



PATROCINIO
Comune di
Milano

 MILAN
LONGEVITY
SUMMIT



MILANO
14|27 MARZO
2024

RISCRIVERE IL TEMPO

Scienza e Miti
nella corsa
alla Longevità



www.milanlongevitysummit.org

Final report

Goals Achieved

Nine days of conferences, meetings, debates and special events shone a light on Milan as the center of the global discourse on healthy longevity.

The Summit was attended by scientists, demographers, investors, startup entrepreneurs and mayors of some of the cities that are experimenting with new models of social organization, valorising Milan as a cutting-edge scientific center at an international level on the topics of healthy aging and life extension.

The report highlights the remarkable communication impact the Summit had.

It's worth pointing out the long-term effect which the Summit is bound to have and which is already visible due to quality of its content and the active involvement of partners and stakeholders.

All of the Summit's conferences were open to the public through prior online reservation and live streamed and recorded. Simultaneous interpretation into English and Italian was provided for most of them. The legacy is a total of over 40 hours of recordings now [available on YouTube](#). Views are steadily growing.



Partner and Sponsor

The Summit was made possible by a fruitful cooperation between several institutions, research organizations, foundations and sponsors who contributed in various ways to the realization of its events.

Under the patronage of the City of Milan and with the contribution of the Lombardy Region.



Speaker

Over 100 world renowned international scientists and experts engaged in cutting-edge research in the field of longevity.



Website

Our engagement metric tells us that in the month of March 2024 alone, the Summit website recorded over 40,000 page views.



[go to website](#)

Promotional Videos

Thanks to the collaboration of our media partners, we were able to produce 15 promotional videos and play them on all channels.



[go to the video](#)

Streaming

4,628 total views for 1,309 unique viewers, with 2,663 total hours viewed and an average session time of 42 minutes.



Newsletter

6 dedicated newsletters were sent out to a constantly updated mailing list of about 3,400 subscribers between February and March with a total opening of 7,389 and 834 clicks.

BRAINNEWS

periodico di comunicazione scientifica di BrainCircle Italia

#MilanLongevitySummit

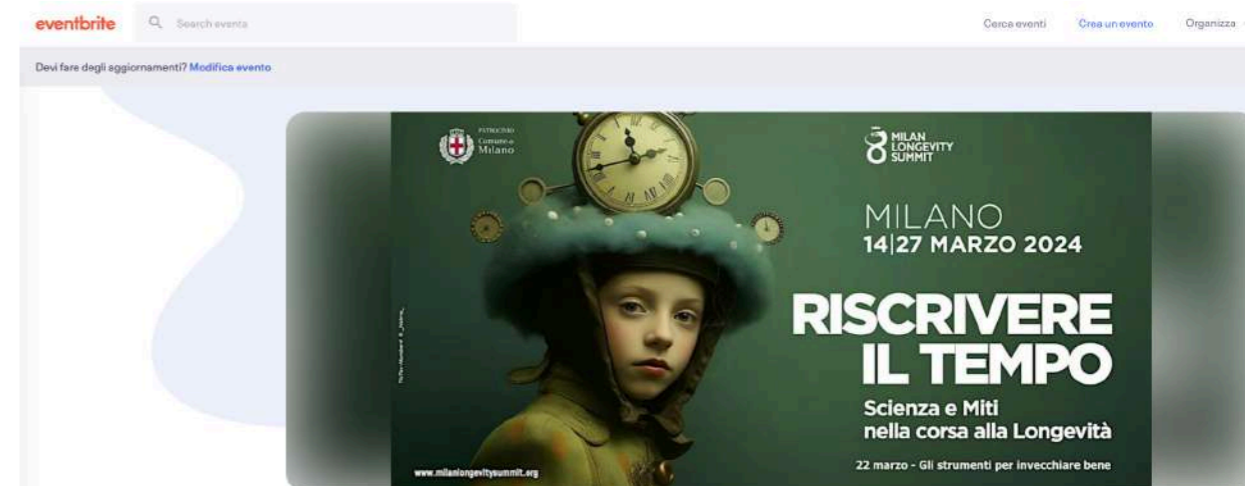


Perché le donne invecchiano peggio degli uomini? È possibile mantenersi eternamente giovani? Perché tutti investono nella longevità, in una nuova corsa all'oro? Cosa fanno i miliardari nella speranza di non invecchiare? E cosa può fare ognuno di noi?

[go to the latest newsletter](#)

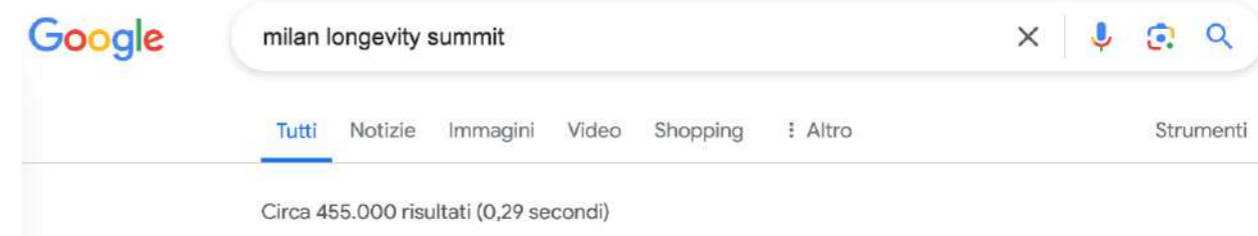
Eventbrite

More than 4,000 reservations were made on this ticketing platform to secure a seat at the Summit's conferences.



Web Pages

Hundreds of thousands of pages – and still counting – talk about the Summit on the web. Nearly 3,000 videos.



[go to Google](#)

Social network - Organic

BrainCircleItalia has accounts/pages on Facebook, Instagram, X (formerly Twitter) and LinkedIn.

Although starting from relatively small follower bases (from about 3,300 on the two Fb pages to 160 on X), organic activity during March resulted in more than 60 posts with original content and about the same amount of shared content.

This resulted in hundreds of shares and comments of appreciation leading to a substantial growth of the hashtag #milanlongevitysummit ranking (about 2,600 search results) during the Summit days, thus generating further dissemination of the content.

It should be said that aside from the results obtained through the communication activities promoted by BrainCircle Italia, a remarkable multiplier effect was generated by the parallel activity carried out by co-organizers, partners and personalities involved.



Facebook – Ads

4 advertisements were made (March 5 to 22)

Coverage: 55,923

Clicks on links: 407

Interactions: 296

Trend delle inserzioni

Copertura a pagamento ⓘ

55.923 ↑ 100%

Impression a pagamento ⓘ

102.110 ↑ 100%



Spotify – Ads

An audio clip was used to promote the Summit on Spotify, active from March 16 to 22, totaling a listening history of 362.

Data Overview



QUALITY OF EXPERIENCE	
Overall Viewer Experience	83 / 100
Scores	
Playback Success	92
Startup Time	88
Smoothness	85
Video Quality	98
Key Metrics	

TOP VIDEO TITLES	
2024	362

Press Office

CloseToMedia was the Summit's Press Office.

The press review at the link shows a selection of the 800 most relevant articles and provides data on Advertising ValueEquivalent (AVE) and Opportunities To See (OTS).

Since TV and Radio features and interviews have not been reported by the monitoring service, the value of the review is to be considered higher than reported.



RASSEGNA STAMPA 2024

NUMERO ARTICOLI	AVE*	OTS**
800	5.235.000 €	31.000.000

* AVE (Advertising Value Equivalent): assegna un valore alla copertura media in termini economici, basandosi sul costo pubblicitario dell'equivalente spazio occupato da ciascun articolo.

** OTS (Opportunities To See): indica l'impatto della copertura media quantificando l'esposizione dell'articolo - quante persone hanno potenzialmente visto l'articolo. Questo indicatore prende in considerazione la dimensione della copertura mediatica e il pubblico/lettore di riferimento per le principali testate stampa e web.

C L O S E T O M E D I A

[go to press review](#)