



# EXPO 2020

August 24 - 27, 2020 / São Paulo - Brazil



**SET EXPO is the largest event on  
technology and business for media  
and entertainment in Latin America.**

**[www.setexpo.com.br](http://www.setexpo.com.br)**

# EXHIBIT AT SET EXPO

SET EXPO is the most important business and technology event for media and entertainment in Latin America.

Exhibiting at SET EXPO will provide you with a platform to engage with **15,000+** electronic media and entertainment markets stakeholders. Any company dedicated to creation, management and delivery of media content interested in Brazil and LATAM markets should be present at SET EXPO.

SET EXPO trade show brings to the region all major players including major global providers, vendors from many different countries, local manufacturers and distributors offering a wide variety of products and services including the most recent innovations. The conference program is recognized worldwide for its important debates on trends and challenges faced by the industry. It is also a very good opportunity for networking with local leaders, policy makers and regulators.



# SET EXPO TRADE SHOW

**3 DAYS**

**15,000+**  
visitors

**400+**  
press

**400+**  
exhibiting  
brands

**33**  
countries  
+ Brazil

# SET EXPO CONFERENCE

4 DAYS

2.000+  
attendees

200+  
speakers

# FIND YOUR CUSTOMERS

35%

- C-LEVEL

25%

- ENGINEERING
- TECHNICAL
- OPERATIONS

10%

- PRODUCTION
- CREATION

# THE MAIN INDUSTRIES IN ONE PLACE

## PRIMARY BUSINESS

- MEDIA COMPANIES

30%

18%

- SUPPLIERS/  
MANUFACTURES

15%

- PRODUCTION  
• POST-PRODUCTION

43%

- TV CHANNELS

9%

- RADIO STATIONS

6%

- SATELLITE

# VISITORS ARE LOOKING FOR YOUR PRODUCT

25%

- PRODUCTION
- EDITING

24%

- INFRASTRUCTURE
- MANAGEMENT

21%

- NEW  
MEDIA

16%

- ACQUISITION

13%

- DISTRIBUTION
- TRANSMISSION

# MEDIA PLAN

SET EXPO Trade Show and Conference offers many marketing tools for reaching broadcast and new media industry professionals, ensuring a qualified range of business leaders as visitors.

## TOOLS

**SET EXPO WEBSITE**

**SET EXPO MOBILE APP**

**REVISTA DA SET - MAGAZINE AND BLOG**

**SET NEWS (NEWSLETTERS)**

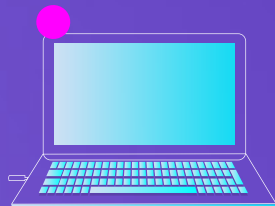
**SOCIAL MEDIA**

## MEDIA PARTNER PROGRAM

Brazilian broadcasters, international and local technology on-line and off-line magazines, and radio stations are engaged in a barter program that reaches millions of people.

This includes SET EXPO promotional spots placed with nationwide TV channels and radio stations.

# BRAZILIAN MEDIA MARKET



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## OPEN-TO-AIR TV



#OF  
HOUSEHOLDS  
71,218,900

Penetration of  
the medium  
in the population  
(30 days)

89%

Projection of  
households with  
TV sets:

96,8%

Annual sales  
of TV sets

12,074,000 (2018)

TV Stations

1,024

TV Relays

19,997

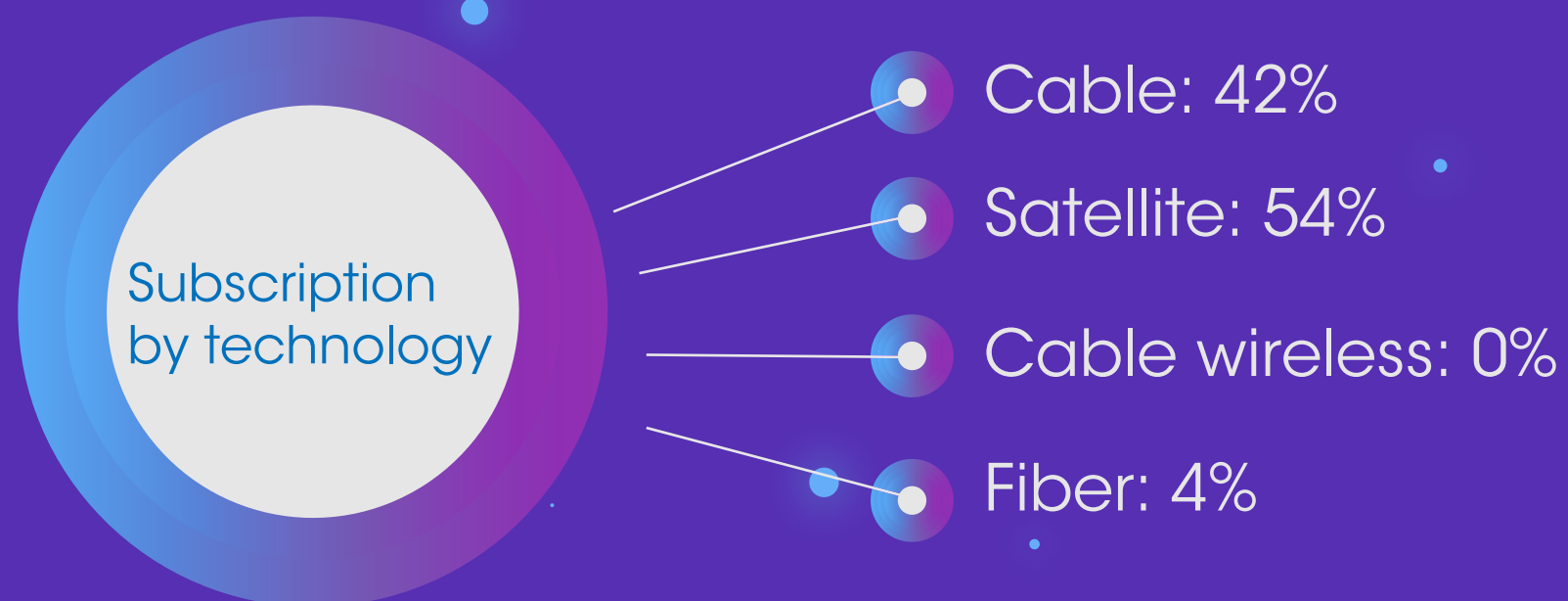
Geographical  
Coverage

100%

# PAY TV

Penetration of the medium in the population (30 days): **41%**

# of Subscribers (dez/2018): **17,574,822**



# VIDEO

Online consumption (30 days): **78.4%**



# INTERNET

Brazil: **4th** biggest user in the world

Penetration of the medium in the population (30 days): **83%**

Main device: smartphone **94.2%**

#of cell phones: **229,221,000**  
(Dec/2018)

# E-COMMERCE

Revenues: US\$13,3 billions (approximately)

E-consumers: 58,510,000 (2018)

# RADIO

Penetration  
of the medium  
in the population  
(30 days) **65%**

Total radio  
stations 8,878

# CONTENT PRODUCTION

Content production  
houses (TV, radio,  
film): **7,834**

Content distribution  
companies: **1,882**

Total industry  
employees

778,000  
job posts

# CINEMA

Penetration of the medium  
in the population: 16%

#of theaters: 3,500

## SOURCE

ABERT, ANCINE and Grupo de Mídia de São Paulo  
(2019 Media Data: <https://www.gm.org.br/midia-dados-2019>)

# OTT SUBSCRIPTION

2018: 14,1% - 29,4 Millions

2019: 16,1% - 34,0 Millions

2020: 17,6% - 37,3 Millions

2021: 18,4% - 39,3 Millions

2022: 18,9% - 40,5 Millions



# ABOUT SET

SET is a non-profit association of professionals and companies engaged with the creation and delivery of electronic media content on television, radio, film and new media. It is the main source of information and the main discussion forum on trends, regulations, content creation, production and delivery, media and entertainment market in Brazil.

**[www.set.org.br](http://www.set.org.br)**

## CONTACTS

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