



DEMOGRAPHIC REPORT

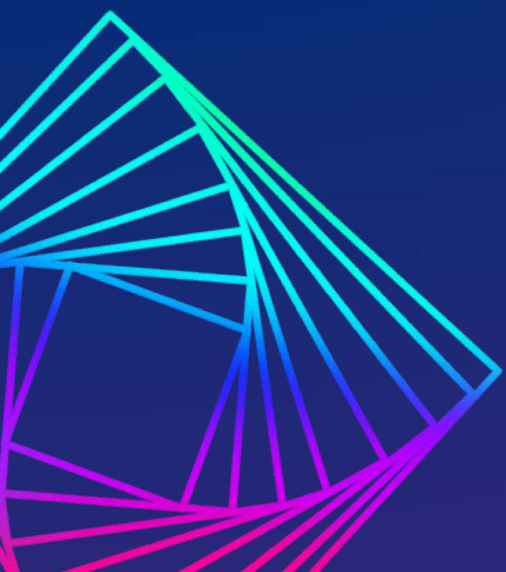
DEMOGRAPHIC REPORT

Visitors: 21,000+

Congress attendees: 3,500

Press: 240

Exhibiting brands: 500+



GEOGRAPHIC ANALYSIS

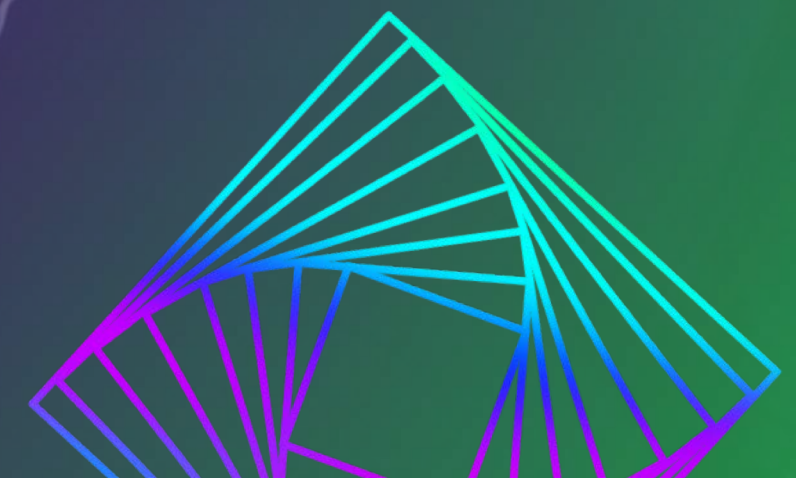
WHERE DID FOREIGN VISITORS COME FROM?



GEOGRAPHIC ANALYSIS

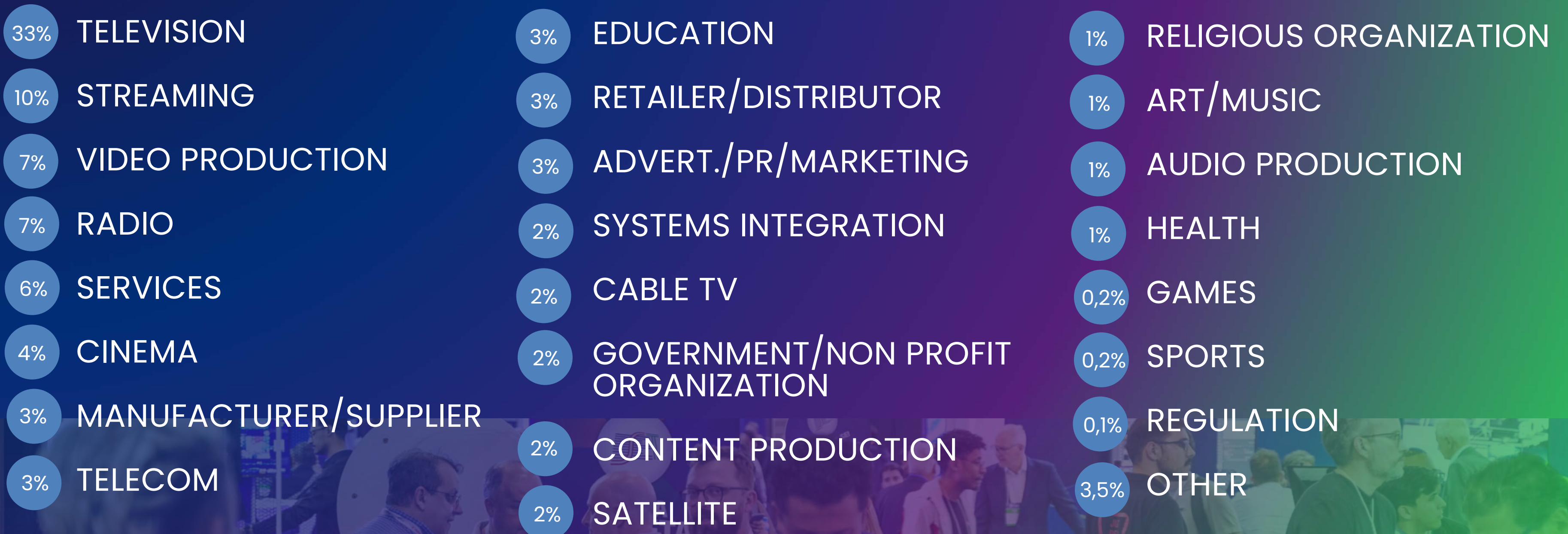
BRASIL 100%

All states represented



MARKETING ANALYSIS

PUBLIC BY BUSINESS AREA



MARKETING ANALYSIS

PUBLIC BY JOB POSITION

19%

MANAGERS

17%

C-LEVEL

17%

ENGINEERS/
TECHNICAL
OPERATIONS

15%

DIRECTOR

7%

DIRECTOR/PRODUCER
/EDITOR

4%

STUDENT/
INTERN

2%

ADVERTISING
/MKT/PR

2%

CAMERA/
CINEMATOGRAPHY

1%

NEWS

MARKETING ANALYSIS

PUBLIC BY AREAS OF INTEREST



47%

CONTENT

13%

SYSTEMS

8%

DISTRIBUTION/
TRANSMISSION/DELIVERY

4%

DISPLAYS AND
SCREENS

4%

A/V PRODUCTS

4%

NEW
TECHNOLOGIES

3%

SERVICES

3%

POST PRODUCTION

3%

AUDIO / SOUND

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.

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