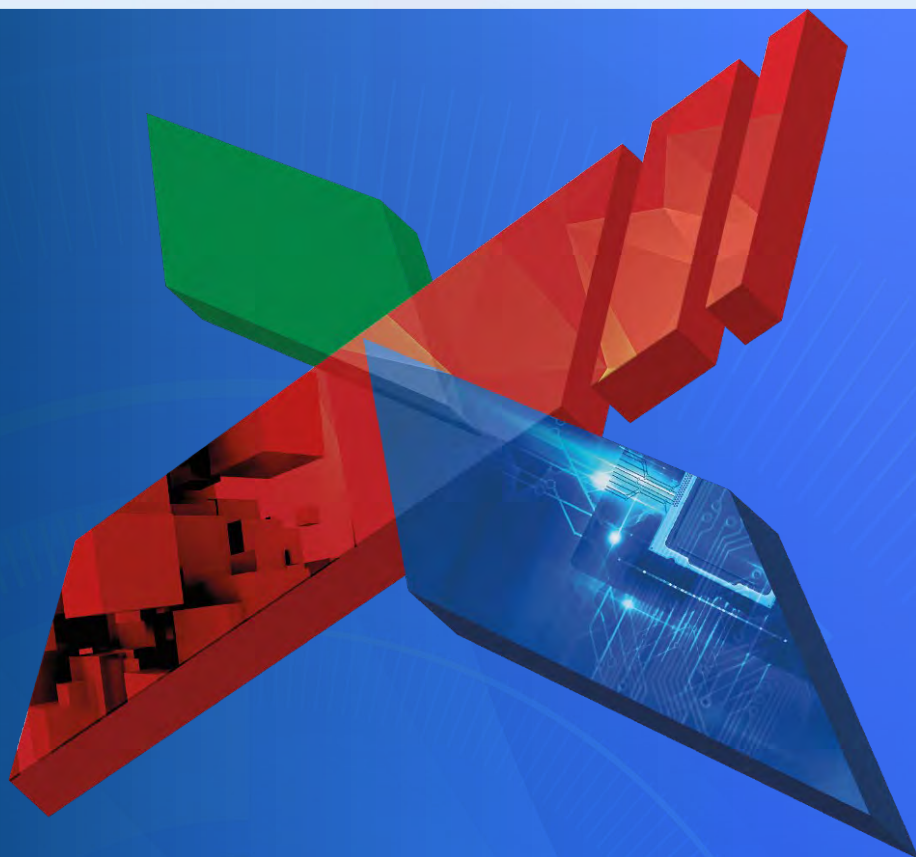


*Content & Media Technology  
Trade Show and Conference*



# 2019 SET EXPO

August 26 - 29

São Paulo - SP  
[setexpo.com.br](http://setexpo.com.br)



# SET EXPO OVERVIEW



## 2019 SET EXPO Congress and Trade Show

### ABOUT

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

### PURPOSE

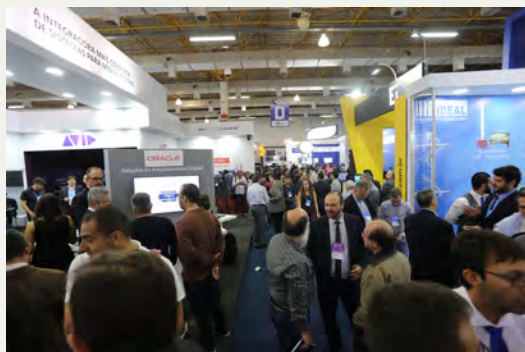
To present and discuss technical innovations, regulations and new products in the audiovisual market, covering the entire production chain, from creation through to distribution.

### TARGET AUDIENCE

The event is intended for professionals, researchers and students in the field of telecommunications, the audiovisual industry and broadcasting.

### FORMAT

The event consists of SET EXPO CONGRESS and the SET EXPO PRODUCTS AND SERVICES TRADE SHOW.



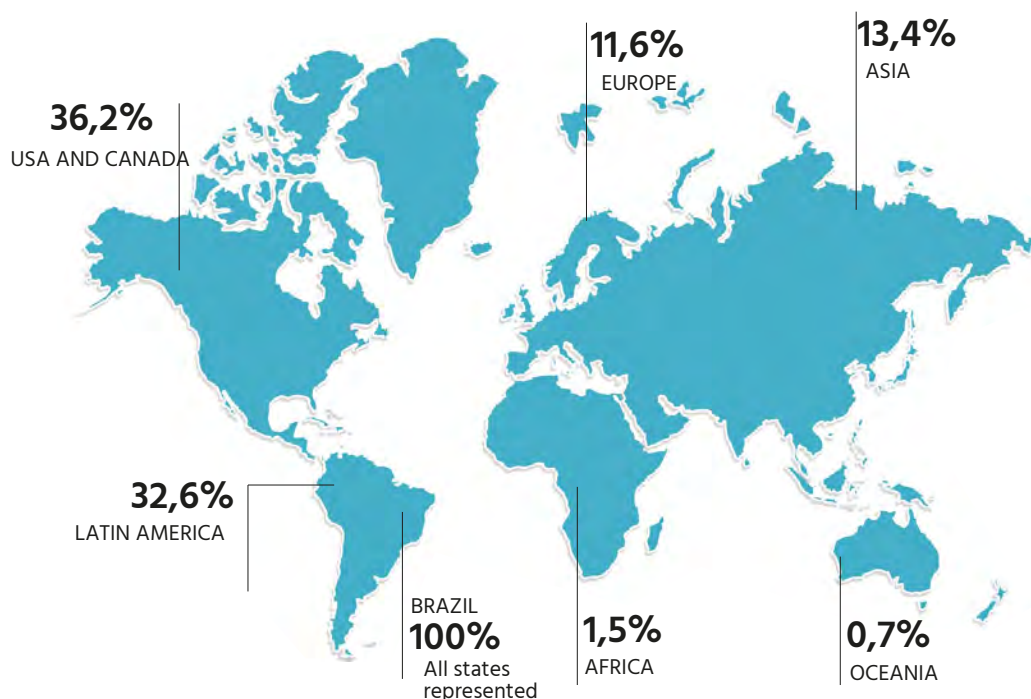


# DEMOGRAPHICS REPORT

SET EXPO 2018



## GEOGRAPHIC ANALYSIS

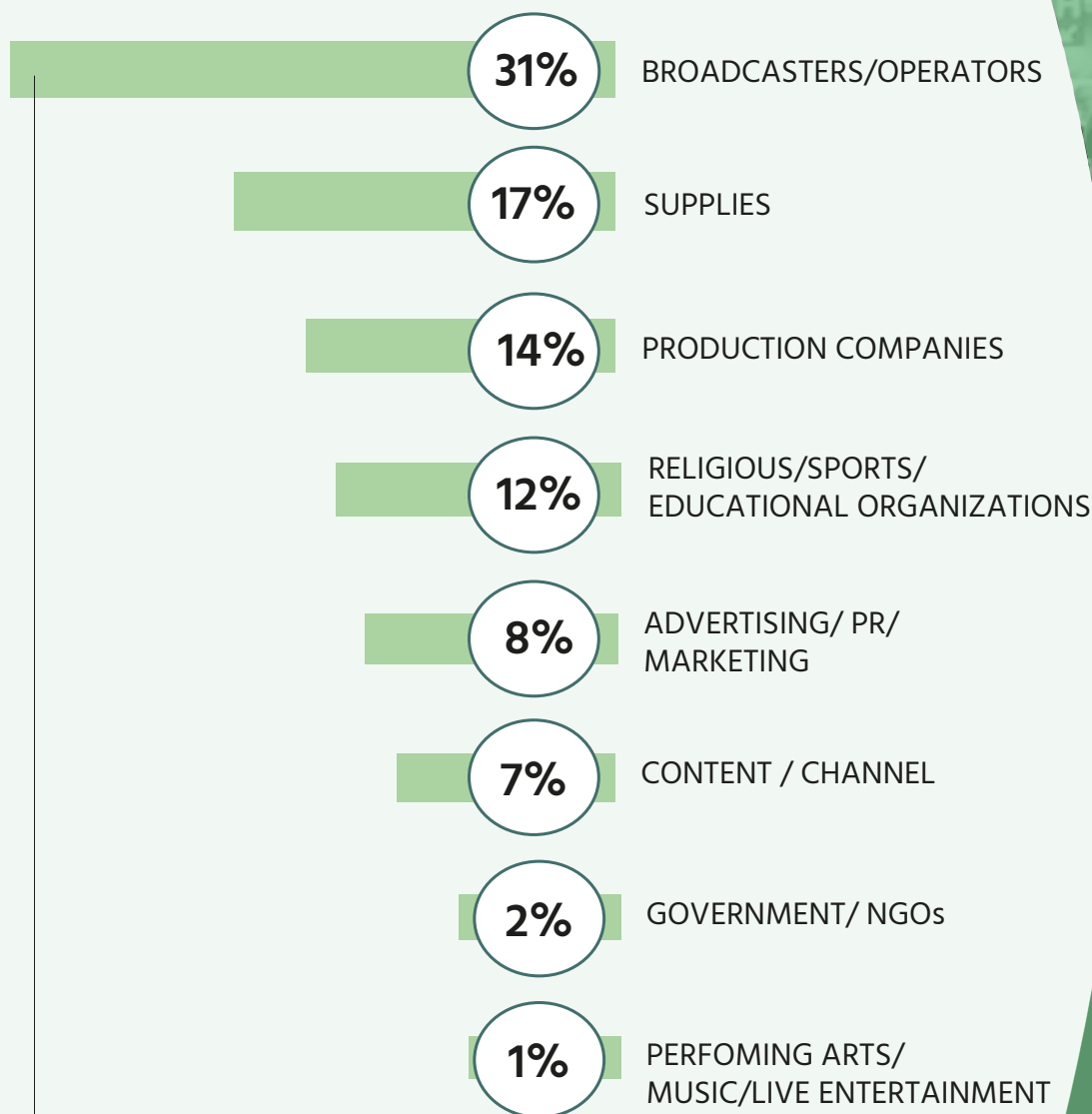


PARTICIPANT COUNTRIES

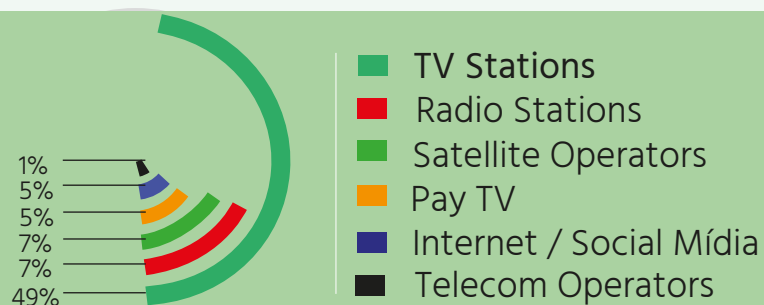
**BRAZIL + 33 COUNTRIES**

# MARKETING ANALYSIS

## PUBLIC BY BUSINESS AREA

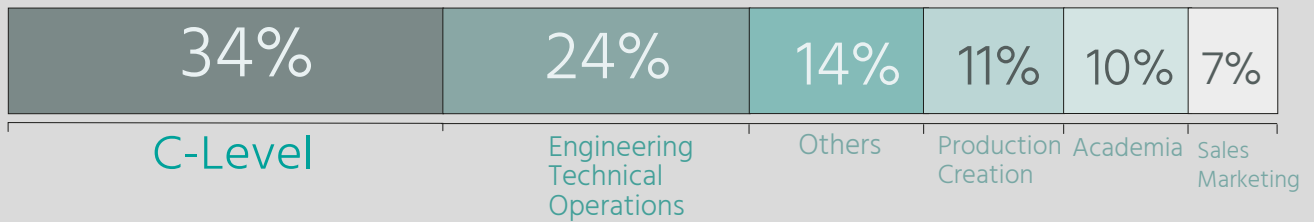


## OPERATORS

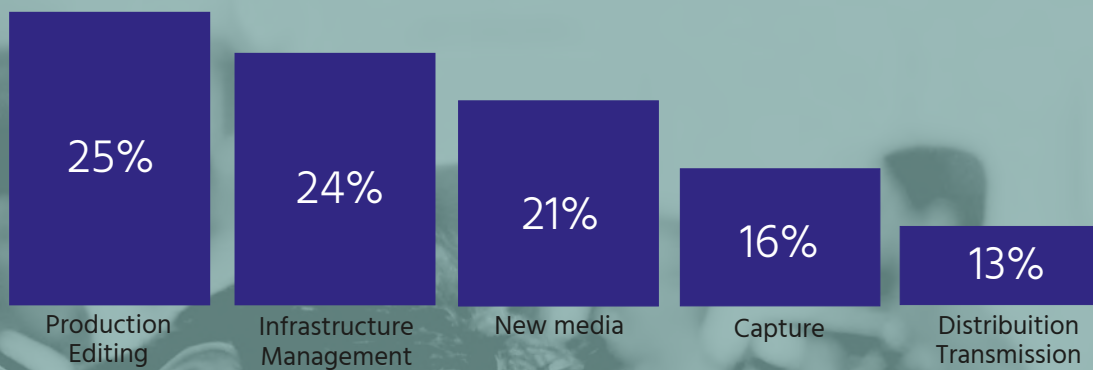


# MARKETING ANALYSIS

## PUBLIC BY JOB FUNCTION



## PUBLIC BY AREAS OF INTEREST



# 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. These tools include:

## **SET EXPO WEBSITE | [www.setexpo.com.br](http://www.setexpo.com.br)**

Updated daily in three languages (English, Spanish and Portuguese), this website is the main source of information, news and content about SET EXPO. Here, visitors can find the trade show floorplan in addition to exhibitors' products, services and contact information. Access it to find the full Demographics Reports from previous editions.

## **SET EXPO MOBILE APP**

An interactive tool, also updated in three languages, which enables visitors to receive real-time information while at SET EXPO. It also offers the entire list of exhibitors and the trade show floorplan information.

## **REVISTA DA SET - MAGAZINE**

Its printed version contains full coverage articles about the main technical innovations in products and services on display at SET EXPO, as well as the Exhibitors' Guide List. During the trade show, a team of journalists keeps its blog updated with real time news.

## **SET 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.

## **SOCIAL MEDIA**



## **SET NEWS**

Daily newsletters are sent to thousands of industry professionals, describing the main Trade Show and Conference highlights. Also in three languages.







## ABOUT SET

The Brazilian Society of Television Engineering (SET), founded on March 25, 1988, is a not-for-profit technical-scientific association of engineering, technology, operations, research professionals, educational institutions and companies, that aims the dissemination of technical, operational and scientific knowledge and the improvement of the technologies of electronic audio and video media. (Statute, Article 3).

## OBJECTIVES

The primary objectives of SET are:

- To foster technological innovation;
- To foster working groups on the trends and challenges in the market;
- To further scientific and academic knowledge;
- To support the key market players in producing regulations and standards;
- To strengthen partnerships and promote opportunities with local and international associations;
- To further the development of the Brazilian electronic media market;
- To provide opportunities for professional development.

## ACTIVITIES

Every year, SET organizes a series of business-oriented educational and informative activities. The highlights are:

### SET EXPO CONFERENCE AND TRADE SHOW

SET EXPO is an annual industry event where over 16,000 professionals learn about the latest trends in technology and business models for content creation, management and delivery during five days in São Paulo, Brazil.

### SET REGIONAL SEMINARS

Every year, SET organizes five regional seminars on broadcasting and new medias. The events are free or charge and consist of two days of talks, as well as product demonstration areas. They are excellent opportunities for networking and refresher courses for professionals from every region of Brazil.

### SET Breakfast @ NAB Show

A three-day international seminar by SET that takes place against the background of the NAB Show, in Las Vegas (USA). Approximately 400 Brazilian and Latin American executives, as well as 20 international speakers, take part in the event which starts very early before

## CONTACT

Email: [comunicacao@set.org.br](mailto:comunicacao@set.org.br) | Av. Auro Soares de Moura Andrade, 252 | suites 31 and 32 | Barra Funda District | São Paulo - SP | Postal Code: 01156-001 | Tel. +55 11-3666-9604