



**DEMOGRAPHIC REPORT**



## DEMOGRAPHIC REPORT

Visitors: 14,000+

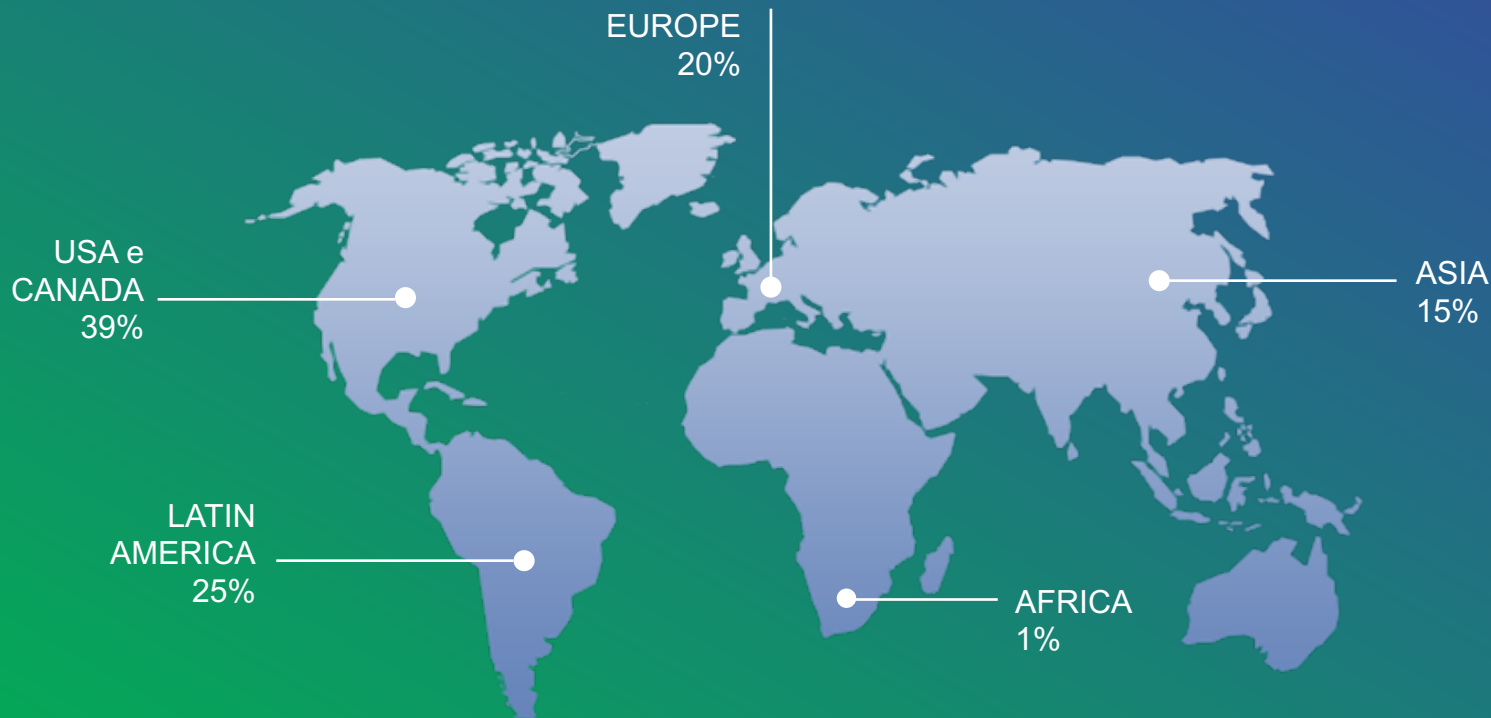
Congress attendees: 3,000+

Press: 200

Exhibiting brands: 400+

# GEOGRAPHIC ANALYSIS

## WHERE DID FOREIGN VISITORS COME FROM?



# GEOGRAPHIC ANALYSIS



**BRAZIL 100%**  
All states represented





# MARKETING ANALYSIS

## PUBLIC BY BUSINESS AREA



31%

### BROADCASTERS/OPERATORS

- 69% TV Stations
- 15% Radio Stations
- 9% Satellite Operators
- 3% Internet / Social Media
- 3% Pay TV
- 1% Cinema / TV Studios

10%

### PRODUCTION COMPANIES

7%

### EDUCATIONAL ORGANIZATIONS

7%

### CONTENT / CHANNEL

5%

### DISTRIBUTORS

5%

### SUPPLIERS

4%

### INTEGRATORS

4%

### AUDIO PRODUCTION

4%

### ADVERTISING / RP / MKT

3%

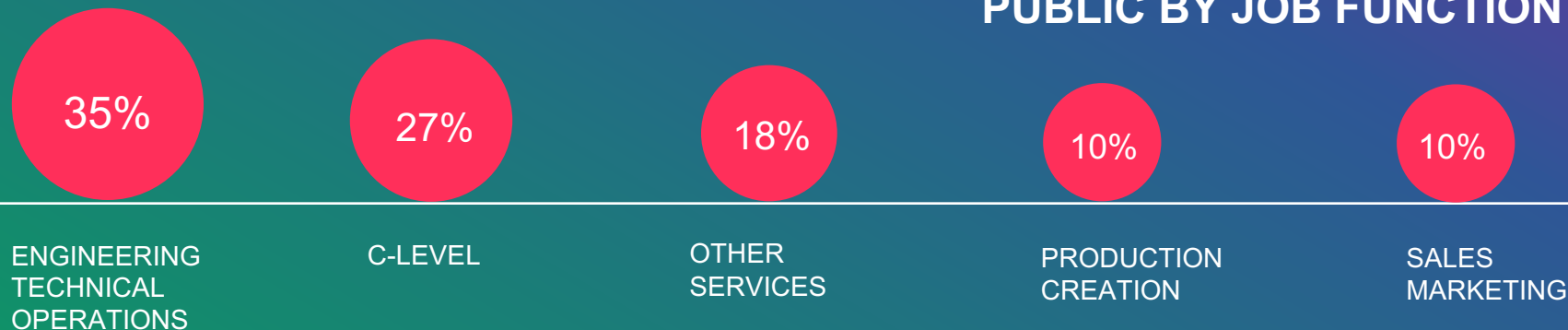
### GOVERNMENT / NGO

2%

### RELIGIOUS ORGANIZATIONS

# MARKETING ANALYSIS

## PUBLIC BY JOB FUNCTION



# MARKETING ANALYSIS

## PUBLIC BY AREAS OF INTEREST

19%

18%

16%

10%

10%

10%

8%

5%

4%

ACQUISITION  
PRODUCTION

DISTRIBUTION  
TRANSMISSION

SYSTEMS  
MANAGEMENT

CONNECTED  
MEDIA

POST  
PRODUCTION

CONTENT

AUDIO

DISPLAYS  
SYSTEMS

SERVICES



# ABOUT SET EXPO



SET EXPO – Trade Show and Congress – is the largest media and entertainment technology and business event in Latin America. It is a business and networking environment on technical innovation, business trends, regulations and new products in the media and entertainment market, covering the entire production chain from creation to delivery.

## CONTACTS

Email: [samantha@setexperience.org.br](mailto:samantha@setexperience.org.br)

Phone.: +55 11 98088-8881

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





**EXPO**  
2023

