



## MMH

## Season review

In the 2019/2020 season, the **Milan Media House** continued to grow and expand in a clear and significant way.

Compared to the **2018/2019** season there was a considerable increase in terms of content published on the Social Media (+ 21%). The process was substantiated thanks to the production effort through which the proposed contents were readapted to the digital assets which, during the lockdown period, became predominant, and to the needs of the constantly evolving fanbase. In particular, **Instagram** followers increased by 33% reaching almost 8 million in June 2020.

The audience further increased thanks to the launch of the Tik Tok channel and the official **Club Milan TV channel on DAZN**. The content proposals, designed and tailored to each platform and developed together with the Club's partners, have allowed us to reach and interact with a very young range of fans who represent the target on which AC Milan has decided to focus through its communication efforts and its business models.

The arrival of an international icon like Zlatan Ibrahimovic has been and continues to be the added value to the social strategy, alongside the successes achieved on the pitch the Men's First Team, thanks to which the volume on the Club's channels and the engagement grew significantly.

 **GOALS:**

The three main objectives of the 2020-2021 season are:

- To work on a further expansion of the Rossoneri digital fanbase. The more users we reach the more the possibility of recording useful and above all usable data for a further improvement of the user experience, both digital and physical. This will be possible thanks to the improvement of editorial content and formats available to fans through the launch of new Social Media channels.
- To build an engagement proposal aimed at making the AC Milan universe more attractive for partners or potential new partners and for content sponsorships.
- To produce premium content, in some cases in exclusive, to foster the download of the AC Milan Official App or to sale such content to foreign broadcasters or pay platforms.

KPIs	2019/2020
Average monthly unique visitors to site	446.089
Average monthly visits to site	855.257
Average monthly page views	2.293.510
Average time spent on site	02:19
% access to the site by mobile	72%
% access to the site by desktop	28%
Number of news published on the site during the season	-
Total fans number on Facebook	25.060.295
Total subscribers number on Youtube	619.000
Number Twitter followers	7.684.296
Number Instagram followers	7.842.211
N ° of posts published on social media	16.533

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## HR

The Human Resources Department oversees several levers aimed at pursuing the best working environment for people so they can perform to the best of their potential and make their experiences, skills, abilities and motivation available to the Business.

To achieve this mission in the most effective way, and to give a strong signal of cultural change, it is essential to lay the foundations for the strengthening and development of the processes and systems that enable people. In particular:

- To look for the most appropriate people to cover new / in progress roles both on the market and internally.
- To provide all employees with the tools and information necessary to become part of the organization optimally.
- To manage administrative obligations in a timely manner.
- To address and manage individual performance to align them with the strategic objectives of the company.
- To Design and develop the organizational operating model in line with the needs of the business.
- To Reward and recognize people for the level of responsibility and complexity they manage, ensuring internal fairness and competitiveness with respect to the labor market.
- To offer a leadership and skills development plan aligned with organizational and individual expectations.
- To facilitate the spread of a positive and stimulating working environment, also by facilitating the dialogue.

