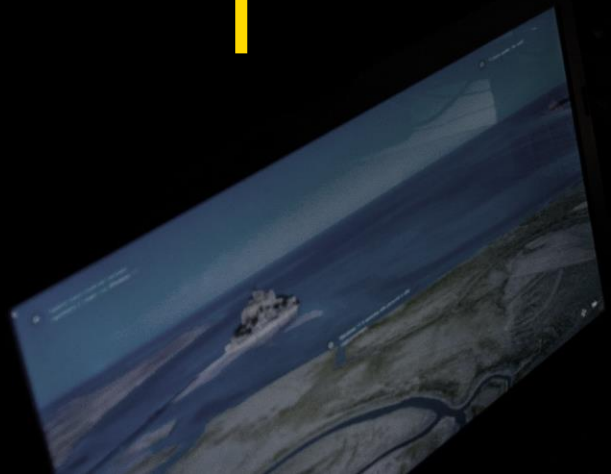


LIVE
IN

sky tg24



THE EVENT

Live In is a Sky TG24's special event on **national territory**.

Two days of live broadcasting with national and international guests, representatives from **politics, economy, culture, business**, the **scientific community** and the world of **entertainment**, discussing, debating and analysing the main topics of the moment.

In its first editions, Sky TG24's information left its studios in Milan and Rome to take the stage in multiple locations like **Venice, Florence, Bari** and **Courmayeur**.



LIVE IN VENEZIA

June 3rd - 4th 2022



CLICK TO PLAY

LIVE IN BARI

April 8-9th 2022



CLICK TO PLAY

LIVE IN COURMAYEUR

December 3-4th 2021



CLICK TO PLAY

LIVE IN FIRENZE

June 25-26th 2021

LIVE
IN
LE SFIDE
DEL PRESENTE
Firenze



CLICK TO PLAY

THE EVENT'S NUMBERS *

**THE PREVIOUS EDITIONS
HAVE REACHED AN AVERAGE OF**

8.780.576

TOTAL CONTACTS

(TV REACH + VIEWS + LEGITIMATE STREAMS)*

*The numbers refer to the average of data from previous editions of Live In

THE EVENT'S NUMBERS*



TOTAL AMR

1.592.211



TOTAL TV REACH

2.967.941



RISULTATI DIGITALE E SOCIAL

- **4.933.635** views
- **7.736.162** viewed contents related to Live In on social media
- **879.000** Legitimate Streams



STAMPA

- **Over 200** takes from news agencies
- **Over 130** news articles among newspapers, digital media and radio

*The numbers refer to the average of data from previous editions of Live In

NEXT EDITIONS

**LIVE IN
FIRENZE**

September 30th - October 1st

SUBJECT: EVOLUTIONS

**LIVE IN
BERGAMO & BRESCIA**

December 16-17th

SUBJECT: GOALS

LIVE
IN

sky tg24

