DEMOGRAPHIC REPORT



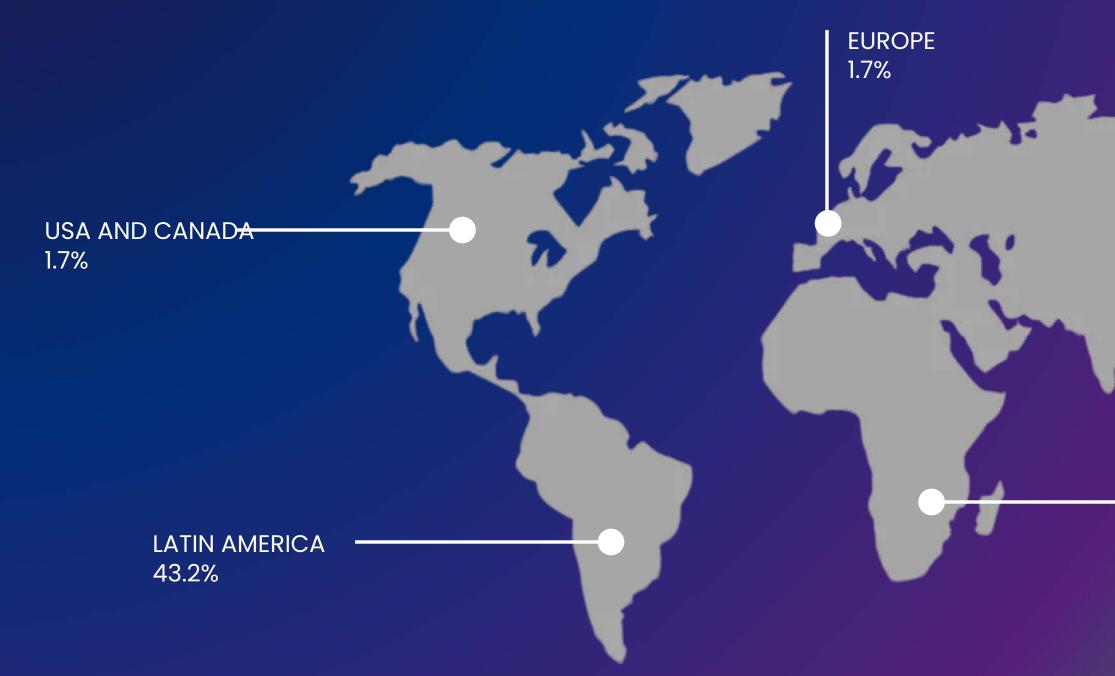
DEMOGRAPHIC REPORT

Visitors: 21,000+ Congress attendees: 3,500 Press: 240 Exhibitting brands: 500+





GEOGRAPHIC ANALYSIS WHERE DID FOREIGN VISITORS COME FROM?



SET EXPO 2024 – DEMOGRAPHIC REPORT

- ASIA 51.7%

AFRICA 1.7%

SALA 1 ROOM

GEOGRAPHIC ANALYSIS

BRASIL 100% All states represented

SET EXPO 2024 – DEMOGRAPHIC REPORT

MARKETING ANALYSIS PUBLIC BY BUSINESS AREA

- TELEVISION 33% STREAMING **VIDEO PRODUCTION** RADIO 7% SERVICES 6% CINEMA 4% MANUFACTURER/SUPPLIER 3% TELECOM 3%
- **EDUCATION** 3% RETAILER/DISTRIBUTOR 3% ADVERT./PR/MARKETING 3% SYSTEMS INTEGRATION 2% CABLE TV 2% GOVERNMENT/NON PROFIT ORGANIZATION 2% CONTENT PRODUCTION 2% SATELLITE 2%

RELIGIOUS ORGANIZATION 1% ART/MUSIC 1% **AUDIO PRODUCTION** 1% HEALTH 1% GAMES 0,2% SPORTS 0,2% REGULATION 0,1% OTHER 3,5%

MARKETING ANALYSIS PUBLIC BY JOB POSITION

19%

17%

17%

MANAGERS

C-LEVEL

ENGINEERS/ TECHNICAL OPERATIONS

4%

STUDENT/ INTERN

ADVERTISING /MKT/PR

2%

2%

CAMERA/ CINEMATOGRAPHY SET EXPO 2024 – DEMOGRAPHIC REPORT



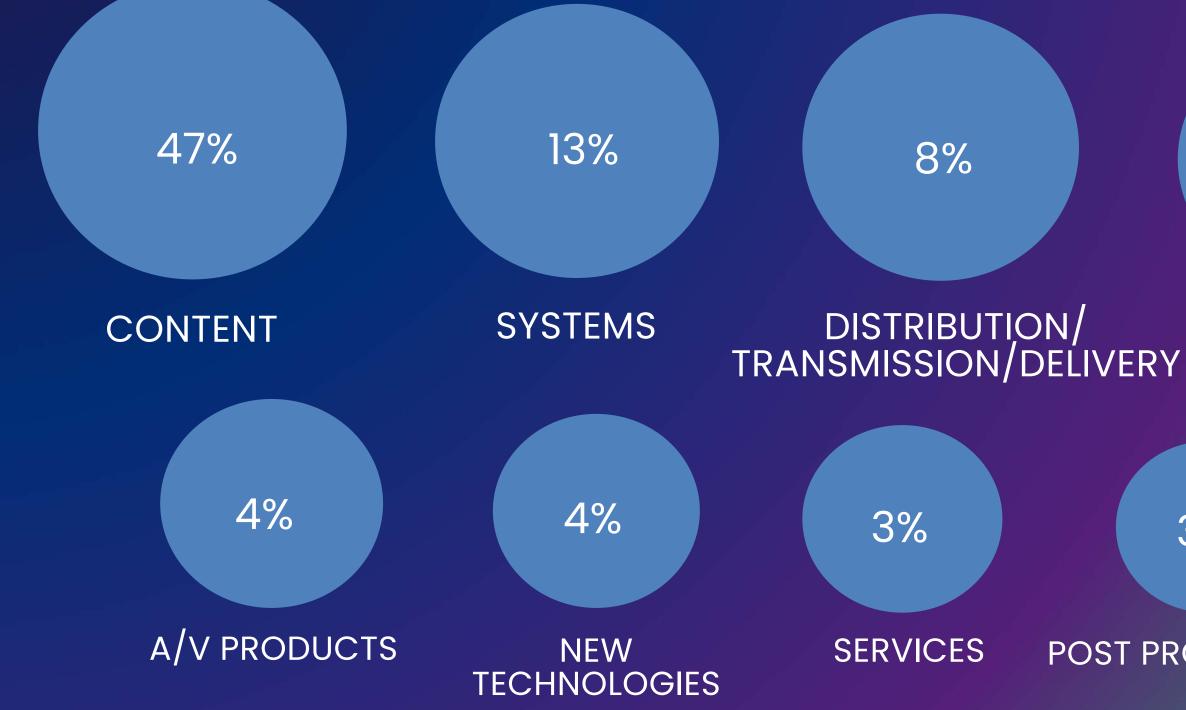
DIRECTOR DIRECTOR/PRODUCER

7%

1%

NEWS

MARKETING ANALYSIS PUBLIC BY AREAS OF INTEREST



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4%

DISPLAYS AND VERY SCREENS



3%

POST PRODUCTION 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.

CONTACTS

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SET EXPO 2024 – DEMOGRAPHIC REPORT

