



The Expanding Brazilian Film, Television and Digital Industry: Cinema, televisão e mídia digital no Brasil: uma indústria em expansão.

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This new bilingual book is an updated, indispensable guide to current opportunities for partnership and investment in the dynamic Brazilian Audiovisual Industry. Despite the challenging economic climate, the film, broadcast TV, pay-TV, VoD and all audiovisual content producers are benefiting from what is termed "unstoppable" sectoral expansion, which has generated multiple opportunities for investors, sales agents, advertisers, licensors, distributors and producers in all platforms, including social media.

Esta nova publicação bilíngüe é um guia indispensável e atualizado para as oportunidades de parceria e investimento na dinâmica indústria audiovisual brasileira. Apesar do clima econômica desafiador, os produtores de cinema, televisão aberta, televisão por assinatura, video on demand e demais conteúdos audiovisuais estão se beneficiando com a expansão do setor, considerada "irrefreável", que gerou inúmeras oportunidades para investidores, representantes comerciais, anunciantes, licenciadores, distribuidores e produtores em todas as plataformas, inclusive as mídias sociais.

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