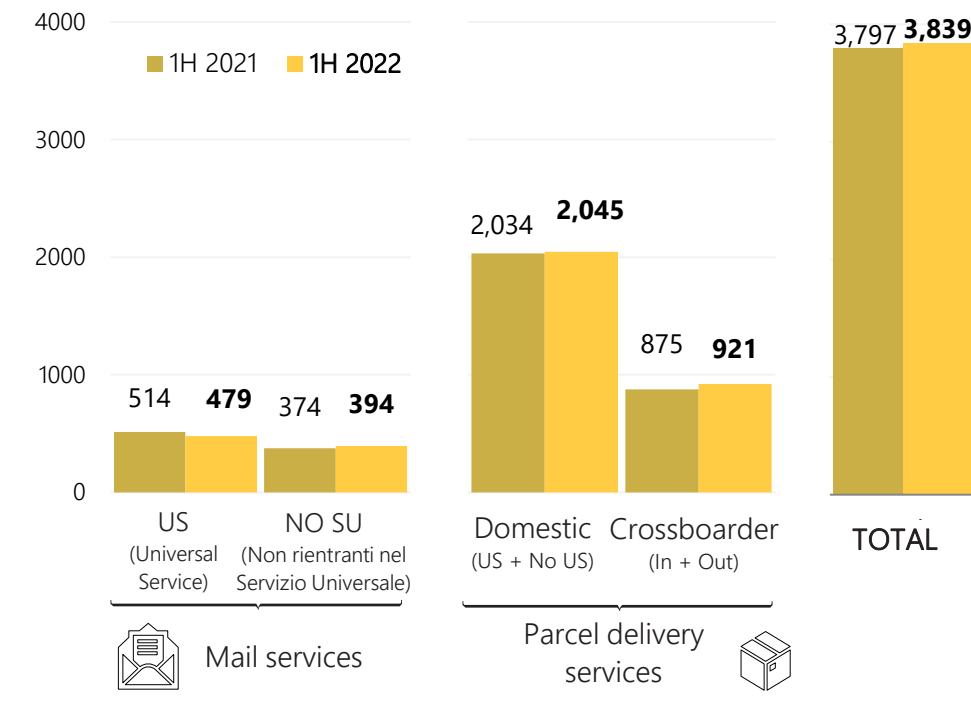
** Mediaset total hours are those relating to the component News Mediaset Sites due to an editorial choice which does not allow to separate the part of the paid services related to Mediaset Infinity. By considering the latter (with an amount of 37 mm of hours in 1H 2022), Mediaset reach 75 mm total hours in the 1H 2022.

Source: Agcom elaboration on data from ComScore

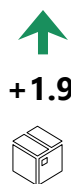
3.1: POSTAL SERVICES: REVENUES

REVENUES SINCE THE BEGINNING OF THE YEAR

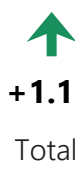
MILLIONS OF €



-1.6



+1.9

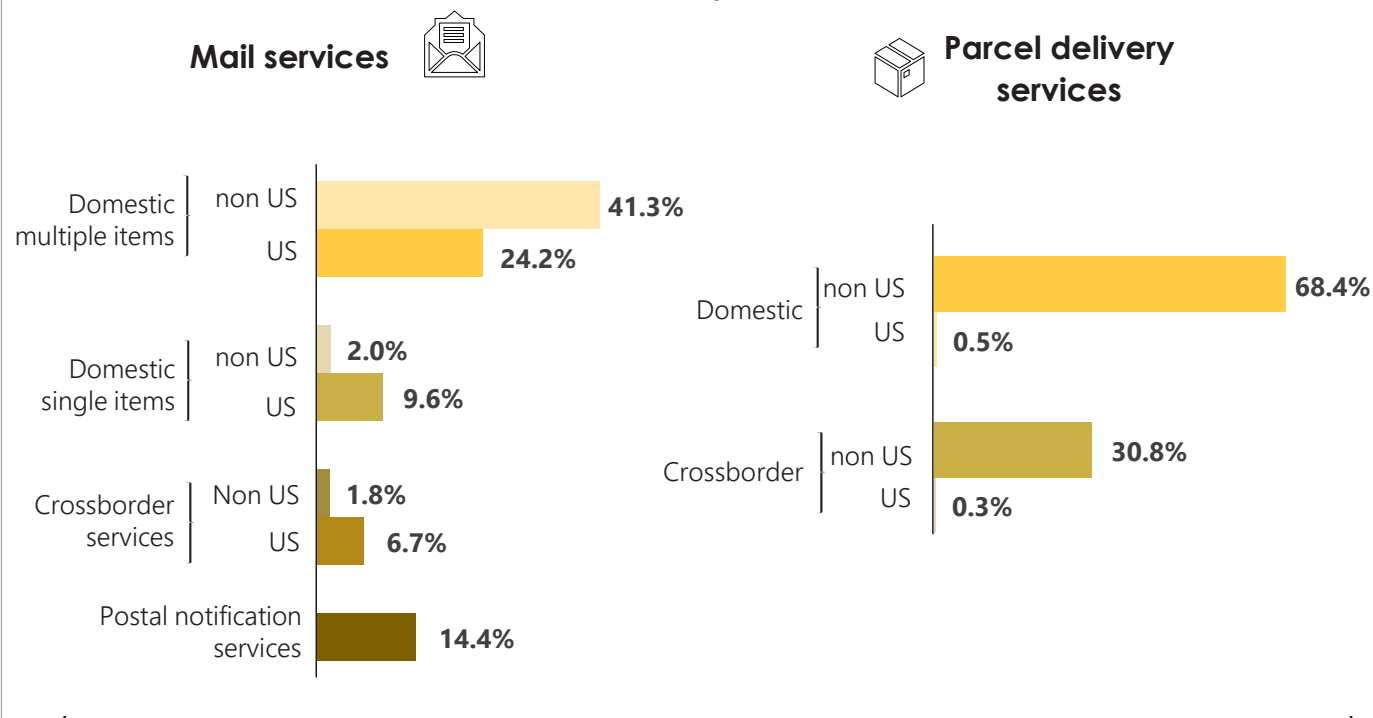


+1.1

Annual change in %
(1H 2021) – (1H 2022)

REVENUES BY SOURCE TYPE SINCE THE BEGINNING OF THE YEAR (%)

1H 2022



Annual change in %
(1H 2021 – 1H 2022)



+1.1

Domestic multiple items



-14.5

Domestic single items



-18.8

Crossborder services



+12.3

Postal notification services



+0.5

Domestic



+5.2

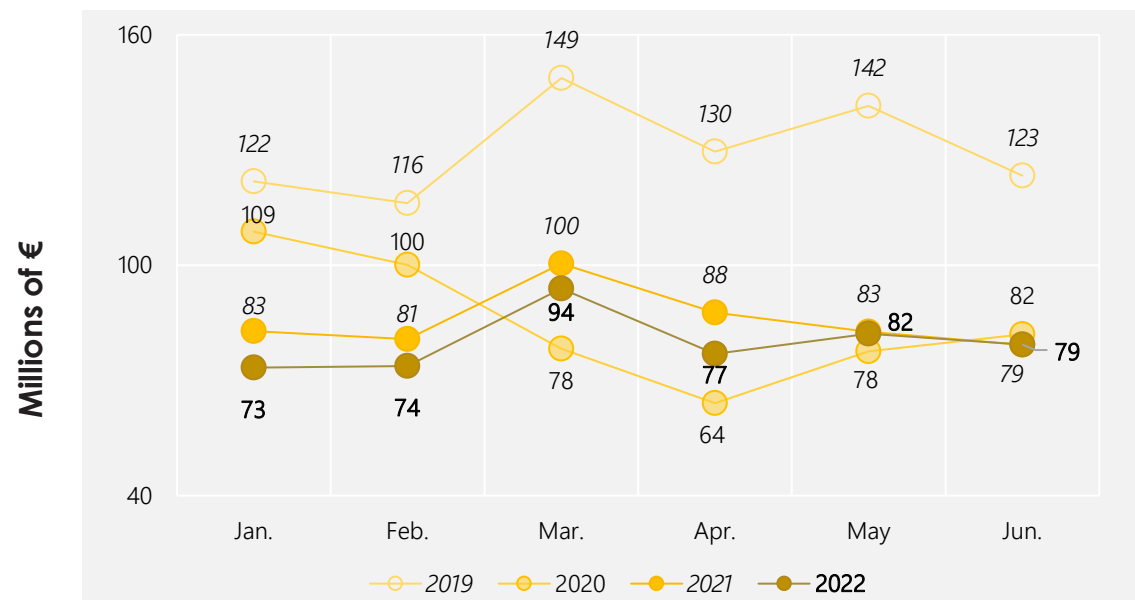
Crossborder

Note: Due to changes in firms' accounting data are not directly comparable with previous versions

Data refers to the following postal operators: Amazon Italia Transport S.r.l., BRT S.p.A., DHL Express Italy S.r.l., FedEx Express Italy S.r.l., Fulmine Group S.r.l., GLS Italy S.p.A., Nexive Group S.r.l., Poste Italiane S.p.A., Sailpost S.p.A., SDA Express Courier S.p.A., TNT Global Express S.r.l. e UPS Italia S.r.l.

3.2: POSTAL SERVICES: MONTHLY MAIL SERVICES REVENUES (US/NO US)

UNIVERSAL SERVICE (US)



1

Cumulative values since the beginning of the year (1H)

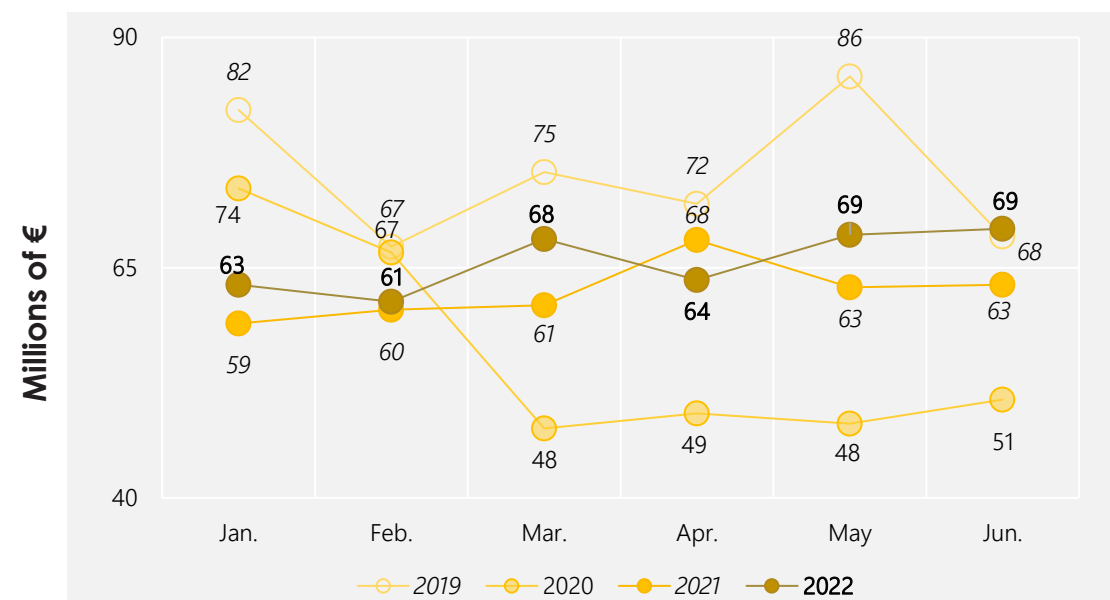


2

Monthly comparison (change in %)

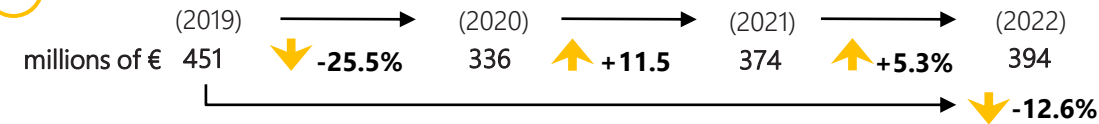
	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	-10.7	-23.9	-11.5	-39.8
February	-13.8	-19.3	-8.6	-36.5
March	-47.4	+28.3	-6.5	-36.9
April	-50.6	+36.9	-12.3	-40.7
May	-45.1	+6.5	-0.7	-42.0
June	-33.5	-3.3	+0.1	-35.7

OTHER SERVICES (NON US)



1

Cumulative values since the beginning of the year (1H)



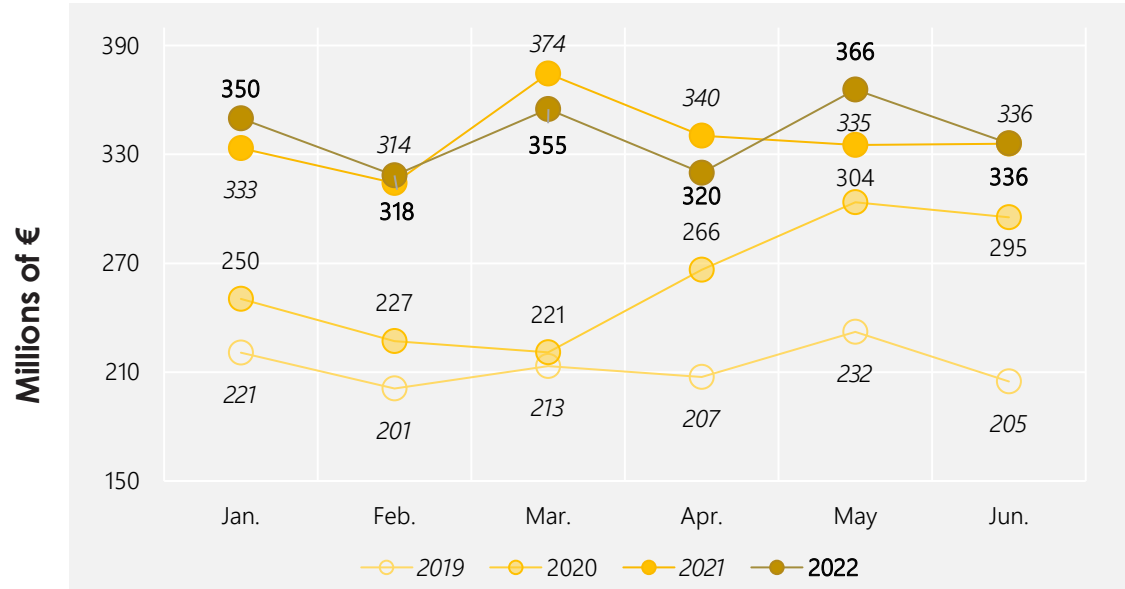
2

Monthly comparison (change in %)

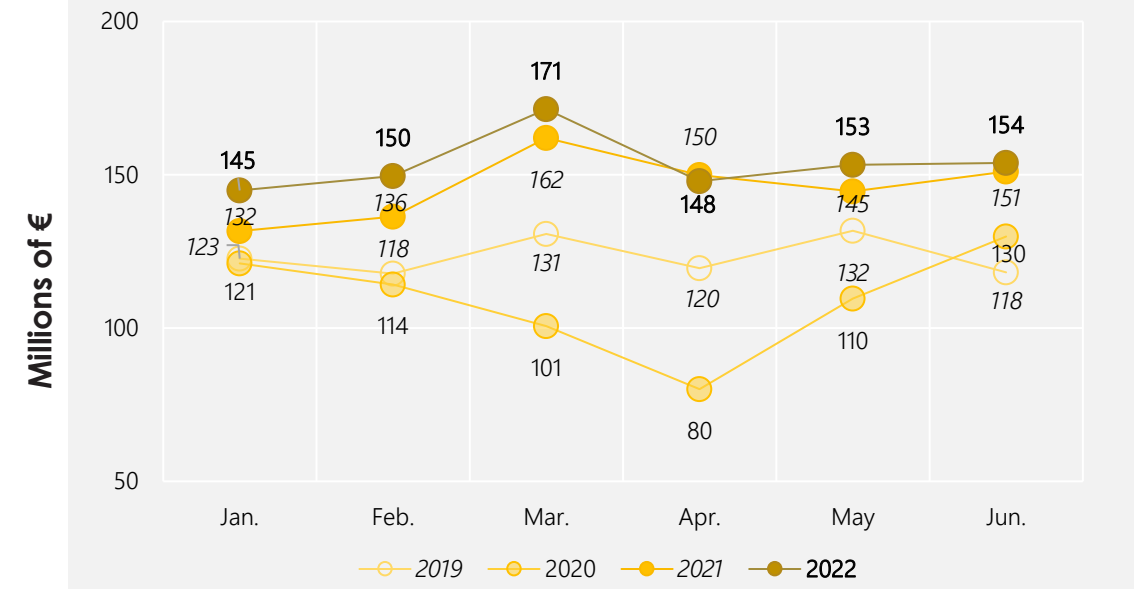
	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	-10.4	-19.9	+7.1	-23.1
February	-1.0	-9.3	+1.5	-8.9
March	-36.9	+28.1	+11.8	-9.6
April	-31.6	+38.2	-6.4	-11.5
May	-43.9	+30.7	+9.1	-20.1
June	-25.9	+24.6	+9.6	+1.2

3.3: POSTAL SERVICES: MONTHLY PARCEL SERVICES REVENUES (DOMESTIC/CROSSBORDER)

DOMESTIC

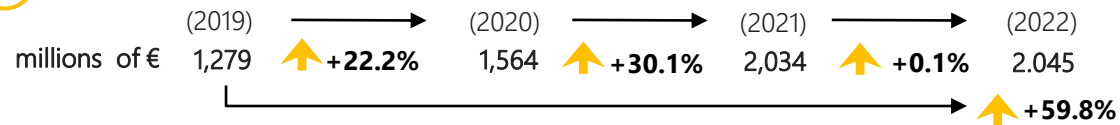


CROSSBORDER



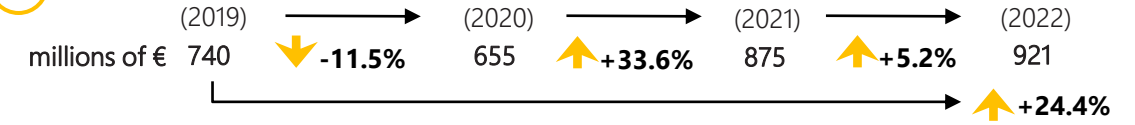
1

Cumulative values since the beginning of the year (1Q)



1

Cumulative values since the beginning of the year (1Q)



2

Monthly comparison (change in %)

	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	+13.4	+33.2	+4.9	+58.5
February	+13.0	+38.4	+1.3	+58.5
March	+3.6	+69.6	-5.2	+66.4
April	+28.4	+27.8	-6.1	+54.2
May	+30.8	+10.4	+9.1	+57.5
June	+44.2	+13.7	=	+64.1

2

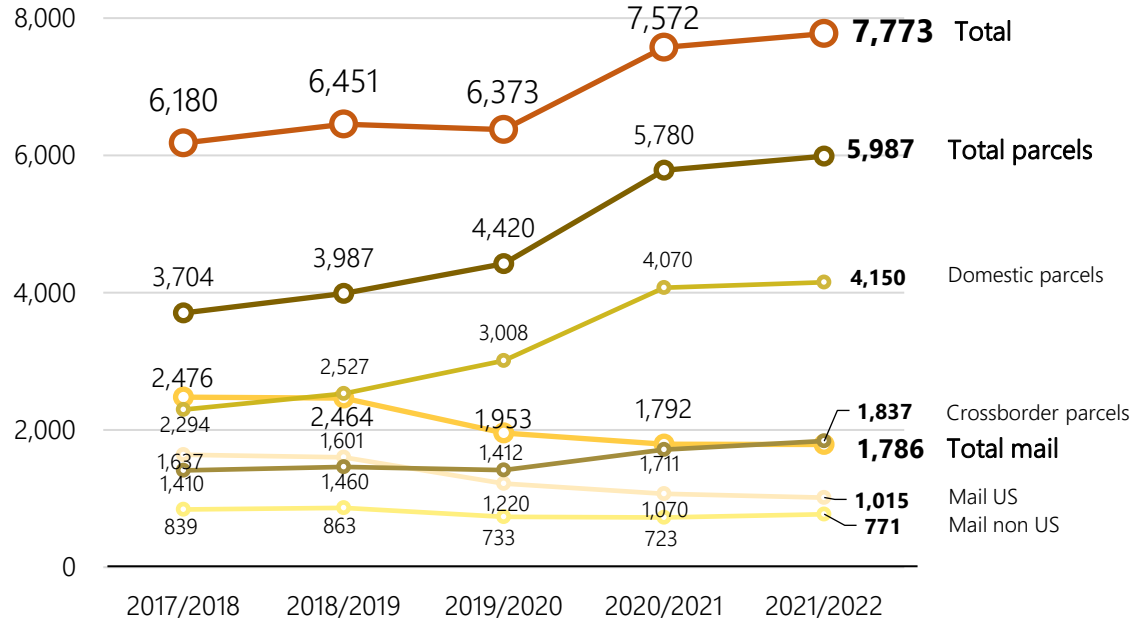
Monthly comparison (change in %)

	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	-1.3	+8.7	+10.1	+18.1
February	-3.0	+19.3	+9.8	+27.1
March	-23.0	+61.1	+5.8	+31.2
April	-33.0	+87.2	-1.3	+23.7
May	-16.8	+31.9	+6.0	+16.4
June	+9.9	+16.3	+1.9	+30.2

3.4: POSTAL SERVICES: REVENUES HISTORICAL TRENDS

ON A YEARLY BASIS (12 months cumulative sum)

MILLIONS OF €



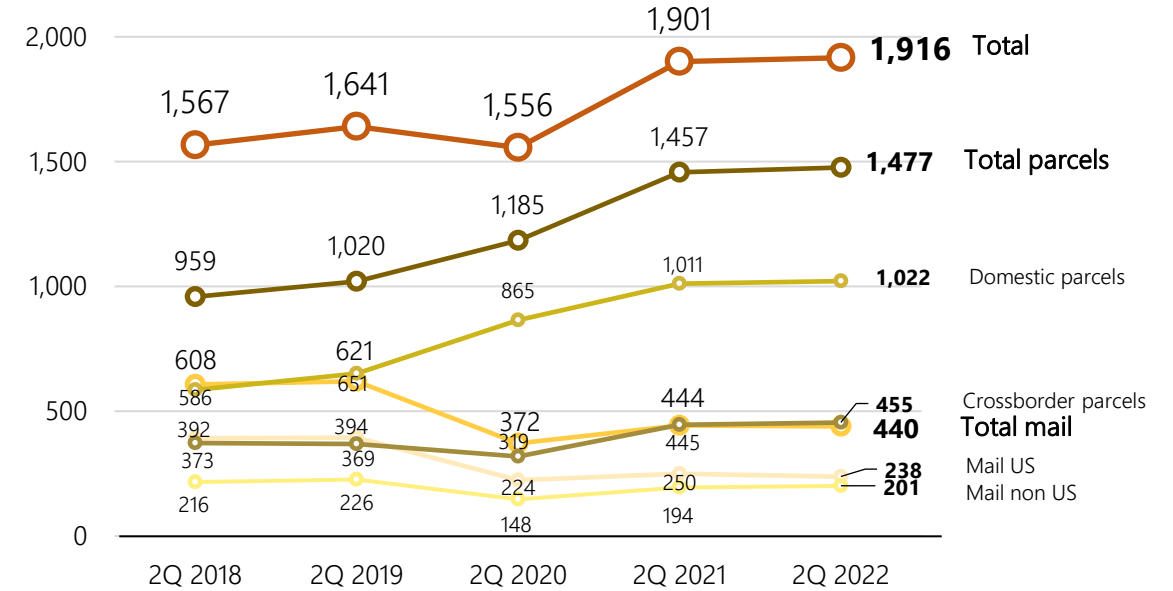
Change in %

(2017/2018 – 2021/2022) (2020/2021 – 2021/2022)

Total:	+25.8	↑	+2.7	↑
Mail services:	-27.9	↓	-0.3	↓
- Universal Service:	-38.0	↓	-5.1	↓
- No Universal Service:	-8.1	↓	+6.7	↑
Parcel delivery services:	+61.6	↑	+3.6	↑
- Domestic:	+80.9	↑	+2.0	↑
- Crossborder:	+30.3	↑	+7.4	↑

ON A QUARTERLY BASIS

MILLIONS OF €



Change in %

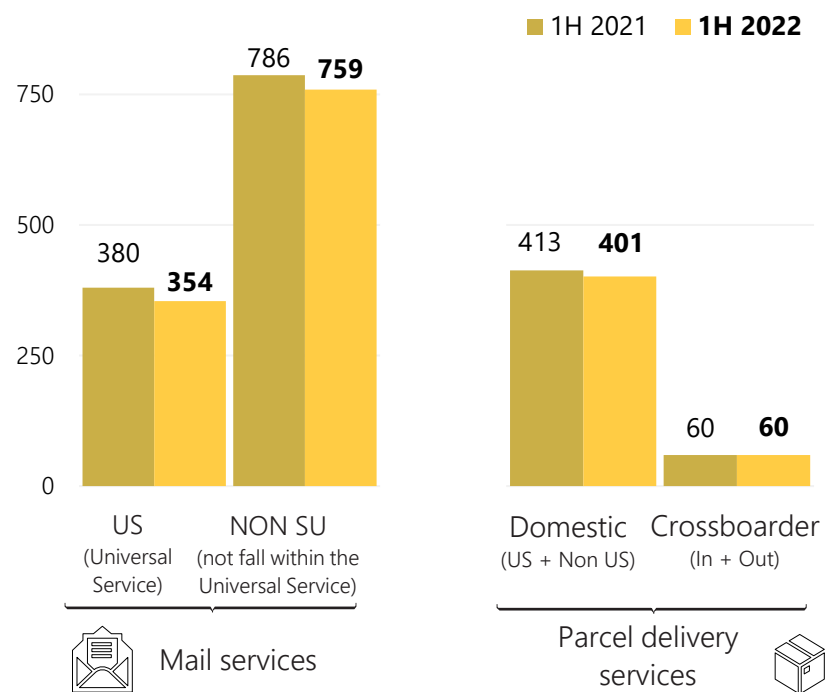
(2Q 2018 – 2Q 2022) (2Q 2021 – 2Q 2022)

Total:	+22.3	↑	+0.8	↑
Mail services:	-27.7	↓	-0.9	↓
- Universal Service:	-39.2	↓	-4.5	↓
- No Universal Service:	-6.8	↓	+3.8	↑
Parcel delivery services:	+54.0	↑	+1.3	↑
- Domestic:	+74.5	↑	+1.0	↑
- Crossborder:	+21.9	↑	+2.2	↑

3.5: POSTAL SERVICES: VOLUMES

VOLUMES SINCE THE BEGINNING OF THE YEAR

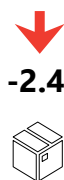
MILLIONS OF UNITS



-4.5



Annual change in %
(1H 2021) – (1H 2022)



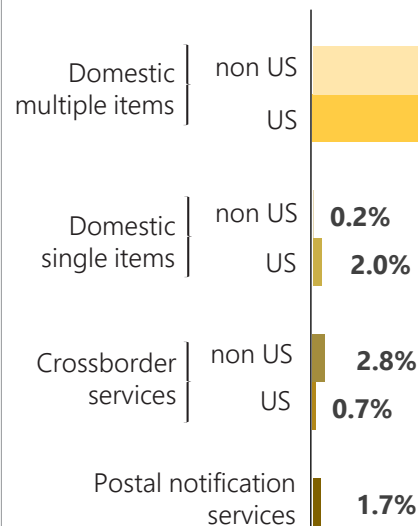
-2.4



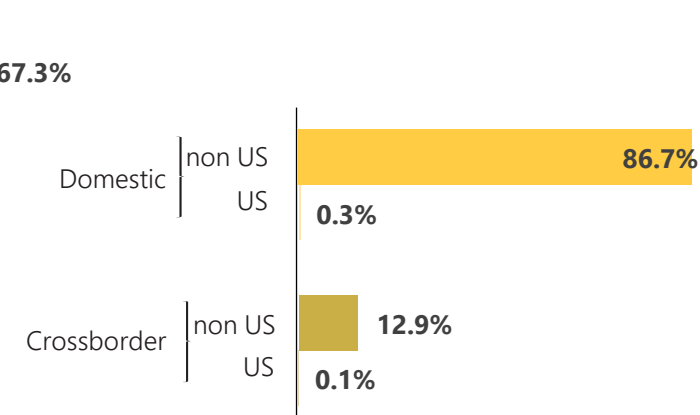
VOLUMES BY SOURCE TYPE (%)

1H 2022

Mail services



Parcel delivery services



Annual change in %
(1H 2021 – 1H 2022)



-4.1

Domestic multiple items



-15.4

Domestic single items



-16.7

Crossborder services



+18.9

Postal notification services



-2.8

Domestic

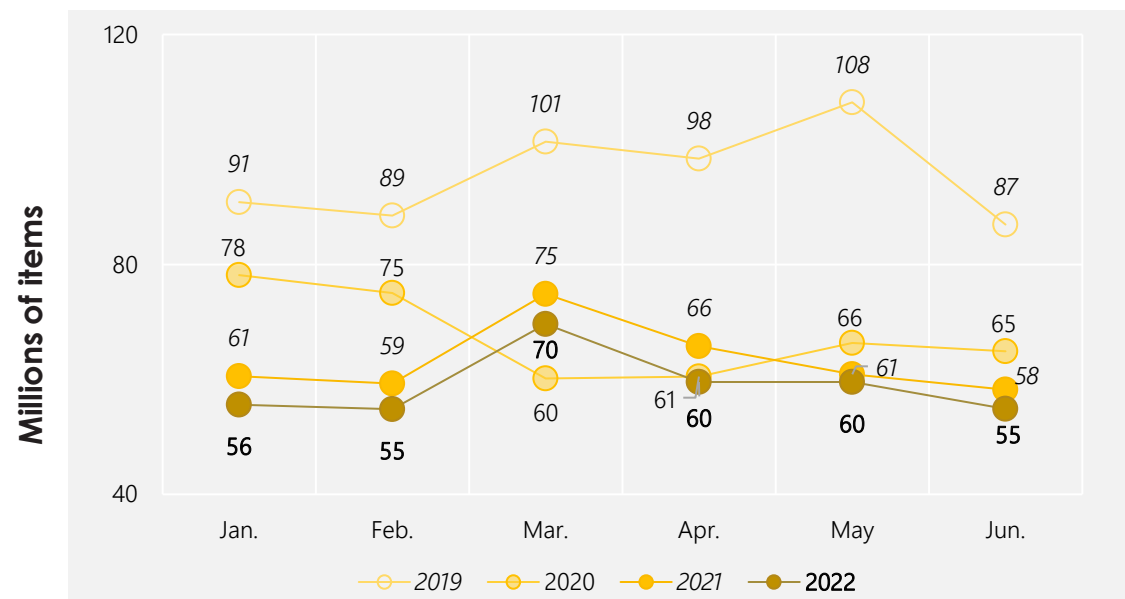


+0.5

Crossborder

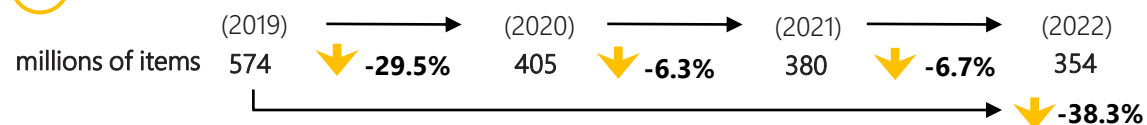
3.6: SERVIZI POSTALI: POSTAL SERVICES: MONTHLY MAIL SERVICES VOLUMES (US/NO US)

UNIVERSAL SERVICE



1

Cumulative values since the beginning of the year (1H)

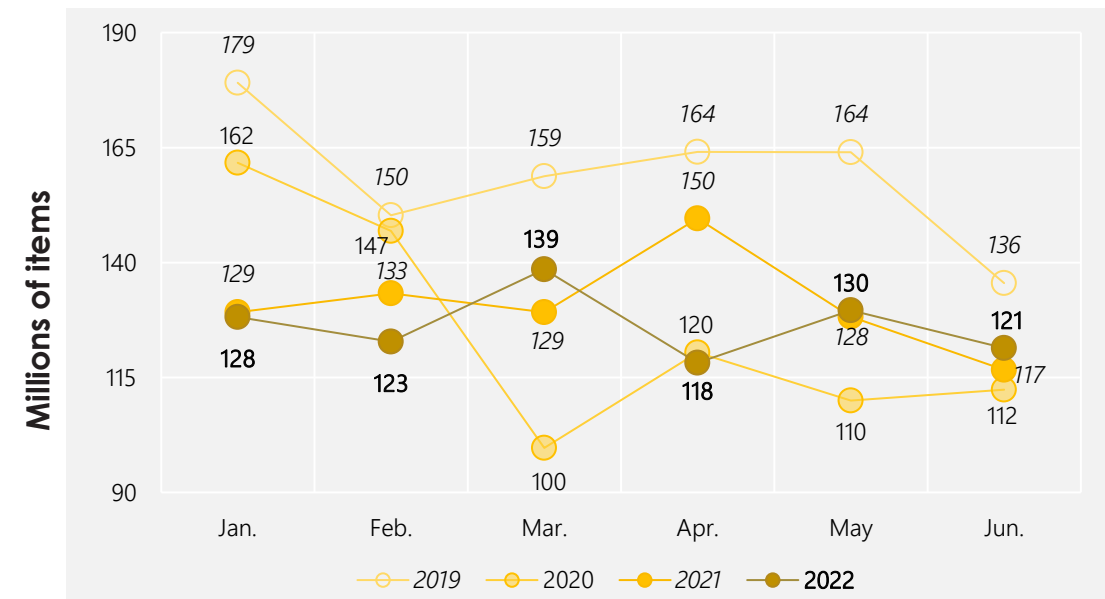


2

Monthly comparison (change in %)

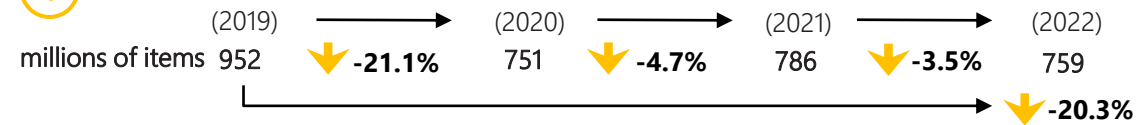
	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	-14.0	-22.5	-8.2	-38.8
February	-15.2	-21.0	-7.5	-38.0
March	-40.6	+24.4	-7.0	-31.3
April	-38.5	+8.7	-9.5	-39.5
May	-38.7	-8.2	-2.2	-45.0
June	-25.4	-10.3	-5.8	-36.9

OTHER SERVICES (NON US)



1

Cumulative values since the beginning of the year (1H)



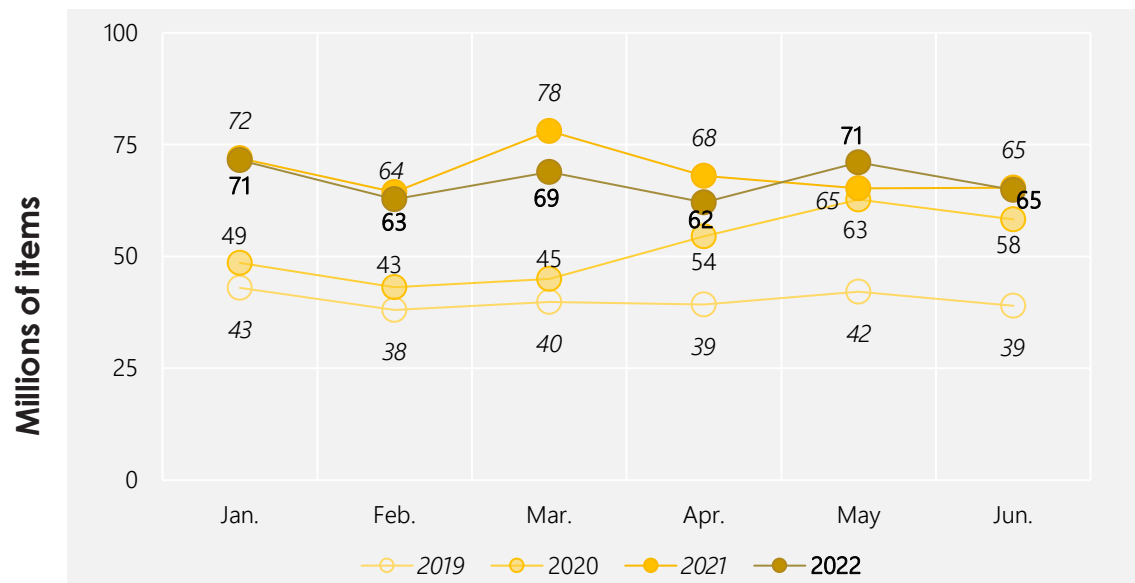
2

Monthly comparison (change in %)

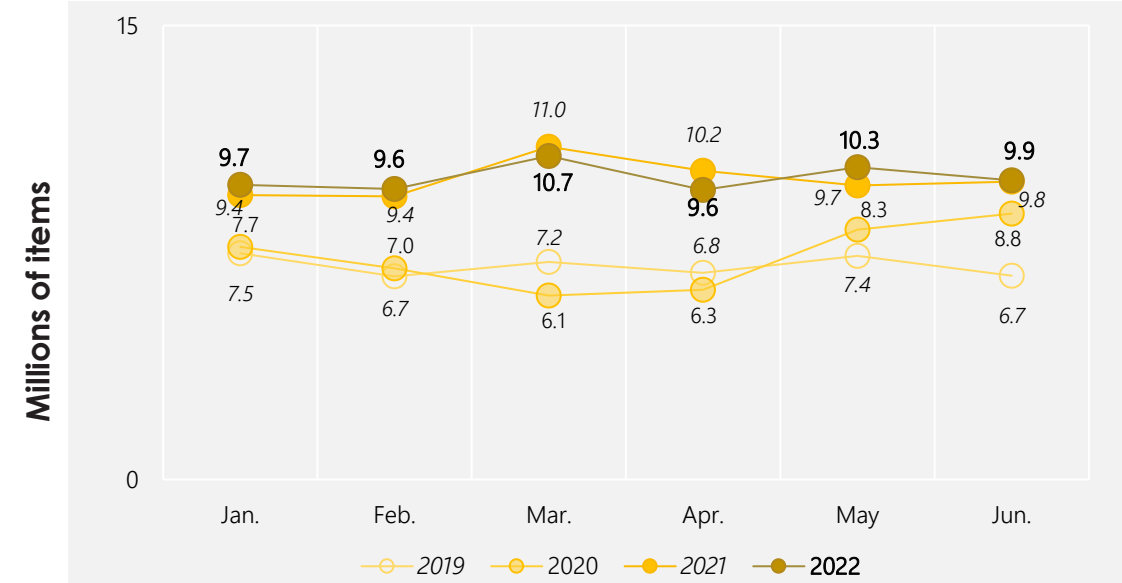
	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	-9.7	-20.1	-0.8	-28.4
February	-2.3	-9.2	-7.9	-18.3
March	-37.2	+29.7	+7.2	-12.8
April	-26.6	+24.2	-21.0	-27.9
May	-32.9	+16.6	+1.1	-21.0
June	-17.1	+3.9	+4.1	-10.4

3.7: POSTAL SERVICES: MONTHLY PARCEL SERVICES VOLUMES (DOMESTIC/CROSSBORDER)

DOMESTIC

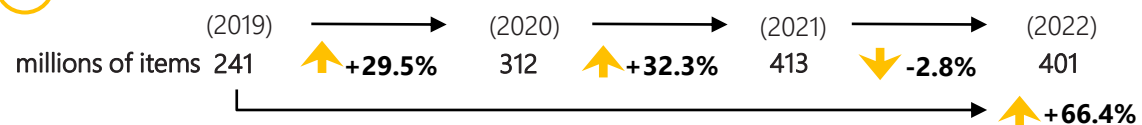


CROSSBORDER



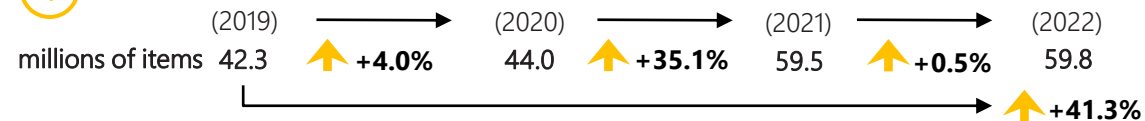
1

Cumulative values since the beginning of the year (1H)



1

Cumulative values since the beginning of the year (1H)



2

Monthly comparison (change in %)

	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	+13.0	+48.1	-0.6	+66.5
February	+13.5	+49.3	-2.5	+65.2
March	+13.0	+73.4	-11.7	+72.9
April	+38.8	+24.8	-8.8	+58.1
May	+49.0	+4.0	+8.9	+68.8
June	+49.6	+12.1	-0.7	+66.5

2

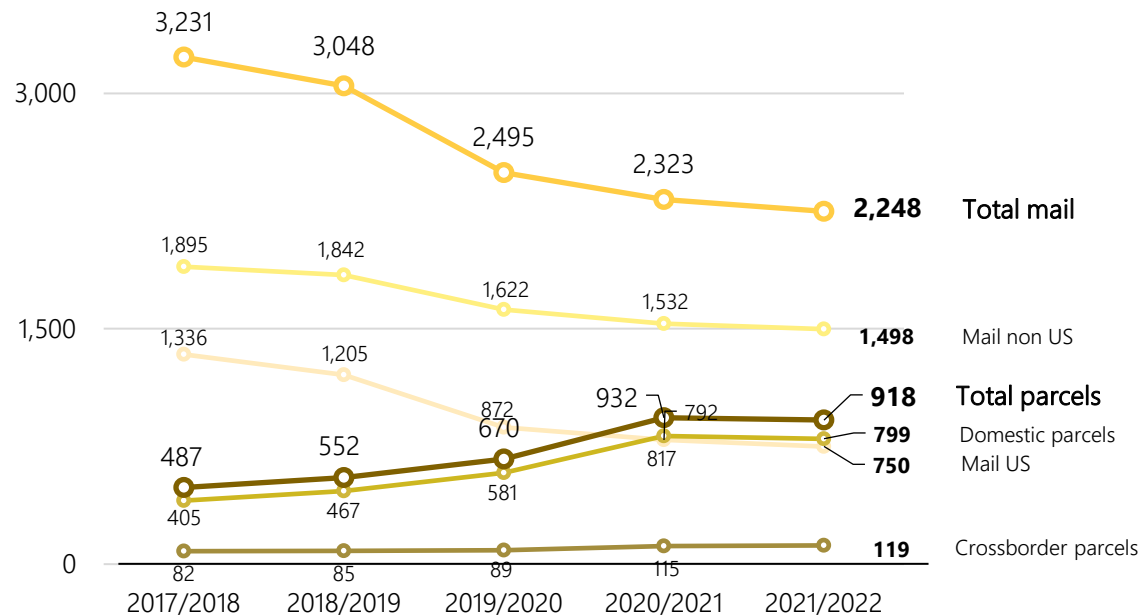
Monthly comparison (change in %)

	2019/2020	YoY 2020/2021	2021/2022	Whole period 2019/2022
January	+2.9	+22.3	+3.6	+30.4
February	+3.9	+34.2	+2.6	+43.1
March	-15.5	+81.0	-2.8	+48.7
April	-8.3	+62.9	-6.2	+40.1
May	+11.7	+17.6	+6.2	+39.6
June	+30.4	+12.1	+0.4	+46.7

3.8: POSTAL SERVICES: VOLUMES HISTORICAL TRENDS

ON A YEARLY BASIS (12 months cumulative sum)

MILLIONS OF UNITS



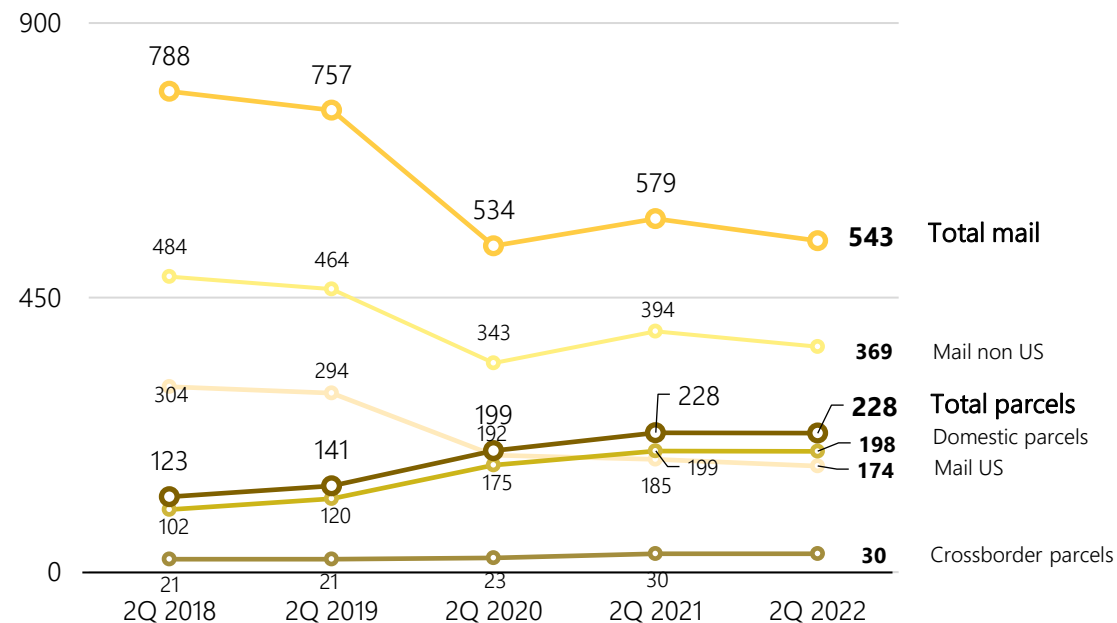
Change in %

(2017/2018 – 2021/2022) (2020/2021 – 2021/2022)

Mail services:	-30.4	↓	-3.2	↓
- Universal Service:	-43.9	↓	-5.3	↓
- Non Universal Service:	-20.9	↓	-2.2	↓
Parcel delivery services:	+88.3	↑	-1.5	↓
- Domestic:	+97.2	↑	-2.2	↓
- Crossborder:	+44.6	↑	+3.4	↑

ON A QUARTERLY BASIS

MILLIONS OF UNITS



Change in %

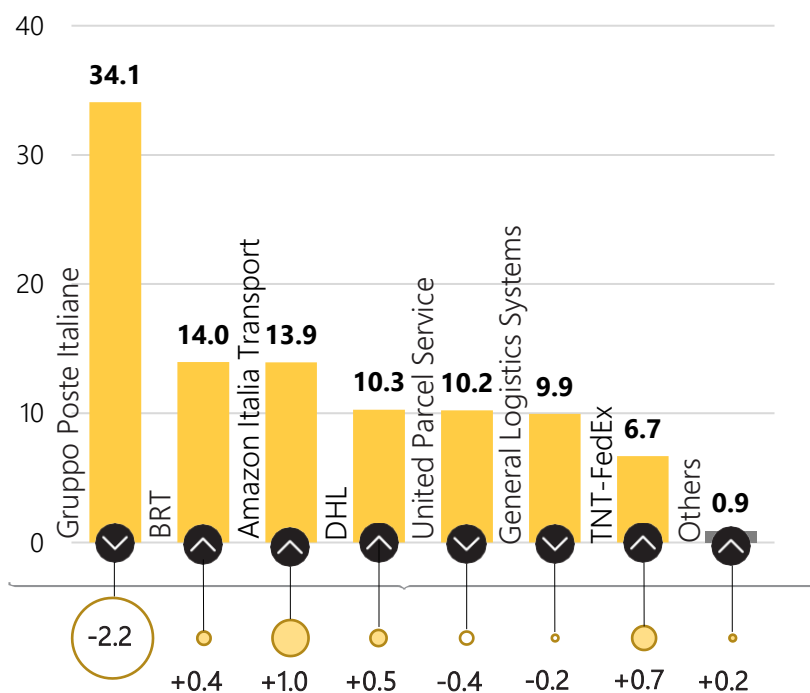
(2Q 2018 – 2Q 2022) (2Q 2021 – 2Q 2022)

Mail services:	-31.1	↓	-6.3	↓
- Universal Service:	-42.7	↓	-5.9	↓
- Non Universal Service:	-27.3	↓	-6.4	↓
Parcel delivery services:	+84.6	↑	-0.3	↓
- Domestic:	+93.7	↑	-0.3	↓
- Crossborder:	+40.7	↑	=	

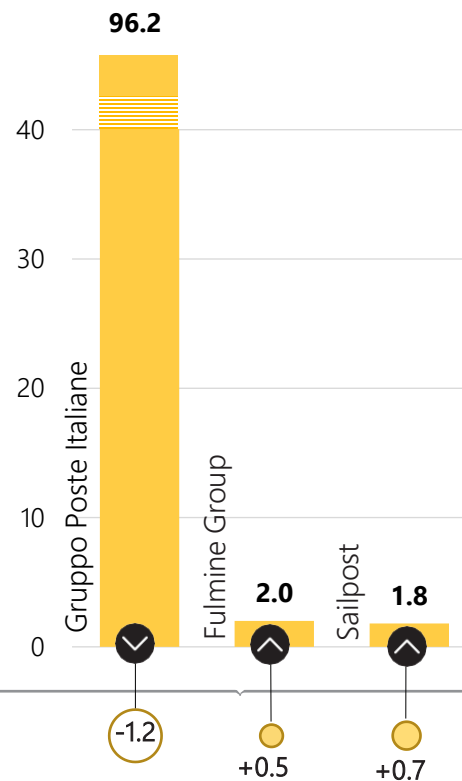
3.9: POSTAL SERVICES: COMPETITIVE LANDSCAPE

1H 2022 – IN % OF TOTALE REVENUES (Universal service + Non Universal service)

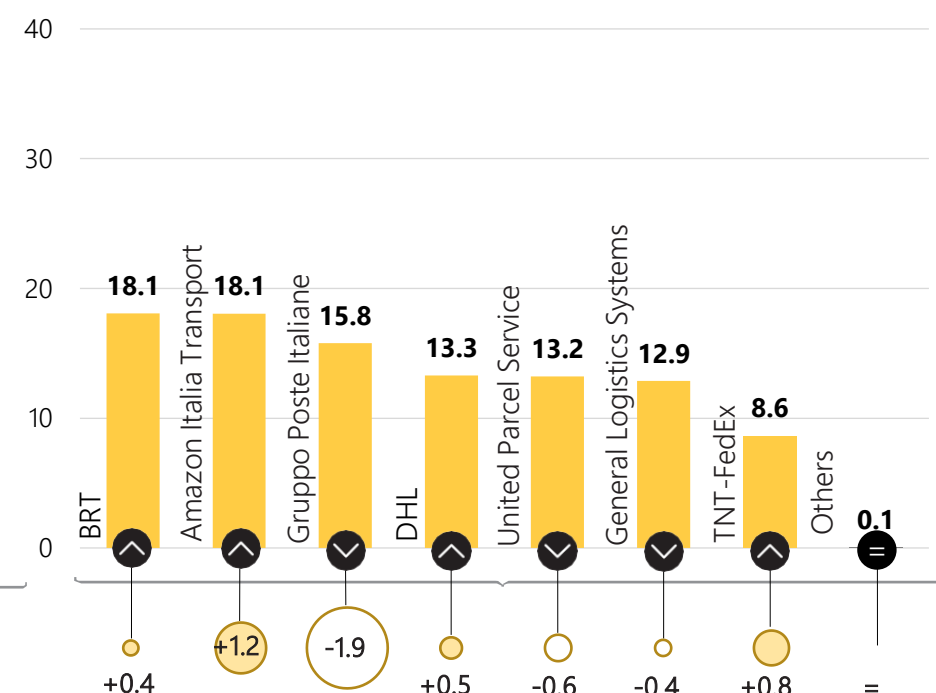
MAIL AND PARCEL DELIVERY SERVICES



MAIL SERVICES



PARCEL DELIVERY SERVICES COURIERS

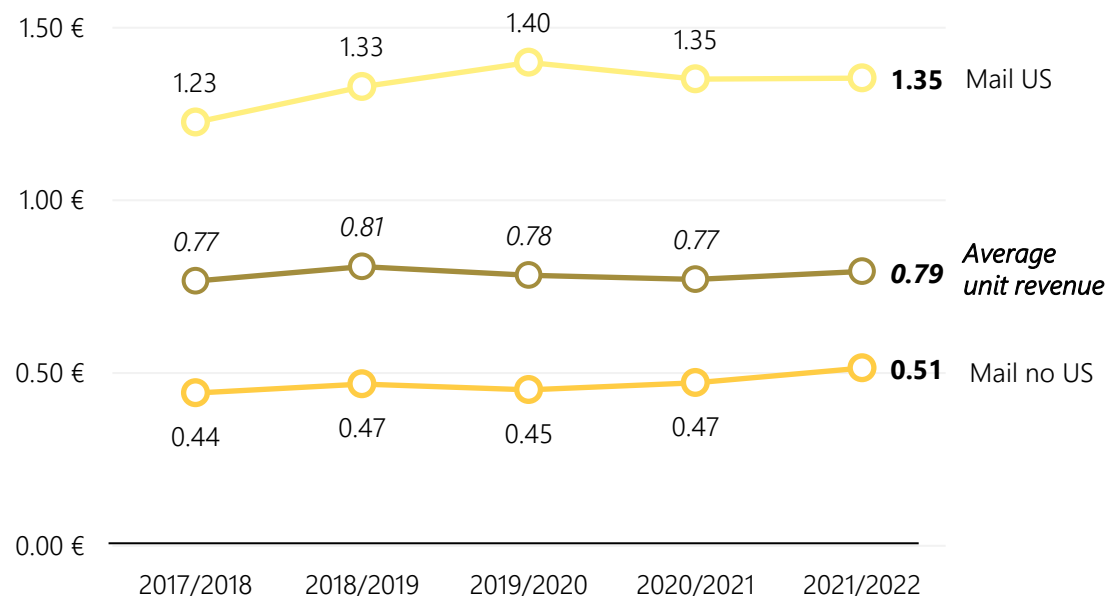


Differences vs. 1H 2021
(percentage points)

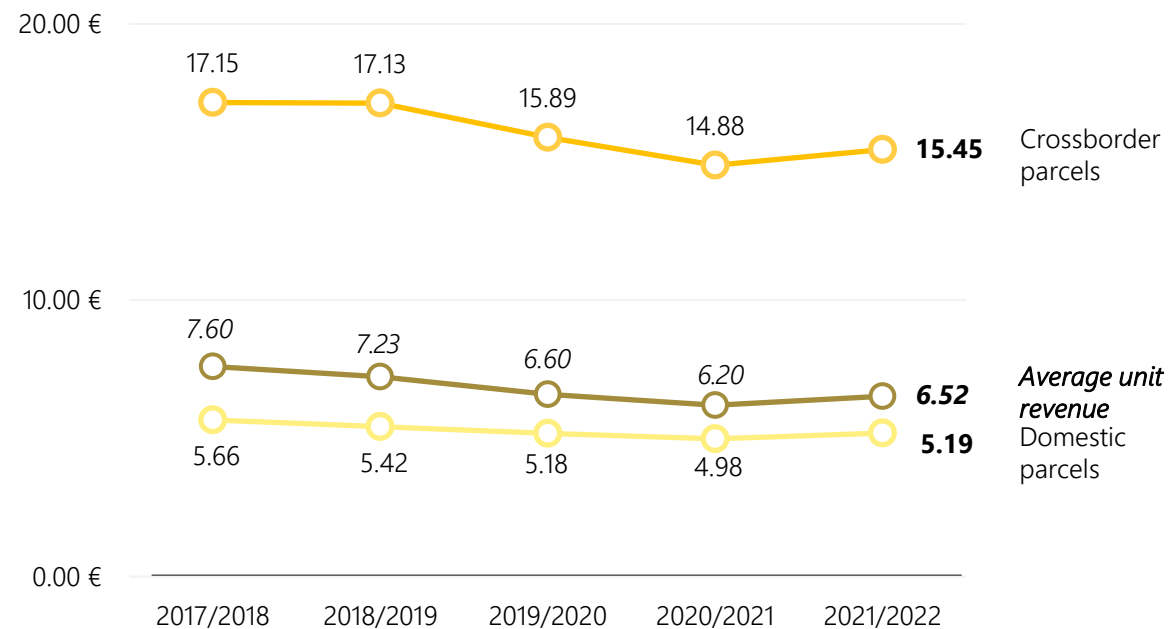
Nota: Poste Italiane Group data include those of Poste Italiane S.p.a and the companies belonging to the group, Nexive Group S.r.l. and SDA Express Courier S.p.A.

3.10: POSTAL SERVICES: PER-UNIT REVENUES HISTORICAL TRENDS IN € (average last 12 month)

MAIL SERVICES



PARCELS DELIVERY SERVICES



Change in %

(2017/2018 – 2021/2022) (2020/2021 – 2021/2022)

Average unit revenue:	+3.7	↑	+3.0	↑
- Mail US:	+10.4	↑	+0.2	↑
- Mail non US:	+16.2	↑	+9.1	↑

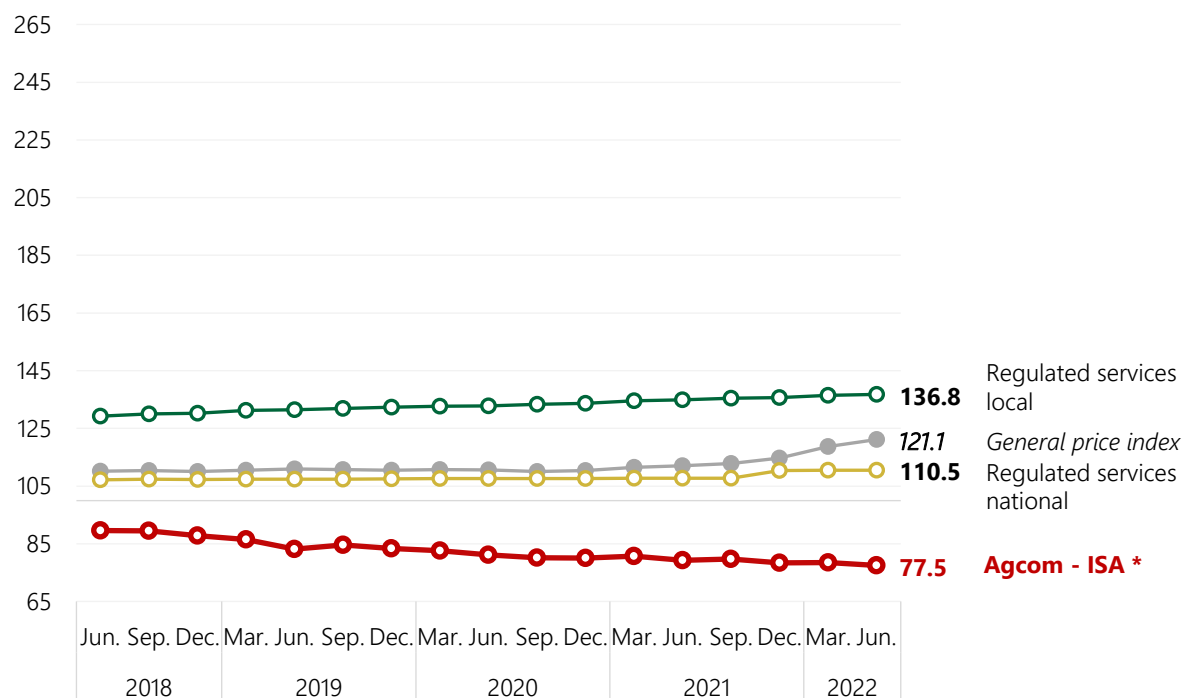
Change in %

(2017/2018 – 2021/2022) (2020/2021 – 2021/2022)

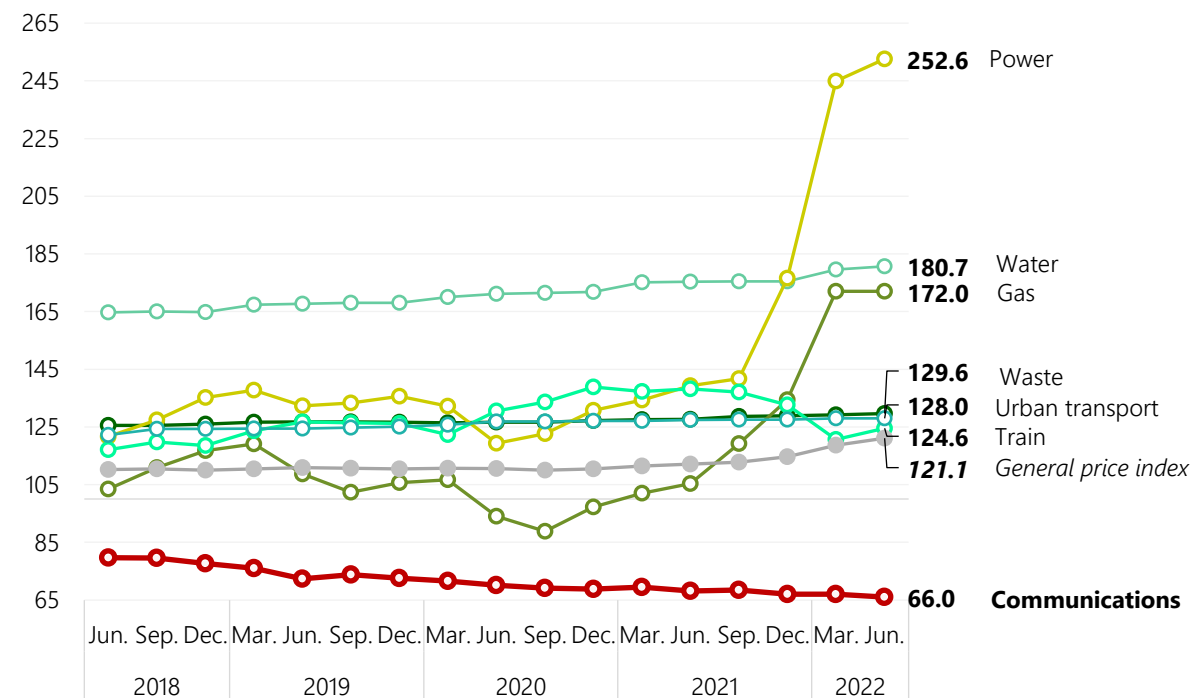
Average unit revenue:	-14.2	↓	+5.2	↑
Crossborder parcels:	-9.9	↓	+3.9	↑
- US:	+0.2	↑	+12.7	↑
- Non US:	-9.7	↓	+3.9	↑
Domestic parcels:	-8.3	↓	+4.3	↑
- US:	-1.5	↓	-3.2	↓
- Non US:	-8.3	↓	+4.4	↑

4.1 PRICE: HARMONISED CONSUMER PRICE INDEX AND OTHER UTILITIES PRICE INDICES (2010=100)

GENERAL PRICE INDEX



UTILITIES PRICE INDEX



Source: Agcom elaboration on data from Istat

ISA (Agcom summary price index):

General price index:

Regulated services - local:

Regulated services - national:

	Change in %	
	4-Year	YoY
ISA (Agcom summary price index):	-13.5 ▼	-2.3 ▼
General price index:	+9.9 ▲	+8.0 ▲
Regulated services - local:	+5.9 ▲	+1.4 ▲
Regulated services - national:	+3.1 ▲	+2.6 ▲

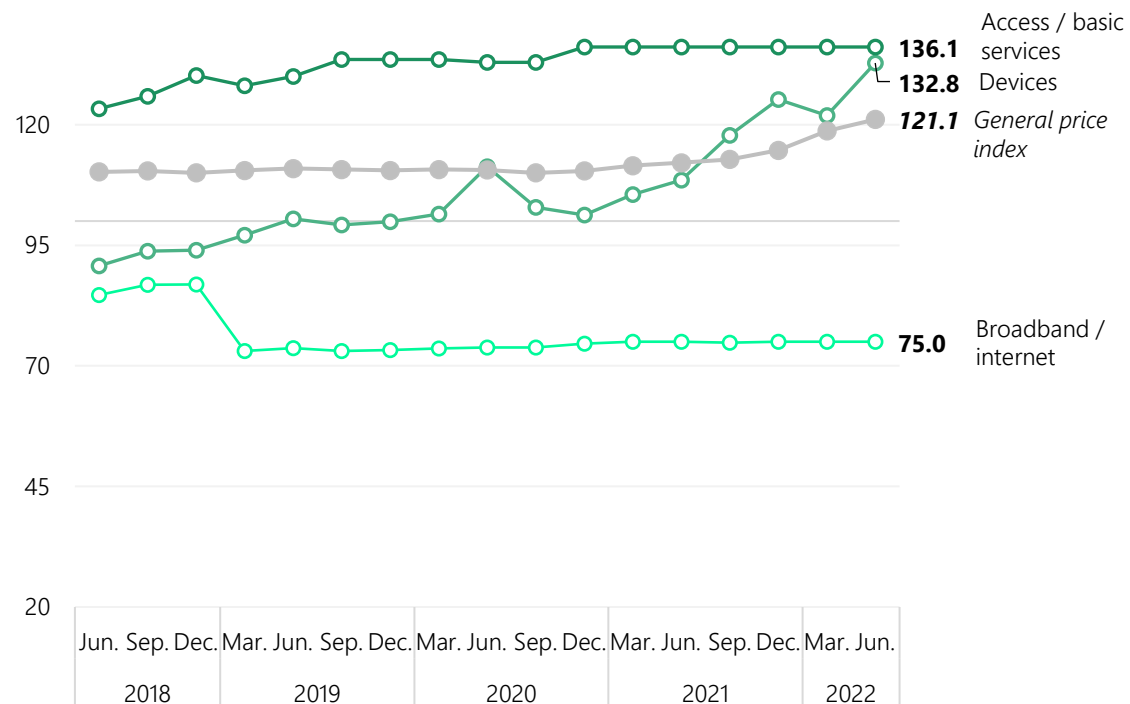
(*) **Note:** The ISA («Indice Sintetico Agcom») price index includes postal services, services and devices for fixed and mobile telephony, public TV license fee, pay TV, newspapers and magazines (for a total of 10 items).

	Change in %			Change in %	
	4-Year	YoY		4-Year	YoY
Water (04.4.1):	+9.7 ▲	+3.0 ▲	Train (07.3.1):	+6.4 ▲	-9.8 ▼
Waste (04.4.2):	+3.3 ▲	+1,5 ▲	Urban transport (07.3.2.1.1):	+4.7 ▲	+0,5 ▲
Power (04.5.1):	+107.6 ▲	+81,3 ▲	Communications (08):	-17.2 ▼	-3.1 ▼
Gas (04.5.2):	+66.2 ▲	+63.2 ▲			

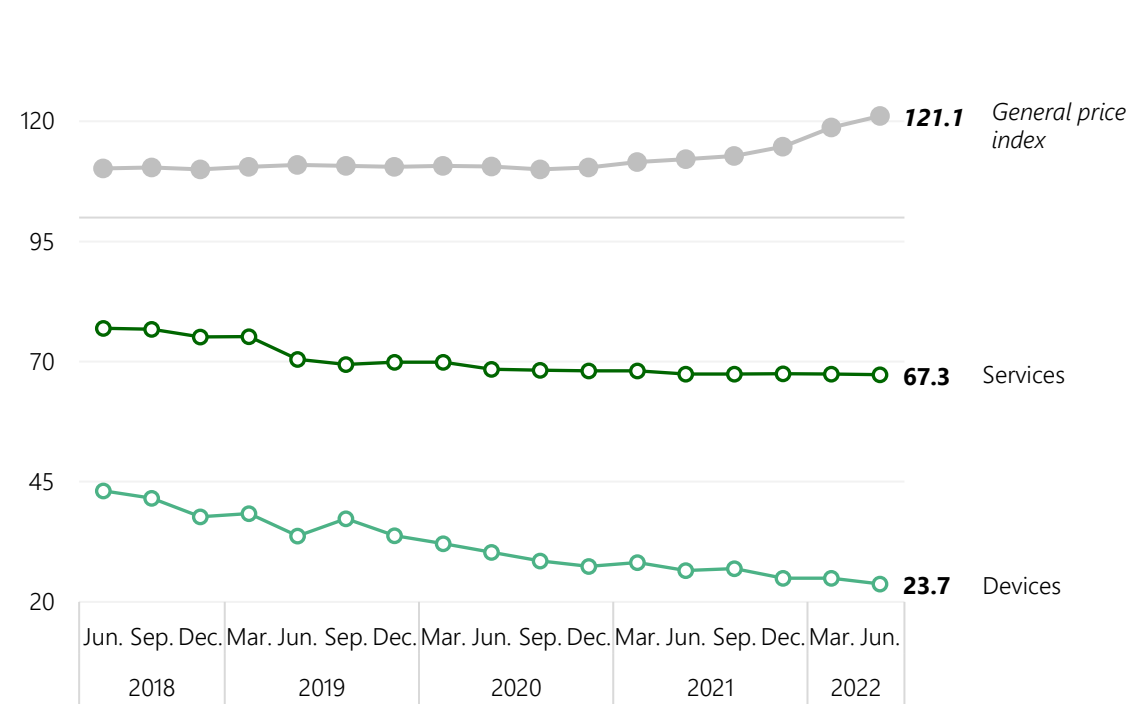
(COICOP - Classification of Individual Consumption by Purpose)

4.2 PRICE: MOBILE AND FIXED TELEPHONY PRICE INDICES (2010=100)

FIXED TELEPHONY PRICE INDICES



MOBILE TELEPHONY PRICE INDICES



Source: Agcom elaboration on data from Istat

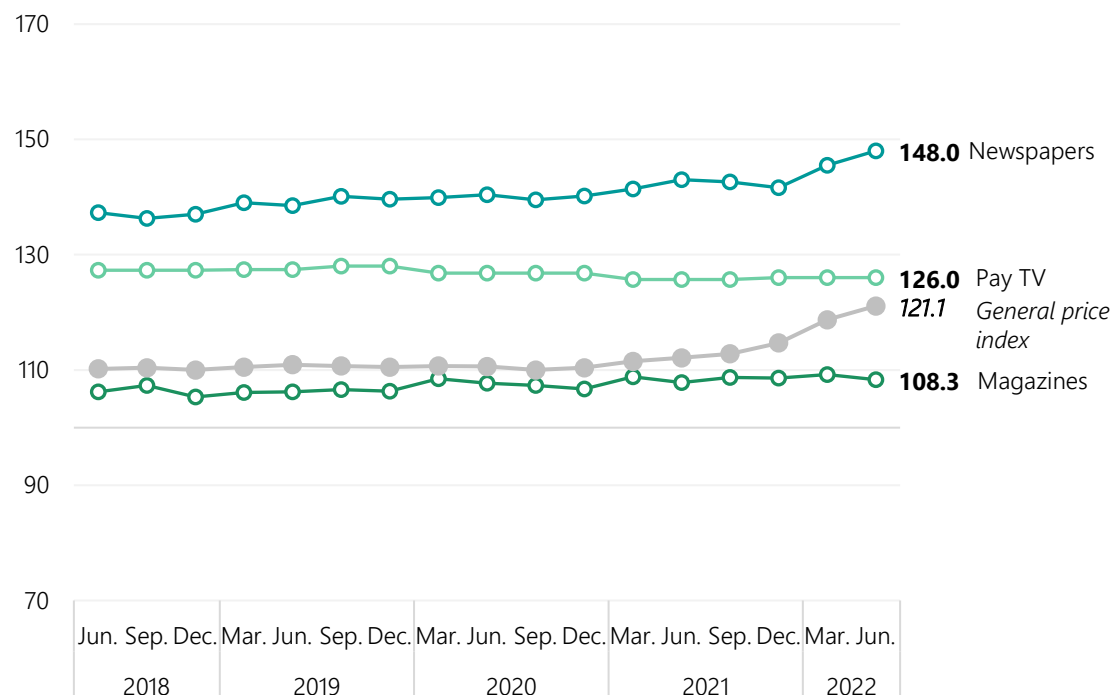
	Change in %	
	4-Year	YoY
Access / basic services (08.3.0.1):	+10.4 ▲	=
Devices (08.2.0.1):	+46.4 ▲	+22.4 ▲
Broadband / internet (08.3.0.3.0.07):	-11.5 ▼	=

	Change in %	
	4-Year	YoY
Servces (08.3.0.2):	-12.5 ▼	-0.1 ▼
Devices (08.2.0.2):	-45.0 ▼	-10.6 ▼

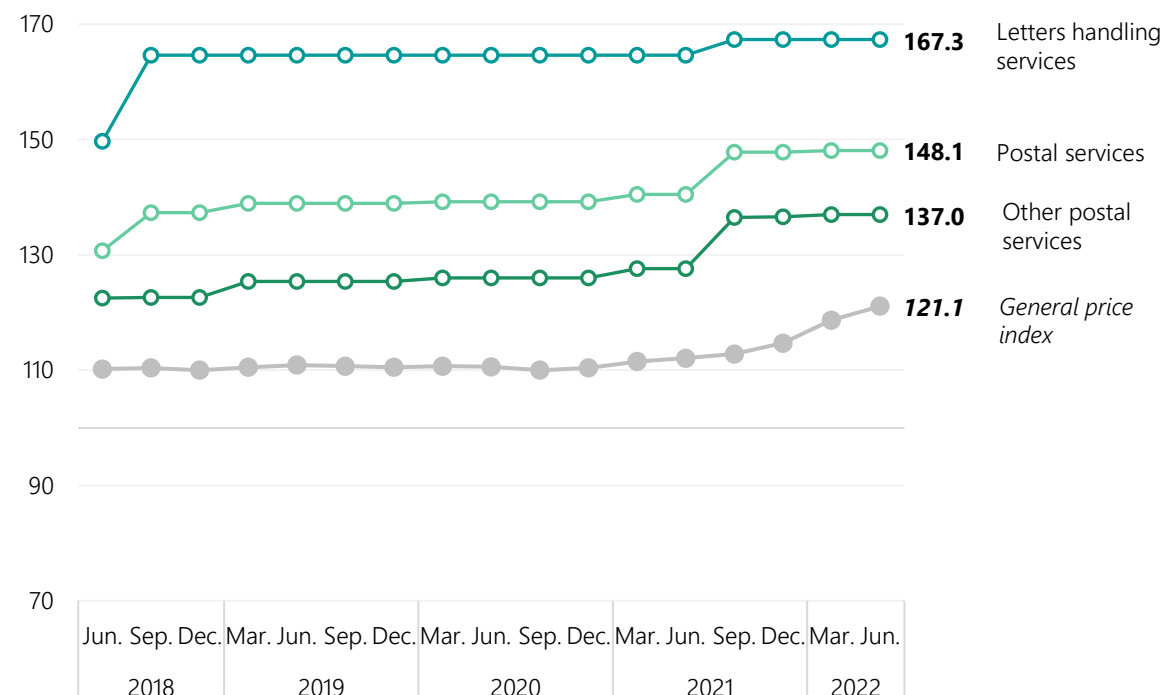
(COICOP - Classification of Individual Consumption by Purpose)

4.3 PRICE: DAILY NEWSPAPERS, MAGAZINES, TV AND POSTAL SERVICES PRICE INDICES (2010=100)

NEWSPAPERS, MAGAZINES, TV PRICE INDICES



POSTAL SERVICES PRICE INDEX



Source: Agcom elaboration on data from Istat

	Change in %	
	4-Year	YoY
Newspapers (09.5.2.1.0):	+7.8 ▲	+3.5 ▲
Pay TV (09.4.2.3.0.02):	-1.0 ▼	+0.2 ▲
Magazines (09.5.2.2.0):	+2.0 ▲	+0.5 ▲

	Change in %	
	4-Year	YoY
Postal services (08.1):	+13.3 ▲	+5.4 ▲
Letters handling services (08.1.0.1.0.00):	+11.8 ▲	+1.6 ▲
Other postal services (08.1.0.9.0.00):	+11.8 ▲	+7.4 ▲

(COICOP codes - Classification of Individual Consumption by Purpose)

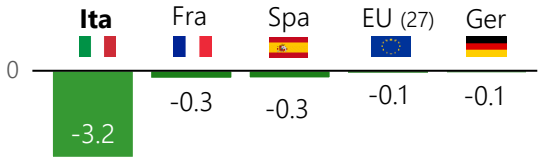
4.4 PRICE: INTERNATIONAL BENCHMARK

Source: Agcom elaboration on data from Eurostat 

1-Year change %

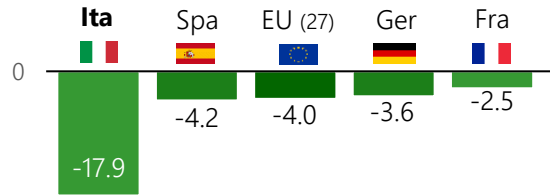
Jun. 2021
-
Jun. 2022

TLC – SERVICES AND EQUIPMENTS
(COICOP 08.2 - 08.3)



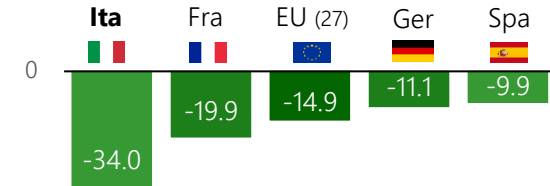
5-Year change %

Jun. 2017
-
Jun. 2022

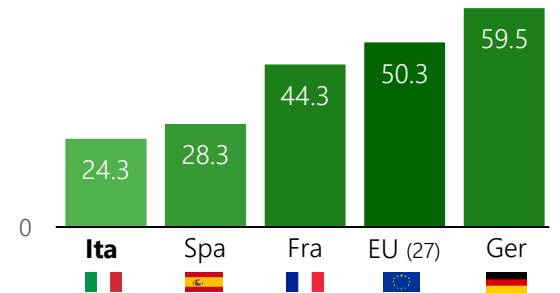
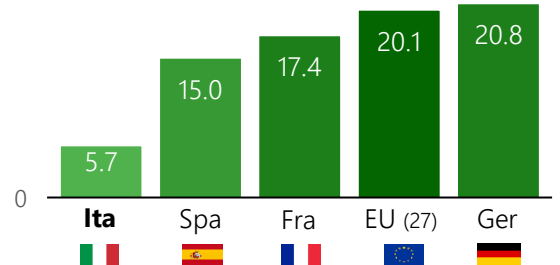
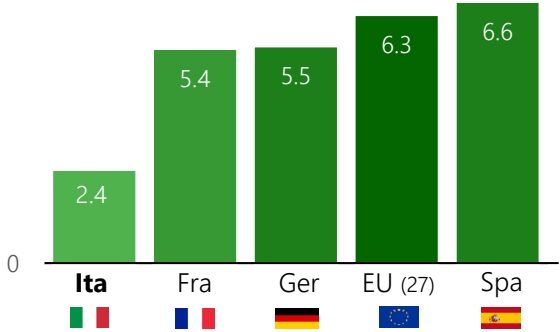


10-Year change %

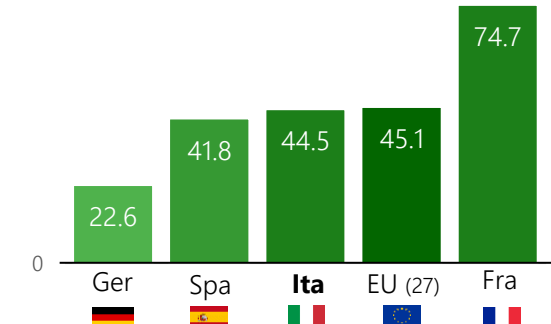
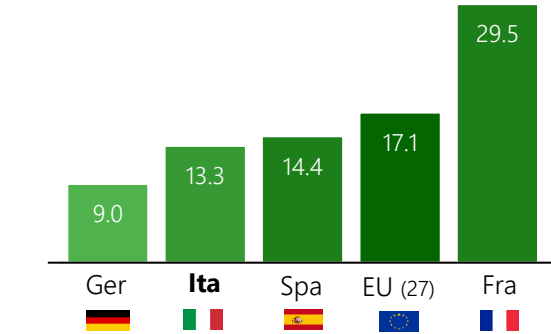
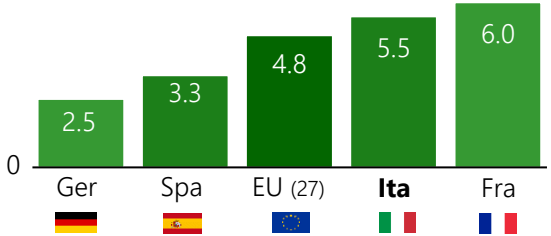
Jun. 2012
-
Jun. 2022



NEWSPAPERS AND MAGAZINES
(COICOP 09.5.2)



POSTAL SERVICES
(COICOP 08.1)





COMMUNICATION MARKETS MONITORING SYSTEM

no. 3/2022

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