



Euronics Italia and FRAMEN make Euronics' Retail Media Network programmatically bookable

Euronics Italia launches its own Retail Media Network and appoints FRAMEN as its partner for programmatic commercialisation. This makes Euronics Italia the first brand in Italy's tech retail sector to make its digital screen inventory accessible through programmatic planning.

- **6,120** digital screens
- **122** strategic locations (66 located within shopping malls)
- **130** million annual impressions
- Integrated measurement capabilities
- Advertising opportunities for both endemic and non-endemic brands

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Milan, 8 July 2026 – Euronics Italia, one of the leading players in the Italian technical goods market with a market share of almost 24% and a network of 423 owned and affiliated stores across Italy, announces the launch of its Retail Media Network and a strategic partnership with FRAMEN. FRAMEN is the European platform specialising in the distribution and management of video content across Digital Out of Home, indoor, outdoor and Retail Media environments, and has been selected for the programmatic commercialisation of the digital screens in Euronics stores.

The objective of the partnership is to offer brands an ecosystem that accompanies customers along the entire customer journey — from inspiration through to the moment of purchase — with a truly full-funnel approach.

Retail Media is currently one of the fastest-growing areas in the international advertising landscape. According to research by Coresight Research, the global market is expected to reach an estimated value of USD 204 billion in 2026, with an annual growth rate of 14% — more than twice the growth rate of the overall advertising market. Two trends in particular are reshaping the sector: in-store media and the ability to plan programmatically. Both are transforming the way brands plan and buy advertising space, giving them direct control over targeting, creative and budget.

It is within this context that Euronics has made its decision. For the Group, Retail Media represents a strategic lever to enhance the value of its retail network, strengthen relationships with brands and offer customers an increasingly integrated shopping experience between the physical store and the digital ecosystem. This is fully aligned with the Group's long-standing investments in technological innovation and its omnichannel ecosystem.

The agreement also marks another step in FRAMEN's growth journey in the Italian market. In just over a year, the network has grown from 75 to more than 7,000 screens, spanning coworking spaces, hotels, gyms, cinemas, hospitals, railway stations, ferries, retailers, padel courts, ski resorts, golf courses, supermarkets, malls and, from today, Euronics stores.

The strategic positioning of the screens, concentrated in the store areas dedicated to the display and sale of ultra-HD and 4K televisions, is a further strength of the future offering. It is unique of its kind in the Italian market and has been designed to generate the greatest possible impact for advertising messages among the audience moving throughout the entire location.

Around 50% of Euronics stores are located inside shopping malls, enabling brands to develop effective drive-to-store strategies and reach consumers who are already in an active shopping mindset. The network reaches 374,000 visitors every week, generates more than 130 million impressions per year and offers access to an adult, qualified audience: 77% of visitors are over the age of 36, with a high propensity to purchase and an average in-store dwell time of more than 20 minutes. The inventory will be available through the FRAMEN platform with programmatic planning, geo-targeting by city, region or individual store, real-time reporting and automated campaign optimisation.

The quality of the retail context also translates into measurable results. According to studies conducted by Lumen Research on FRAMEN campaigns, 94% of people notice at least one advertising exposure, with an average viewing time of 7.6 seconds — values above traditional Digital Out of Home benchmarks. Across the five studies conducted to date, the campaigns also recorded an average increase in Brand Choice of +17 percentage points, confirming the relationship between attention and business outcomes.

Serena Zilio, Marketing & Communication Director at Euronics Italia comments:

“Being among the first in Italy to bring the screens in our stores into the world of programmatic is a milestone we are proud of. In practical terms, this means that from today, a brand can buy advertising space in our stores with the same simplicity with which an online campaign is purchased today: in just a few clicks, with targeted targeting by city or individual store, and measurable results in real time. For Euronics, Retail Media is not an isolated experiment, but a strategic lever in which we will continue to invest, because it combines the value of the physical relationship with customers with the precision and scalability of digital.”

Antonello Romano, Head of Supply at FRAMEN Italia, adds:

“The addition of Euronics further strengthens the quality of our premium inventory. Today, we provide brands with an ecosystem that covers the key places in people's everyday lives, creating continuity between Digital Out of Home, Retail Media and omnichannel strategies.”

Antonella La Carpia, Country Lead Italy at FRAMEN, concludes:

“For years, Digital Out of Home and Retail Media were considered two separate markets. Today, we believe their true value emerges when they work together. With Euronics, we are adding a strategic piece to our vision: building a video ecosystem that accompanies customers from the places where they live and work all the way to the point of sale, combining attention, data, proximity and the ability to generate tangible results for brands. This is the new frontier of full-funnel communication.”

About Euronics Italia S.p.A.

Euronics Italia is the leading Italian group in the distribution of household appliances and electronics, with aggregated revenues of EUR 2 billion in 2025. The Group consists of ten Italian entrepreneurs and operates 423 stores across the country under the Euronics, Comet and Sme brands. This widespread presence has enabled the Group to achieve a highly significant market share thanks to its ability to listen to people, maintain a direct dialogue with customers and promote local identity. Euronics Italia was founded in 2001 from the evolution of GET, a consortium created by leading Italian retailers in the sector, and actively contributed to the creation of Euronics International.

About FRAMEN

FRAMEN is the intelligent Digital Out of Home and Retail Media platform that transforms screens into engaging environments. By seamlessly integrating content, targeted advertising and real-time information, FRAMEN uses smart technology and data-driven precision to display content on screens in premium locations such as coworking spaces, gyms and hotels. This creates value for both audiences and venue partners.

Using the FRAMEN Ads Manager, advertisers can programmatically book, launch and manage campaigns within minutes, while also evaluating performance in real time. At the same time, location operators can monetise their screens through content using the FRAMEN Screen Manager. With FRAMEN, brands reach the right people at the right moment, making public digital media more impactful, dynamic and effortless.

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