

MEDIA IN BRAZIL

The Brazilian advertising sector turned over R\$ 26.2 billion in 2010, a rise of 17.7% over the previous year, according to figures from the Inter-Media Project. The stand-out performer among vehicles was television, which earned almost R\$ 16.5 billion or 62.93% of the total. This share was 21.59% higher than 2009 and a record in the history of television. Newspapers came in second, with R\$ 3.2 billion or 12.36% of the total. The growth in newspapers over the previous year, however, was slight, only 3.4%. Magazines appeared next on the list, with R\$ 1.9 billion and a share of 7.5%. Magazines grew by 14.92%. The Internet appears in fourth place, with R\$ 1.2 billion and a share of 4.64%. Next comes pay TV with R\$ 1.01 billion and a share of 3.86%, followed by radio (R\$ 1.09 billion, 4.18%), out-of-home media (R\$ 765 million, 2.92%), guides and lists (R\$ 328 million, 1.25%) and movies (R\$ 92 million, 0.35%). The Internet was

the medium that presented the greatest growth, with 27.96% over 2009 and guides and lists presented the worst performance, falling by 7.78% over the previous year.

• INCREASE OF MEDIA COSTS

A strong economic crisis shook the world in 2009, curtailing economic performance. Growth was also affected in Brazil, although less so. It was not enough, however, to prevent a pronounced price increase for most media companies. Radio broadcasters faced the largest increase, with a nominal increase of 17.2%. In second place came free-to-air and pay TV, at 11%. Next, came newspapers (10.8%), magazines (9%), movies (8.4%), urban buildings (7.7%) and billboards (1.6%). Internet maintained its prices unchanged.

EVOLUTION OF MEDIA COST					
Media		Nominal increase (%)	Variation in relation to (%)		
			IGP-M	INPC	US\$
Broadcast TV (from 7am to 1am)	Total	9,1	11	4,7	46,5
	Morning	13,0	14,9	8,4	51,7
	Afternoon	17,1	19,1	12,4	57,2
	Night	8,0	9,9	3,7	45,0
Pay TV	Total	11,0	12,9	6,5	49,0
	Morning	9,1	11,0	4,7	46,4
	Afternoon	8,5	10,4	4,1	45,7
	Night	13,1	15,0	8,5	51,8
Radio	Total	17,2	19,2	12,5	57,3
	AM	19,5	21,6	14,7	60,4
	FM	-16,2	-14,7	-19,6	12,5
Magazine		9,0	10,9	4,6	46,4
Newspaper		10,8	12,7	6,3	48,7
Billboard		1,6	3,4	-2,5	36,4
Urban buildings		7,7	9,6	3,4	44,6
Movies		8,4	10,2	4,0	45,5
Internet		0,0	1,7	-4,0	34,2
IGP-M		-1,7			
INPC		4,2			
US\$		-25,5			

Source: Mídia Dados

MEDIA INCOME (US\$)				
Media	2009	2010	Variation (%)	Share (%)
Broadcast TV	7.040.897.362,60	9.410.535.825,44	33,66	62,91
Newspaper	1.607.125.908,70	1.847.961.437,78	14,99	12,35
Magazine	893.999.890,84	1.126.241.522,25	25,98	7,53
Internet	494.943.918,64	695.689.243,98	40,56	4,65
Radio	510.106.815,70	624.150.718,84	22,36	4,17
Pay TV	430.460.102,06	578.362.478,69	34,36	3,87
Out of home	339.064.679,60	436.589.548,20	28,76	2,92
Guides & lists	182.415.409,79	187.141.307,85	2,59	1,25
Movies	42.436.548,91	52.771.399,91	24,35	0,35
Total	11.541.450.636,84	14.959.443.482,94	29,61	100

Source: Inter-Media Project

Rate of Exchange: 2009 = 1,741/ 2010 = 1,666