BROADCAST BRAZIL OVERVIEW

1. **US PRIMARY MARKET SUPPLIER**
   (followed by Europe and Asia)

Most Used Communication Channels:
1. **TV:** 63%
2. **INTERNET:** 26%
3. **RADIO:** 7%
4. **NEWSPAPERS:** 3%
5. **OTHER:** 1%

Main products/equipment of interest for importing are:
- **Radio**
- **Television**
- **Relay**

**Brazil ranks #6 in advertising market in TV.**

In 2017
**Radio** was responsible for the growth of investments in the media market in Brazil. **Radio** grossed US$2 billion, an increase of 24% compared to 2016, when US$1.6 billion was invested.

Number of companies in Brazil:
- **TV:**
  - 6,197 relays
  - 272 generators
  - 79 educational

- **Radio:**
  - 4,526 commercial open stations
  - 4,193 community
  - 465 educational

Audiovisual advertising market share:
- **TV:** 55%
- **radio:** 3.8%

Total market value:
**US$40 MIL**

Media and entertainment expected growth: 6.4%/year
Total market value will reach **US$49 MIL** by 2020.

Trends for the coming years:
- **Compression**
  - the operation should become very light.
- **Automation**
  - artificial intelligence input

Sources: Media Data 2016, Kantar Ibope Media, Pesquisa Midia