

Brazil Media & Technology Outlook 2014



*Primary data & analytics covering Brazil's media & tech economy from 2007-17:

- Total spending on consumer-facing digital & traditional media & technology
- Digital & traditional advertising & marketing revenue by platform
- Consumer media usage of digital & traditional media by platform
- Consumer spending on digital & traditional media & tech by category
- Brazil's global rankings: digital media & tech revenues, usage & consumer spend



PQ Media's Emerging Market Intelligence Series (Volume I):

Brazil Media & Technology Outlook 2014

Exclusive primary research from PQ Media:

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Global Digital Media & Technology Series: Report Descriptions, Web Links for More Details & Free Dataset Downloads

[*Brazil Media & Technology Outlook 2014*](#) is the second title in a new multi-report series providing in-depth strategic intelligence covering the state of digital, alternative and traditional media and technology in key emerging markets worldwide. PQ Media's *Emerging Market Intelligence Series* delivers exclusive data and insights from high-growth markets in The Americas, Europe and Asia, consistently organized by country, sector, platform, technology and social generation, spanning a decade with historical results from 2007-12 and detailed projections for the 2013-17 period. The *Series* tracks more than 100 digital and traditional media platforms and channels across nearly a dozen critical high-growth markets, including China, Brazil, India and Russia. Comprehensive, data-rich findings form the foundation for essential media business intelligence, accentuated by the series design to be synergistic and consistent as far as methodology, definitions, segmentation, datasets, time series, and a unique multi-lens view of each market based on key industry growth indicators: media operator revenues, consumer time spent with media, and consumer spending on media content and technology.

Some of the trend and data analyses contained in the new *Series* were gleaned from PQ Media's [*Global Digital Media & Technology Report Series*](#), a groundbreaking three-volume suite delivering the first holistic, cross-channel view of the rapidly shifting global media ecosystem by country, channel, device and social generation. Each of the reports in this *Series* provide data and analytics covering digital and traditional media, focusing on one of the three key growth indicators mentioned above. All three reports are developed to work together to give industry executives actionable market research worldwide, focusing on the Top 15 Global Markets for the 2007-17 period. The *Series* delivers vital intelligence to decision makers responsible for charting a course through a transitioning world media ecosystem. Brief descriptions of each report follow with links to report-specific landing pages providing free downloads of executive summaries, table of contents and sample datasets.

Report #1: [*Global Digital & Alternative Media Revenue Forecast 2013-17*](#). This report tracks, analyzes and forecasts digital and alternative (D&A) media operator revenues from 2007 through 2017 in the world's 15 leading markets, broken down by the advertising and marketing sectors; 9 D&A media platforms within each sector; and 40 D&A media channels. Also included are data on 11 traditional media platforms for comparisons.

Report #2: [*Global Consumer Usage of Digital Media Forecast 2013-17*](#). Report delivers in-depth strategic intelligence on consumer time spent with media worldwide from 2007 through 2017 in the 15 leading global markets by 3 overall digital platforms, 21 media channels, 5 cultural generations and both genders. It also provides data on 8 major traditional media platforms for comparisons.

Report #3: [*Global Consumer Spending on Digital Media Content & Technology Forecast 2013-17*](#). Analyzes consumer spending on digital media content units and subscriptions, as well as end-user spending on digital media access, devices, software and related services. Data is organized into 2 major spending sectors, 5 digital media & technology categories, and 28 segments therein. Also provides data on consumer expenditures on 4 traditional media categories and 14 traditional media segments.



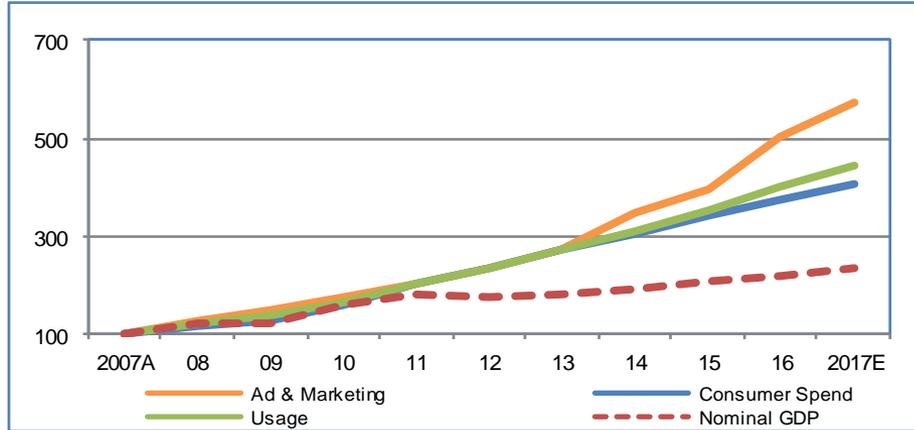
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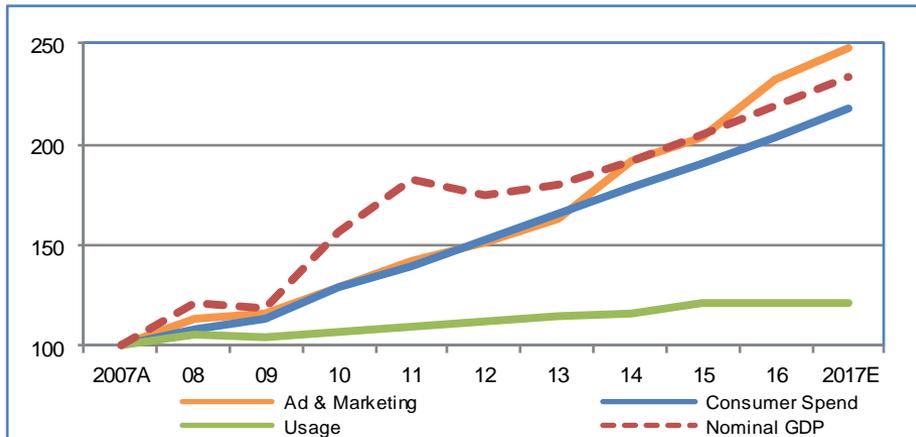
Brazil Media Growth Index: Digital vs. Traditional & Total Media & Nominal GDP in 2007-17 Period

Digital Media Growth Index: Ad & Marketing, Consumer Spend, Usage

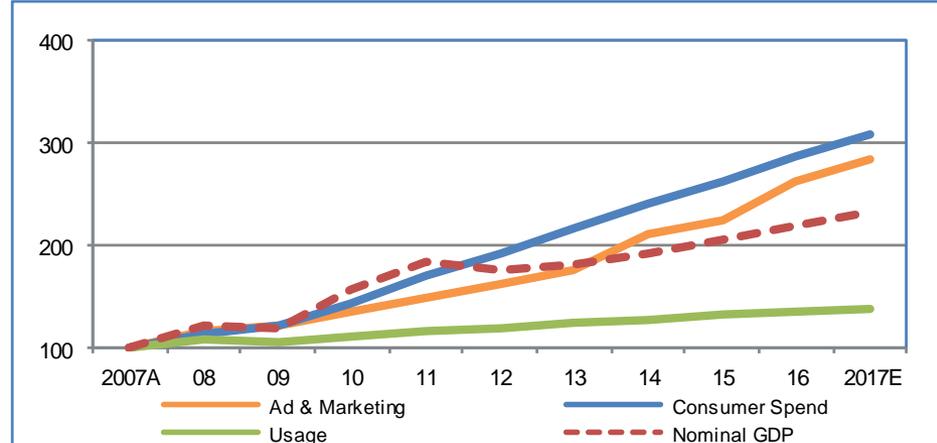


Source for all datagraphs: PQ Media

Traditional Media Growth Index: Ad & Mrktg, Consumer Spend, Usage



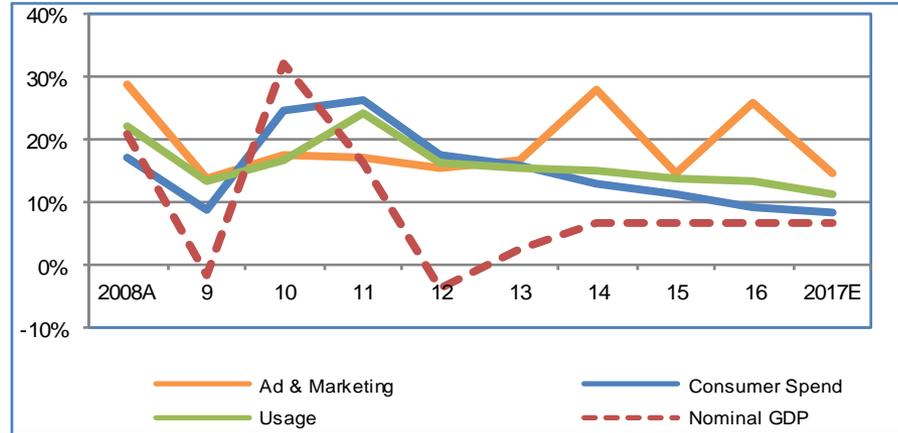
Total Media Growth Index: Ad & Marketing, Consumer Spend, Usage





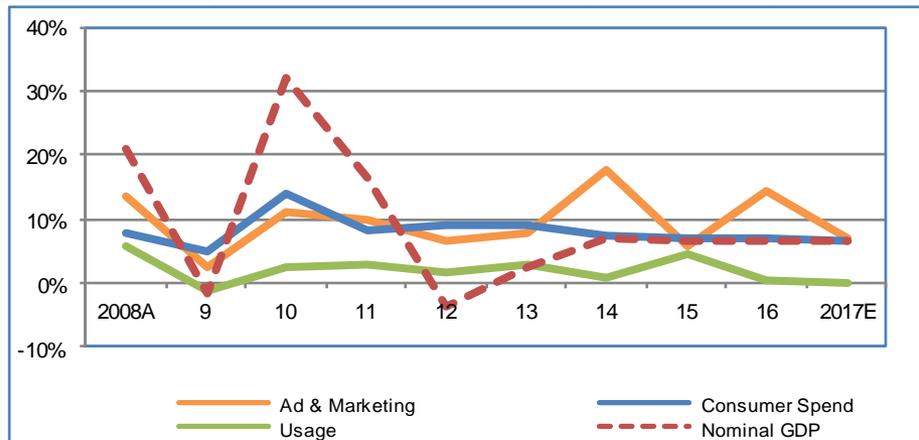
Brazil's Digital Media & Technology Growth Rates vs. Traditional & Total Media & Tech & Nominal GDP

Digital Media Growth Rates: Ad & Marketing, Consumer Spend, Usage

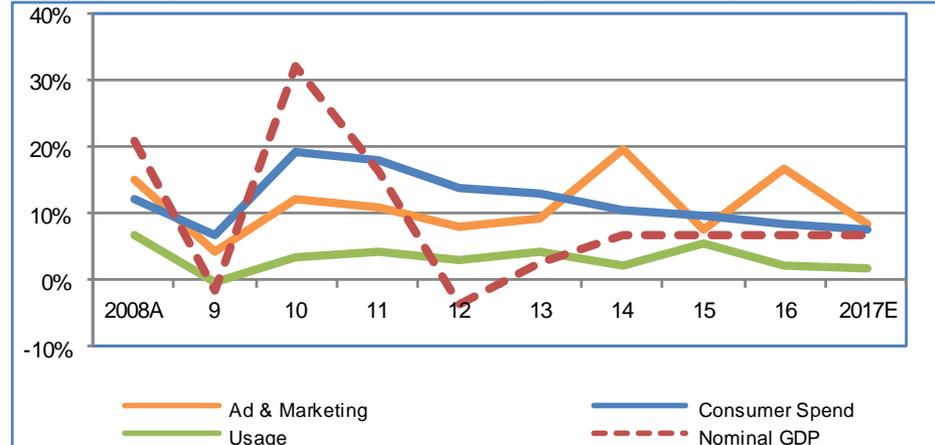


Source for all datagraphs: PQ Media

Traditional Media Growth Rates: Ad & Marketing, Consumer Spend, Usage

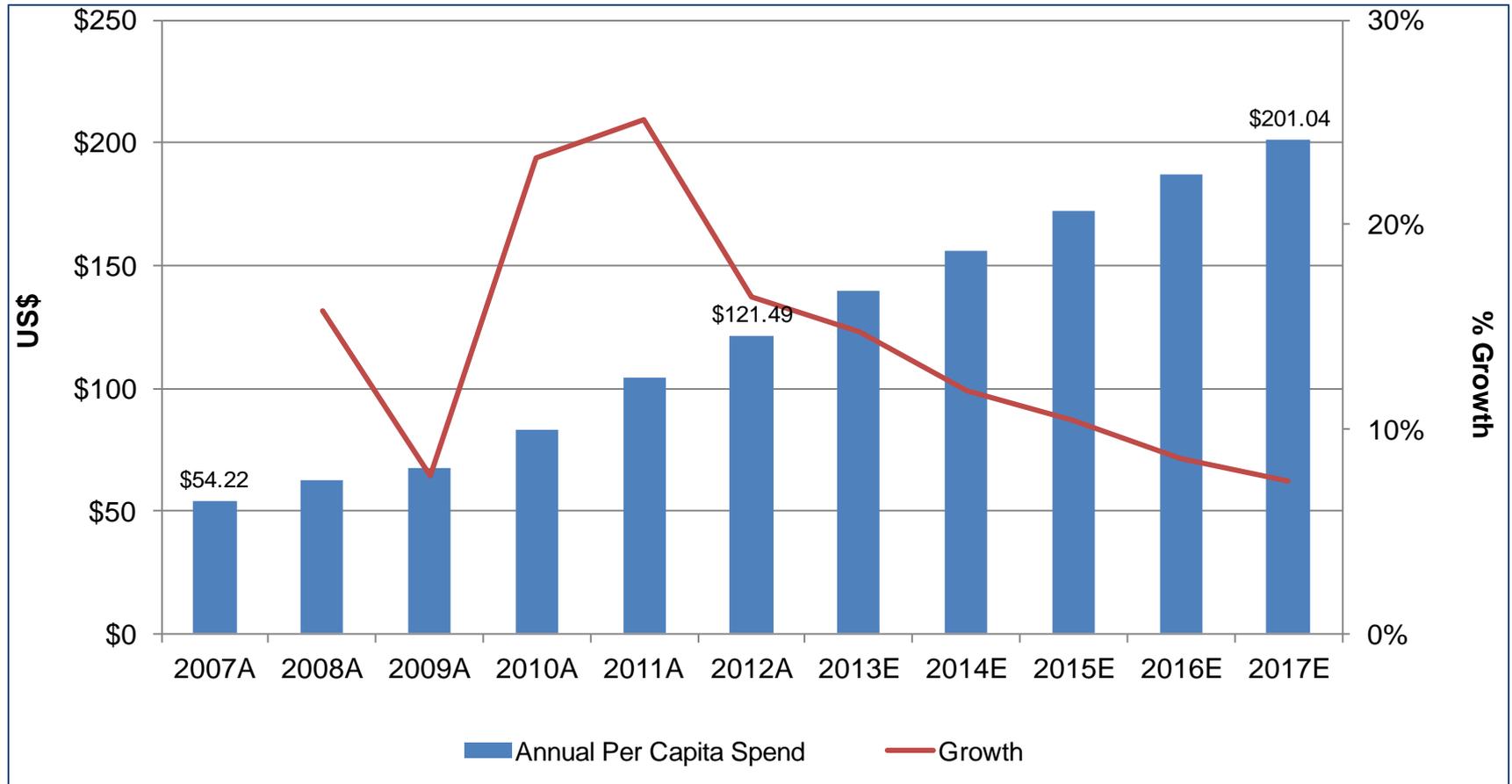


Total Media Growth Rates: Ad & Marketing, Consumer Spend, Usage





Brazil's Annual Per Capita Spend on Digital Media Content & Tech



Source: PQ Media