

“Brazilian consumers are  
looking for intimacy...”





# Brazil

...but their definition of community is as much **global as local**, as much virtual as physical."

## The Current Episode

Currently, a key driver for Brazilians is pleasure. **The 'Pleasure Principle' is very much about the group experience** which mobile, networked devices will facilitate. Paulo Roberto Al Assal, our Sao Paulo correspondent and CEO of Voltage, the Brazilian trends forecasting company, says "The urge for having fun 24/7 and the constant strive for pleasure, independent of what they are doing, plays an important role for consumers. For this reason, day by day, consumers are getting more involved with companies, ads, campaigns and even contributing to the development of contents for TV shows like the *Multishow* program, *Urban*."

### Collective Imperative

"An emerging consumer attitude in Brazil is the imperative of the collective," says Al Assal. "Combined with the need to feel safe, people are increasingly choosing to have fun inside their own homes with close friends and family." Rafael Vivolvo, manager of special projects and marketing, Grupo Abril agrees, saying "The tribe factor is about Brazilian consumers wanting to be safe and feel like they have status."

The "Collective Imperative" stems from Brazil's street violence epidemic and, more globally, the absence of traditional pillars in modern society (nuclear family, religion and job-for-life) which offer sanctuary and guidance. **The 'Collective Imperative' means Brazilians have a home-centric approach to entertainment.**

### Homertainment

As our correspondent Al Assal identifies, this group is driven by the 'collective imperative', valuing the home, close family and friends. It is 'part of feeling safe and like they have status', he says. This is leading to the renaissance of traditional and fixed games. As Al Assal notes, 'We're seeing a revival of PlayStation and card games.' This can also be witnessed in the UK, with the rise of bridge and poker nights in. **This group is choosing 'private' entertainment**, expert Linda Stone likes to call it, over public entertainment.

### Angels of Orkut

Although user-generated content is still a new trend in Brazil, **there are early signs that Brazilians have a vigilante streak.** After a clip of footballer Ronaldo and his girlfriend having sex appeared on YouTube filmed by a voyeur, public disapproval led to vigilante attempts to shut it down.

The most famous vigilante group are 'Anjos do Orkut' (Angels of Orkut) who say their aim is to exterminate online criminals. However, by deleting online profiles, they also delete incriminating evidence. Angels use Brazil's top social networking site Orkut to advertise their interest in training would-be recruits and they have also started a heated debate on online regulation in Brazil.

### Online Lives

Living online lives through **social networking is one of the main 'free' channels of entertainment for the Brazilian consumer.** Many use Google's Orkut.com and 93% of those aged 18-24 are members.



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## The Next Episode

For Brazilians, the need to share, root and connect with close-knit communities is a universal driving force shaping the future of entertainment.

### Mobile Media

Mobile phone-enabled creativity is fusing with traditional TV and magazine formats. Multishow, a TV channel that specialises in music and entertainment, is about to launch the first TV series recorded and edited with a mobile phone and screened on TV.

*Urban* is a TV show aimed at hip-hop loving consumers and works with them to create content after discussing potential ideas online and then recording the most popular. Al Assal says, “It’s an excellent example of a program which mixes platforms: web and TV.” Mobile magazines are also starting to emerge; magazines which are designed to be consumed on mobile phone. The most famous is *Connect* which offers mobile technology news.

### Always On

Increasingly connected, thanks to the growth of 3G coverage in Brazil, Brazilian consumers can access their online worlds on the move from their mobile device. 42% of 18–34 year olds choose to upload visual content to the internet from a mobile and 18% update their online blog using their mobile. As 3G speed and coverage increases, we expect the number of Brazilian consumers accessing the web from a mobile device will blur online and offline entertainment platforms.

### Mircropreneurs

The Brazilian consumer is developing a Micropreneurial attitude. First identified in the US and UK, they are beginning to make a second or often first income by trading on the internet and creating and developing on the net; 10% get paid for uploading film and video content and 15% occasionally make a living in the virtual world Second Life.

A silhouette of a person wearing a cap and riding a bicycle, positioned on the left side of the frame. The background consists of a grid of rectangular panels, each emitting a soft, glowing light in shades of pink and red. The overall atmosphere is modern and digital.

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## STATISTICS

Out of the Brazilian consumers we surveyed:

86%	listen to music for entertainment
50%	gamble for entertainment
28%	go to live gigs, bars and clubs
23%	go to festivals
67%	use an MP3 player
80%	have a digital camera
48%	are regular social networkers
52%	chat via IM
58%	share music through peer-to-peer software
15%	of 18 – 24 year-olds have made money in the virtual world of Second Life
45%	rent DVDs from rental stores
41%	buy DVDs from high street stores

Through our survey and correspondents, we have identified some of the exciting names in the field of entertainment and media that is inspiring Brazilian consumers.

Top websites
Social network site: <b>Orkut (78%)</b>
Video-sharing website: <b>YouTube (79%)</b>
VoIP and IM Services: <b>MSN Instant messaging (82%)</b>
Photo-sharing website: <b>Fotolog (41%)</b>
Aggregator website: <b>iGoogle (47%)</b>

Top magazines
Bravo
Piaui
Exame

Websites to watch
<a href="http://urbanjungle.com.br">urbanjungle.com.br</a>
<a href="http://urbano.globolog.com.br">urbano.globolog.com.br</a>
<a href="http://xl.repubblica.it">xl.repubblica.it</a>

Top clubs
Warung Beach Club, Balneario Camboriu
Pascha, Sao Paulo
D-Edge Club, Sao Paulo

Artist watch
Cansei de ser Sexy (CSS)
Phil Masques
Nx Zero

Festival watch
Rio Carnival
Tim Festival
Multishow Music Awards