



MMH

July 1, 2016 is the date that marks the birth of the Milan Media House, the content factory of AC Milan that deals with the editorial strategy and manages all the digital touchpoints of the Club (Social Media, App, ACMilan.com and the official Club Channel Milan TV).

In particular, MMH designs and produces **the Club's official multimedia content**, directly supervising their publication on AC Milan social media channels, as well as the distribution process of videos and graphics on a large network of external platforms.

The Milan Media House also assesses the individual performance of the content, carefully analysing the results produced in terms of engagement and fans' sentiment. Thanks to the study of these data, **MMH aims to boost an increasingly innovative and engaging multimedia offer**, to the significant benefit also of AC Milan's business partners.

Many professionals collaborate with the MMH: digital editors, journalists, producers, cameramen, graphic designers, media planners, analysts. This broad portfolio of human skills translates into a 360-degree production of content for a Rossonero omnichannel ecosystem, both digital and social.

Among the main competences and objectives of the Milan Media House there are the research and exploitation of all the opportunities offered by the new digital and social channels as well as broadening of the fanbase and supporting the relationships with Media, Partners and Sponsors.

Season review

In the 2018/19 season, the growth and expansion of Milan Media House continued significantly.

Compared to the 2017/18 season, there was an increase in terms of content published on Instagram, from an average of 112 posts per month to the 132 posts of the 2018/19 season. This positive trend is largely due to the **considerable increase in posted videos**, from 512 to 734, while the total number of published content settled at 1600, recording a 23% increase yoy (1300).

Thanks to the introduction of the Portuguese version of the official website acmilan.com and the opening of Twitter accounts in Portuguese and Arabic, we are able to reach a new and important share of fans in their mother tongue: if we consider also the Italian, Chinese and English versions of the web site, we have a potential reach of 50% of the world's population.

The 2018/19 season also saw the birth of the AC Milan women's team that generated an increasing interest from the public.

From the point of view of the digital communication strategy dedicated to the Rossonere, the Club's desire to give the women the same importance as the men's First Team has been fully respected. Digital content relating to the women's team has become increasingly consistent within the editorial plan of the Milan Media House, which has distributed all the footballers' photos and videos on the same social channel used for the men's First Team.

A further novelty introduced in the 2018/2019 season was that of always involving at least one Rossonera in our social media award “Goal of the Month”, a contest that in November saw the triumph of Thaisa Moreno, who defeated the Captain of the men’s First Team Alessio Romagnoli.

Great importance was given to the coverage of the first historic AC Milan women’s Serie A championship, with all the team’s matches broadcast live on the @acmilan twitter account, with ad hoc photos and graphics.

Season KPIs	2018/19	2017/18	2016/17
Web-site average unique visitors per month	617,717	689,998	637,507
Web-site average visits per month	1,113,509	1,249,475	1,089,606
Monthly average pages viewed	2,837,901	3,068,862	2,656,445
Average time spent on the web site	2'32"	2'43"	2'14"
Percentage of access to the web site from mobile devices	69%	67%	76%
Percentage of access to the site from the desktops	31%	33%	24%
Number of news published on the site during the season**			about 2,000
Total number of fans on Facebook	24,702,028	25,067,043	24,800,000
Total number of fans recorded on YouTube	510,742	407,470	370,000
Total number of followers on Twitter	6,912,074	6,766,075	6,000,000
Total number of followers on Instagram	5,903,970	4,278,210	4,000,000
Number of posts published on social media	13,616	8,683	9,600

Launch of New APP

The 2018/19 season marked a decisive change of the Club's digitisation. The improvement of the B2C digital ecosystem culminated on August 17, 2019, just before the kick off of the 2019/20 season, with the **launch of the new official AC Milan APP for iOS and Android platforms.**

The Club's objective is to provide to its fans a wide range of premium content, in an engaging and exclusive environment: from training sessions' videos to interviews with Milan TV, from daily press reviews to original columns. The new App also guarantees greater visibility for all the activities carried out by the AC Milan Women's team and the Youth Sector, thanks to the wide coverage dedicated to official matches and events involving the young Rossoneri and our women.

The App was launched on August 17, 2019 and Casper Stylsvig, the Club's Chief Revenue Officer said: *"The launch of the official AC Milan App is an important step towards the Club's digitalization process. There will be further developments over the coming months that will allow the Club to improve the level of service and satisfaction for both fans and commercial partners."*

OBJECTIVES

The main objectives of the Milan Media House for the 2019/20 season are:

- **To continue the broadening of its fanbase**, increasing the number of languages through which the Club communicates on its digital touchpoints.
- **To introduce new formats**, to increase the engagement and make the sponsorship of such content more attractive for ACM partners or potential new partners.
- **To produce premium content**, in some cases exclusive content, to support the download of the AC Milan Official App or to sell such content to international broadcasters or pay platforms.

