



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%**

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.

MAIN PRODUCTS/EQUIPMENT OF INTEREST FOR IMPORTING ARE:

- RADIO
- TELEVISION
- RELAY

NUMBER OF COMPANIES IN BRAZIL:

TV:

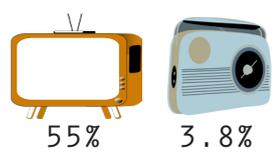
- 6,197 RELAYS
- 272 GENERATORS
- 79 EDUCATIONAL

RADIO:

- 4,526 COMMERCIAL OPEN STATIONS
- 4,193 COMMUNITY
- 465 EDUCATIONAL

BRAZIL RANKS **#6** IN ADVERTISING MARKET IN **TV**.

AUDIOVISUAL ADVERTISING MARKET SHARE



TOTAL MARKET VALUE:

US\$40 MIL
 (2016)



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

