



MILANO CORTINA 2026

OUT OF HOME ADV PROGRAM PARTNERS JOURNEYS & FAQ

7 FEBRUARY 2025

©2024 Fondazione Milano Cortina 2026. All rights reserved.

OOH ADV Program: an exclusive visibility opportunity

- The OOH advertising program offers unparalleled visibility, **with Milano Cortina 2026 being the first Olympics to be showcased across such a vast and significant territory.**
- The Program is the result of 18 months of intense work dedicated **to census, mapping and analyzing all the existing OOH offer** within the Games territories, cross 50+ Media Owners and Public Entities.
- All those OOH sites have been reserved by **Milano Cortina for you, 1 year ahead of the games!**
- All those OOH sites will be accessible through **an ad hoc Option Platform.**

A competitive advantage

THE ONLY DOORWAY

- Joining the OOH advertising program, you will access to a **strategic visibility that cannot be achieved differently**, as all OOH spaces are already reserved by Milano Cortina for its Marketing Partners.

KEEPING COMPETITORS AWAY

- Moreover the Program allows you to **secure a competitive advantage** during a period of high interest and appeal, **avoiding the risk of competitors getting visibility** during the Event, when any potential unsold inventory is unlocked and reintroduced to the market.

A single foundational principle

The fundamental principle guiding the design of packages and their commercialization is

FAIRNESS:

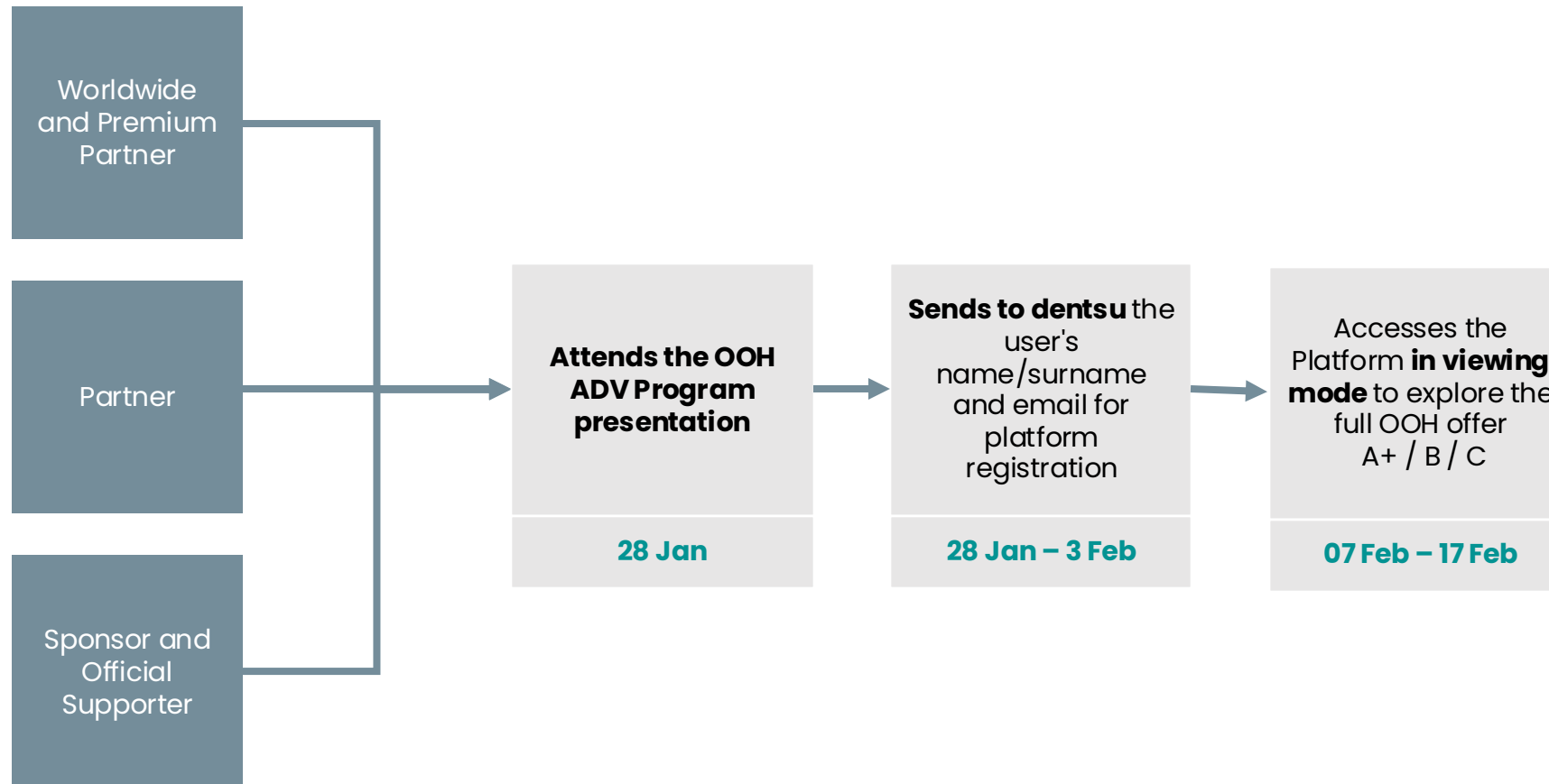
- Fair dignity in terms of **OOH formats quality**
- Fair potential of **geographical coverage**
- Fair **economic value**

Although the packages will differ from one another, **they all will remain consistent and equitable** in terms of visibility potential, format mix, quality, territory coverage, and investment level.

Introducing Dentsu, Our OOH Partner

- Dentsu has been the Media Agency Partner for Milano Cortina 2026 for three years and, as part of the OOH ADV Program, **their team of experts is working with MICO26 with the goal of providing to all Marketing Partners an unmatched OOH visibility and experience** within this memorable Event.
- At this stage, Dentsu is managing all technical aspects for project's implementation and **will be available to provide you support and information during all the phases of the process.**
- Dentsu will act as Platform Option front desk personalization service, and will finalize purchase with Marketing Partners accordingly with their needs.

2025 Preliminary setup phases



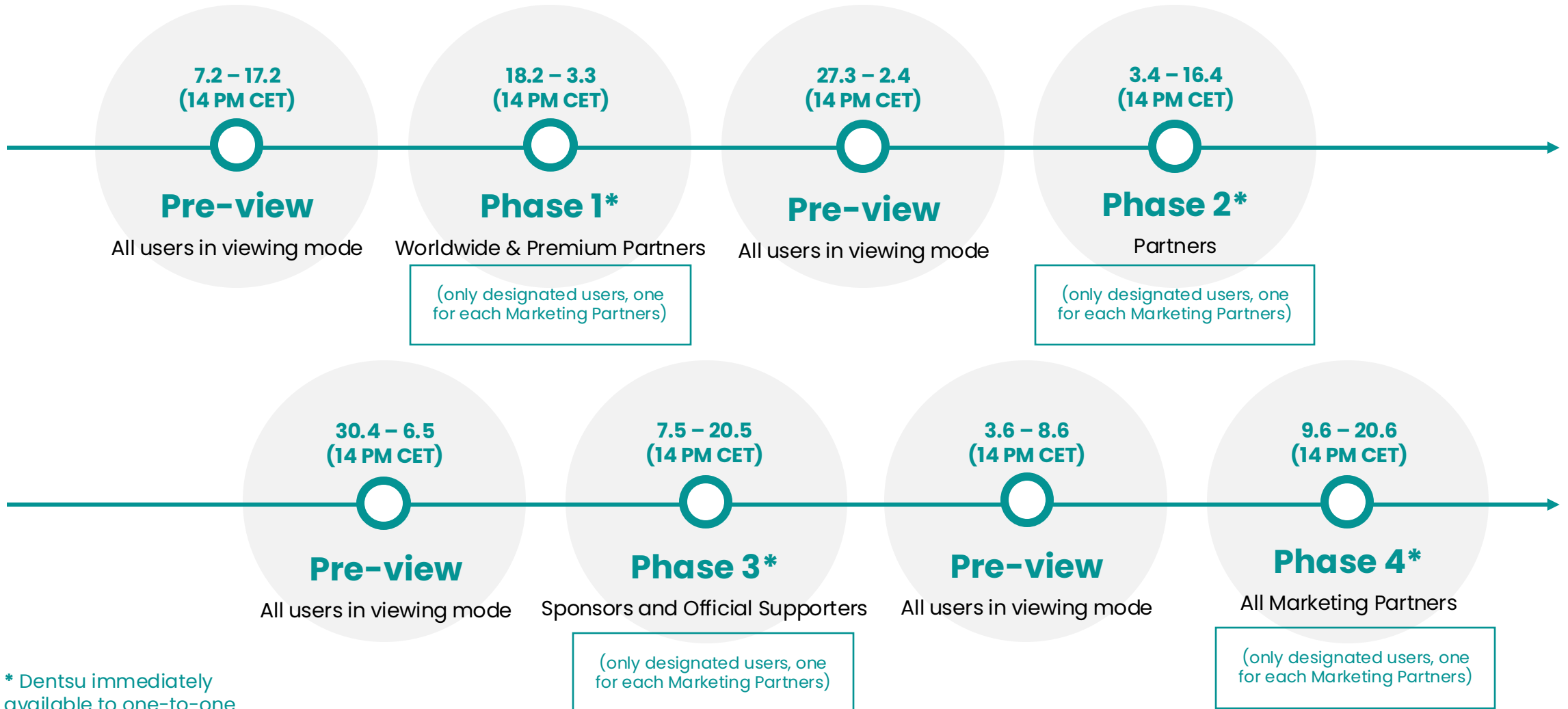
2025 Commercial Time frames

Feb	■ Phase 1 (18 February – 3 March)	Exclusive to Worldwide & Premium Partners
Mar		
Apr	■ Phase 2 (3 – 16 April)	Exclusive to Partners
May	■ Phase 3 (7 – 20 May)	Exclusive to Sponsors and Official Supporters
Jun	■ Phase 4 (9 – 20 June)	Open to all, First come – First served
Jul	■	<u>After MiCo and IOC verification</u> , unsold inventory is unlocked and reintroduced to the market.
Aug		
Sep	■ Phase 5 (1 – 26 September) Giant OOH & New sites in A+	Open to all, based on pre-emption rights
Oct		

Option Mechanism

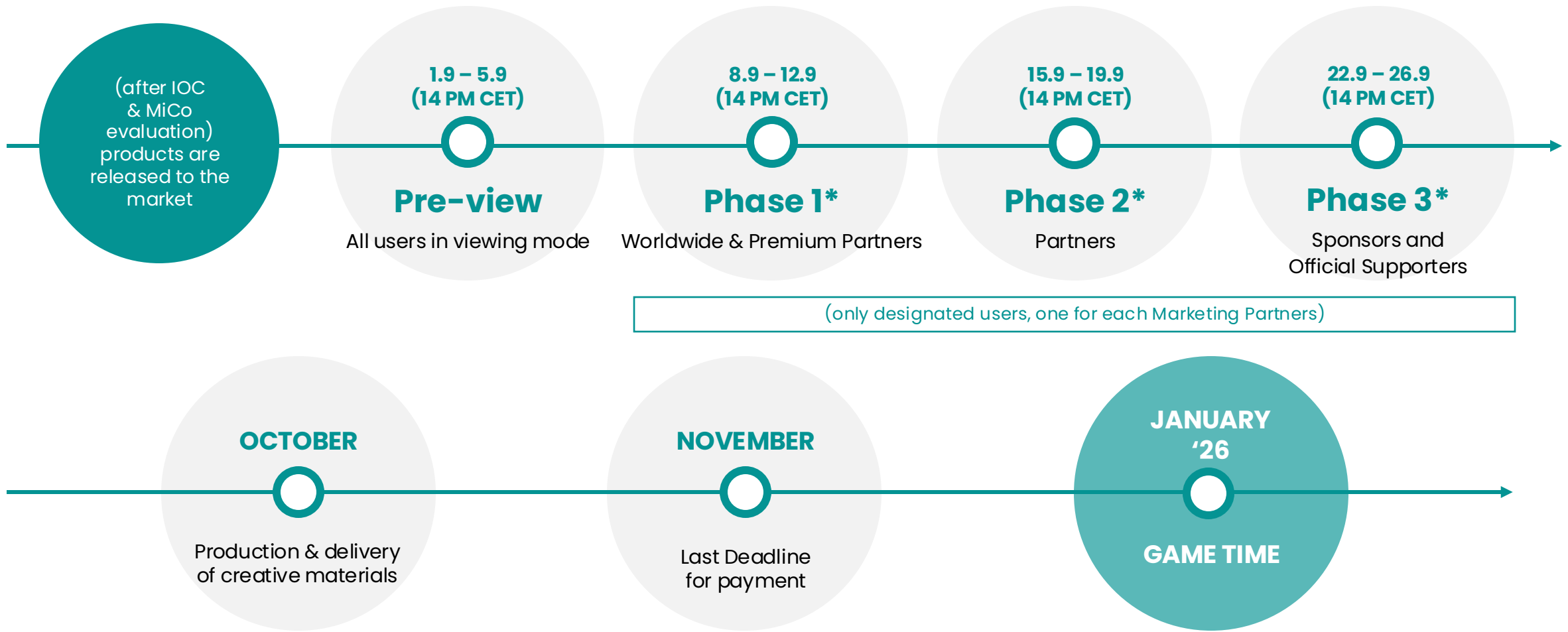
- Worldwide & Premium Partners will be guaranteed first option purchase, according to the contractually granted rights.
- Partners will have second option to purchase.
- Official Sponsors and Supporters, with no preemption rights, will access the unsold inventory only after Worldwide, Premium, and Partners.
- Within the above mechanisms, **“first come, first served”** will follow as a secondary criterion.
- Worldwide, Premium Partners, and Partners must confirm the option of a Cluster A+ package before getting access to Cluster B – C inventory.

TIMELINE (1)



* Dentsu immediately available to one-to-one finalization sessions!

TIMELINE (2)



* Dentsu immediately available to one-to-one finalization sessions!

Phase 1, 2, 3: how they work

Worldwide and Premium Partner	Phase 1: 18 February – 3 March	4 March – 2 April
Partner	Phase 2: 3 – 16 April	17 April – 6 May
Sponsor and Official Supporter	Phase 3: 7 – 20 May	21 May – 8 June

All Phases will open at:

2 PM CET

A+ Package:

- Up to 500 meters around the perimeter of key places
- Ports of Entry (E.g. Malpensa, Venice Apt)
- All OOH spaces positioned at hotspots featuring the Mico26 look and feel
- All OOH placements located in key and strategic visibility areas (e.g. bridges, Linate Airport only the most impactful analogical OOH placements, Cadorna train station: the domination of the tracks dedicated to the Malpensa express train)

B + C

- Complementary and nice to have Olympic & Paralympic Route Network

All Partners will access the Platform in **reservation active mode**

Marketing Partner opts and confirms one A+ package.
The package is locked and removed from availability.

1 Marketing Partner can now opt and confirm any products from cluster B - C (selected on Cherry Picking)

Marketing Partner finalizes the reservation through direct coordination with Dentsu

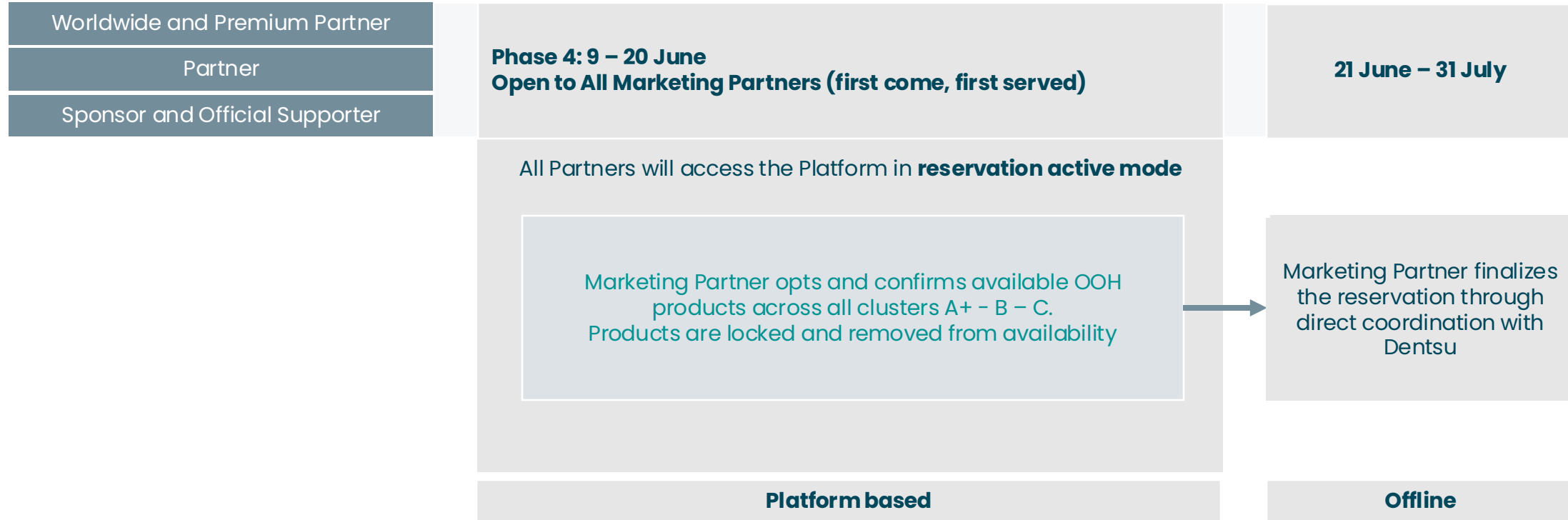
2 Marketing Partner can request to Dentsu (offline) to reserve additional A+ packages, without formally locking them.

Marketing Partner will receive feedback based on A+ packages availability and finalizes the reservation

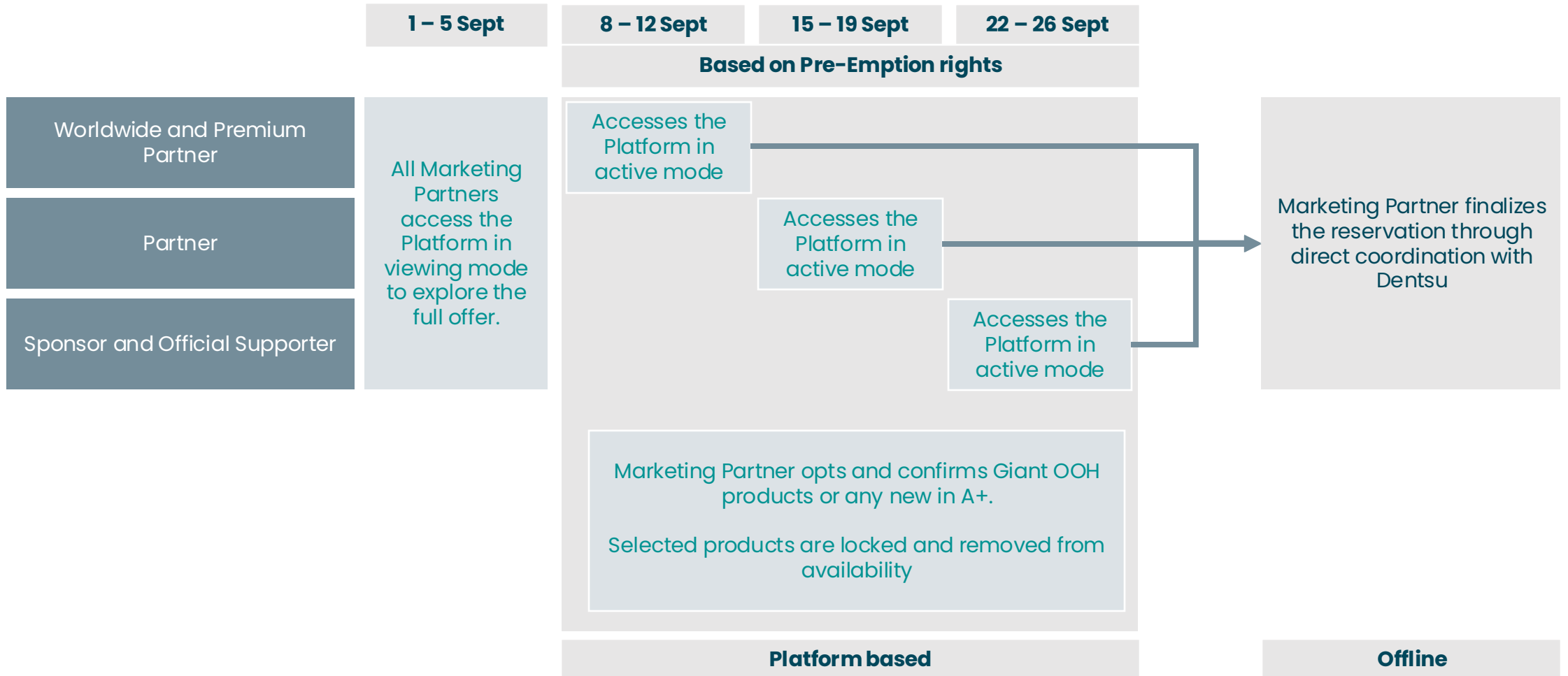
Platform based + offline

Offline

Phase 4, unsold inventory: how it works



Phase 5, Giant OOH & New in A+: how it works



Purchase Mechanism

- The options submitted through the platform will be finalized, in alignment with your needs, through the front desk on a one-to-one basis.
- The meetings for finalization will begin in parallel with the optioning phase.
- Dentsu will take care of contacting you immediately to verify any specific requirements you may have.

Web Platform: access

CONTACT US: MILANO CORTINA 2026 →

Milano Cortina 2026
OOH Adv Platform
by dentsu

Login

Sign in

By clicking on "sign in", The User declares that they have read and acknowledged the Privacy Policy available at the [following link](#)



A single access account for Marketing Partners

Each marketing partner will have access to the website with a dedicated account.

IMPORTANT: Please send us the email of the person who will need access as soon as possible, before February 3rd.

Web Platform: products grid

Package

OOH/DOOH Visibility Package for the Milan-Cortina 2026 Olympics & Paralympics – 18 Packages Available. Each package ensures full coverage of all official Olympic and Paralympic venues, providing optimal visibility through a wide network of Out-of-Home (OOH) and Digital Out-of-Home (DOOH) installations to cover airport, railway stations and a Key Transport Hubs.



Packages are displayed in a grid layout.

Prices will be displayed and will be similar for all packages.



Package 1

€ (value)

Total Net Net Cost (Production Cost Excluded)

Details



Package 2

€ (value)

Total Net Net Cost (Production Cost Excluded)

Details



Package 3

€ (value)

Total Net Net Cost (Production Cost Excluded)

Details

Web Platform: package details

CONTACT US

☰


Milano Cortina 2026
OOH Adv Platform

Milan cod. 13466
Net Net Cost (Production Cost Excluded) € (value)

- **Environment:** Roadside
- **Type:** Banner, Billboard, Small format (Tim Booth-Municipality panels- etc.)
- **Location:** Various
- **Quantity:** Tbd
- **Size:** Various
- **Period:** 26 January - 22 March 2026
- **Estimated Production Cost:** tbd
- **Media Owner:** Various

A selection of panels in various formats

Up to 500 meters around the perimeter of key Mico26 places



Milan cod. 3662
Net Net Cost (Production Cost Excluded) € (value)

Package 3

Milan cod. 13466 - € (value)

Milan cod. 3662 - € (value)

Milan cod. 3668 - € (value)

Milan cod. 4 - € (value)


Milan cod. 13467 - € (value)

Proceed to Option • € (value)

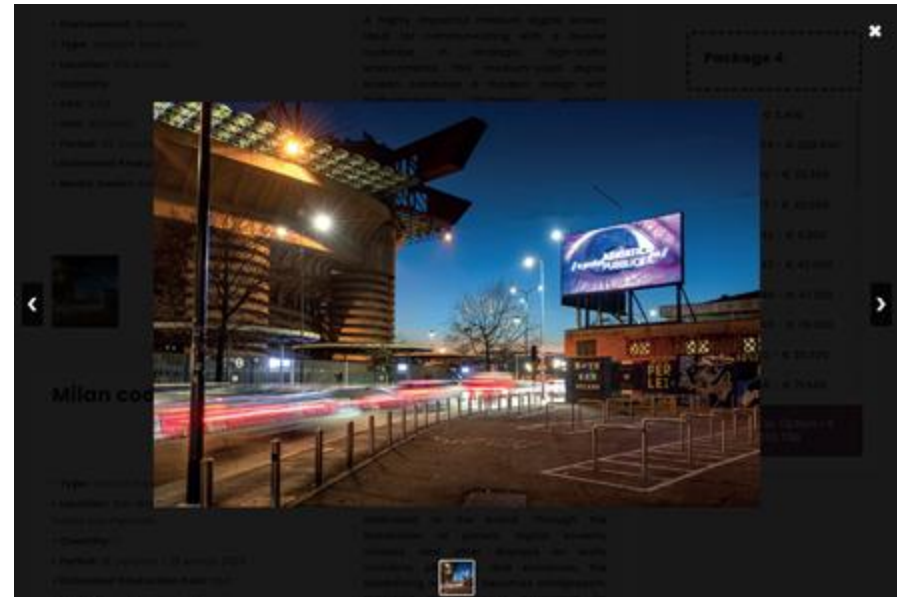
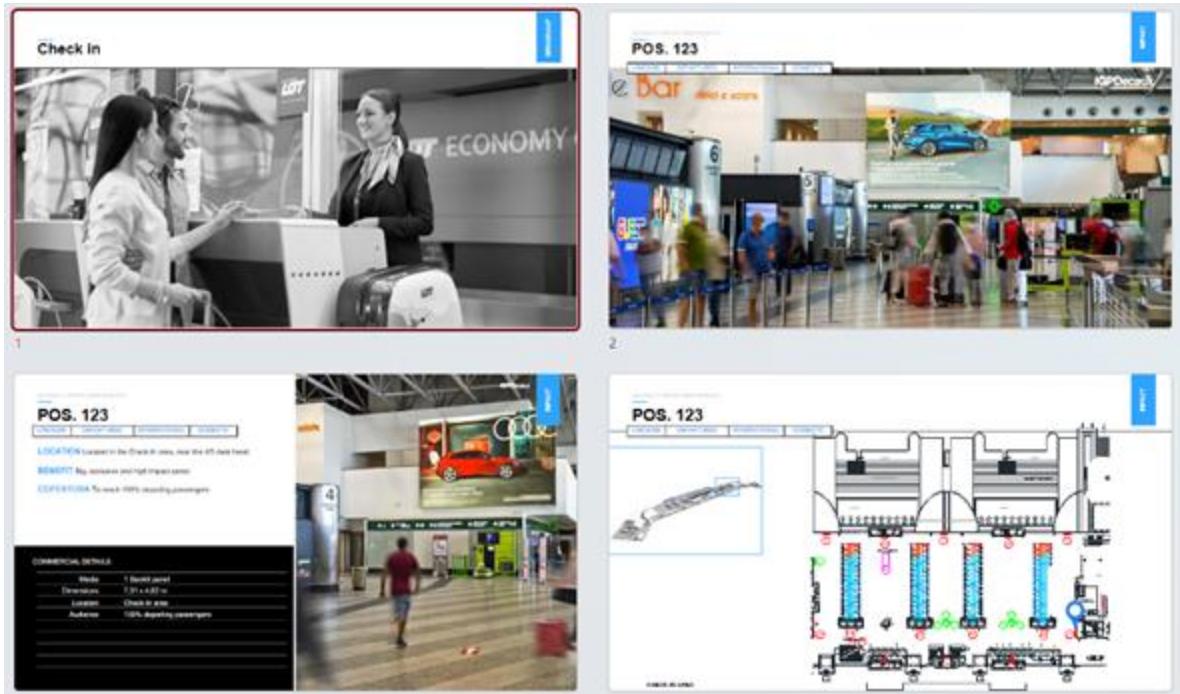
Download PDF

Package details

The panel on the right lists the items included in the package.
Each item is detailed on the left.

dentsu  for Milano Cortina 2026 | 17

Web Platform Introduction



FAQ: Core Principles

Q. Marketing Partners are required to purchase at least one A+ Cluster Package, before accessing B&C?

A. Yes, Marketing Partners can access B or C OOH sites only after purchasing an A+ Cluster Package.

Q. How does access to the packages work?

A. Phase 1 – 3 and 5: based pre-emption rights; Phase 4 (Unsold Inventory): open to all, key criteria is “first come – first served”.

Q. Any there any packages in phase 4 (Unsold inventory) or Phase 5 (Giant OOH sites)?

A. No, purchase will be bespoke

Q. How does the option process work?

A. Option and confirmation via platform; finalization of the media plan offline

Q. There will be support during the sales window?

A. Yes, Dentsu will provide Account Management & Customer support to assist & guide the process

FAQ: continued...

Q: When will products and packages become visible?

A: Starting on February 7.

Q: In "view mode," can we see all details (placements and costs) of A+ packages and also for B and C clusters?

A: Yes.

Q: If two partners select the same OOH product, how is the final owner determined?

A: The platform notes the exact timestamp of each request. Once a location or package is claimed, it is removed from availability

Q. Will inventory and unsold packages be disclosed to partners at the end of phase 3?

A: Unsold inventory will be visible in real time on the website, as it remains available for selection.

Q: How will production costs be managed?

A: Production costs are excluded

FAQ: continued...

- ...

For any inquiries or support needs, please contact:

Federico Giuntella

PMO – Your Single Point of Contact
dentsu Italia

federico.giuntella@dentsu.com





Thank You

January 2025

©2024 Fondazione Milano Cortina 2026. All rights reserved.

dentsu *x*