

cultura e
tecnologia

o que faz
e o que tem

tempo livre



1,7 MILHÃO

de pessoas preferem
praticar atividades de mídia
em seu tempo livre

posse de equipamentos e serviços

CELULAR OU
SMARTPHONE
88%



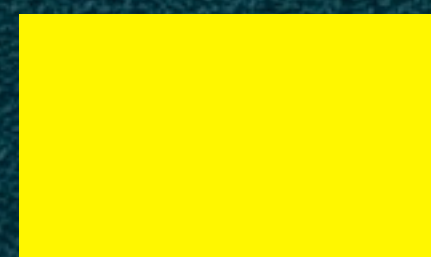
TV POR
ASSINATURA
69%



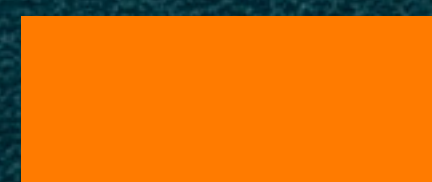
ACESSO À
INTERNET
EM CASA
68%



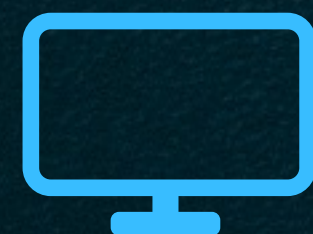
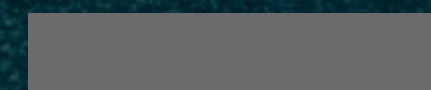
TABLET
19%



SMART TV
13%



NENHUM
7%



hábitos de mídia

TV ABERTA
95%



RÁDIO FM
89%



JORNAL
72%



ACESSAR A
INTERNET
71%



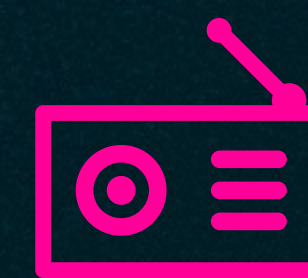
TV POR
ASSINATURA
71%



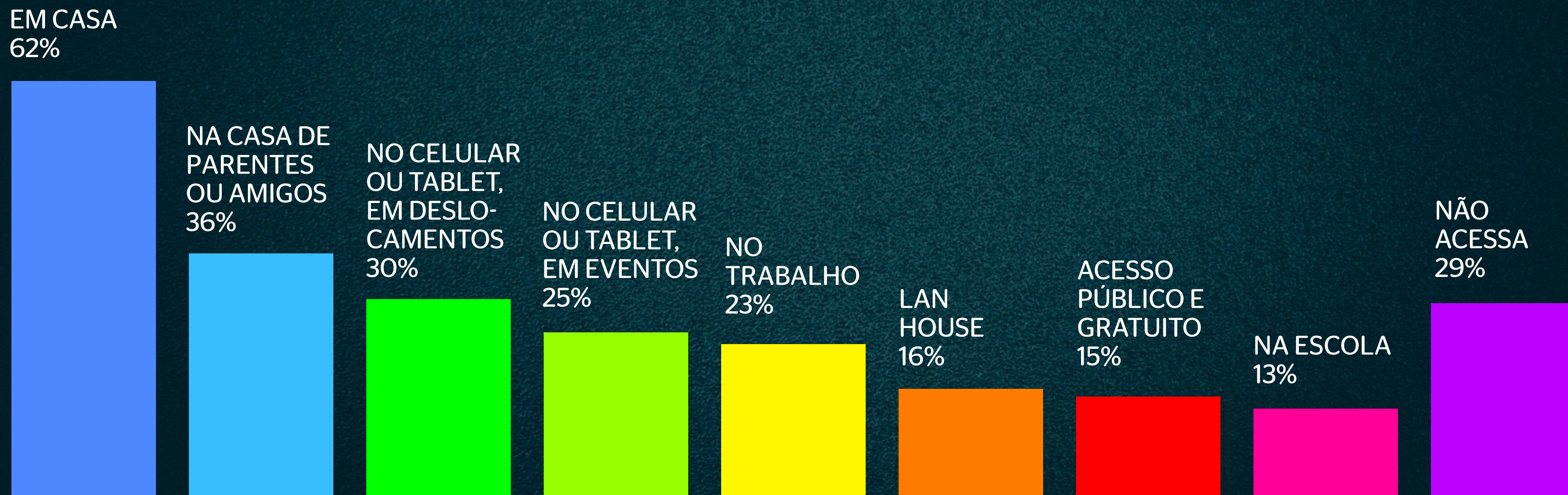
REVISTA
63%



RÁDIO AM
39%



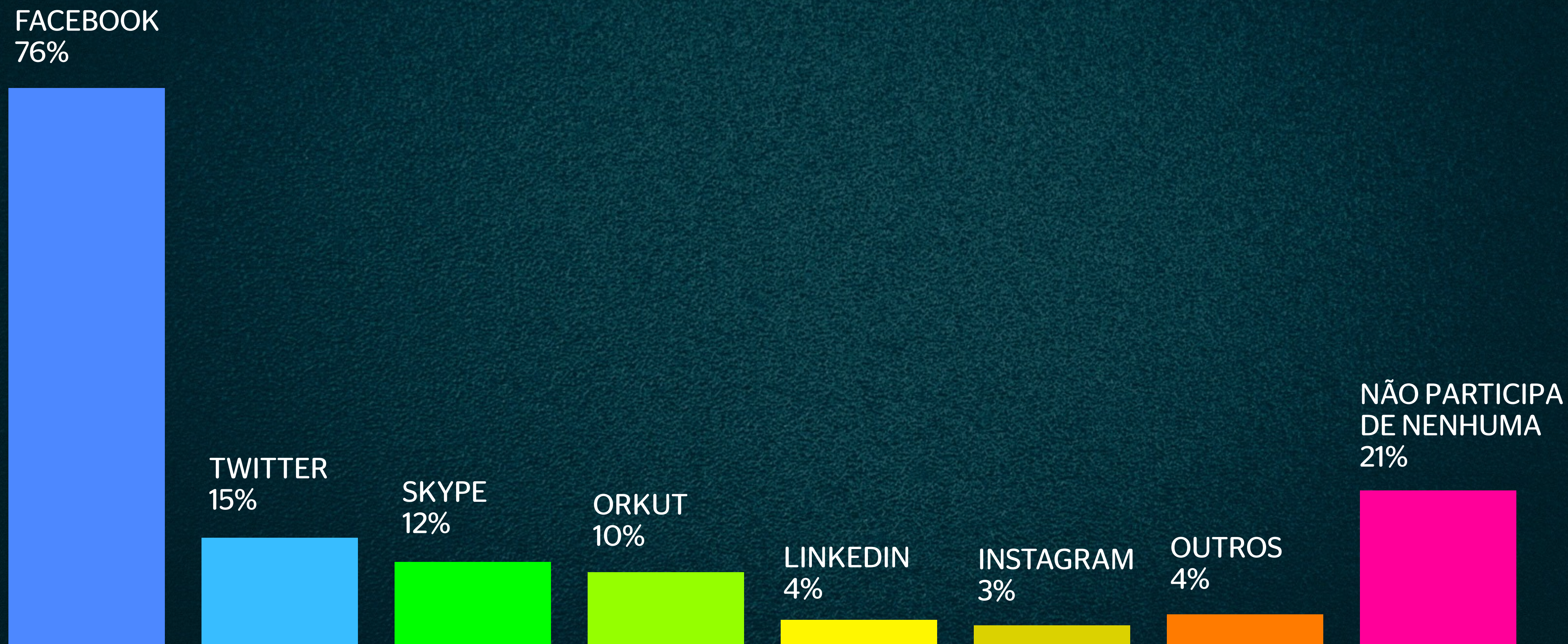
internet: onde acessa



internet: frequência de acesso

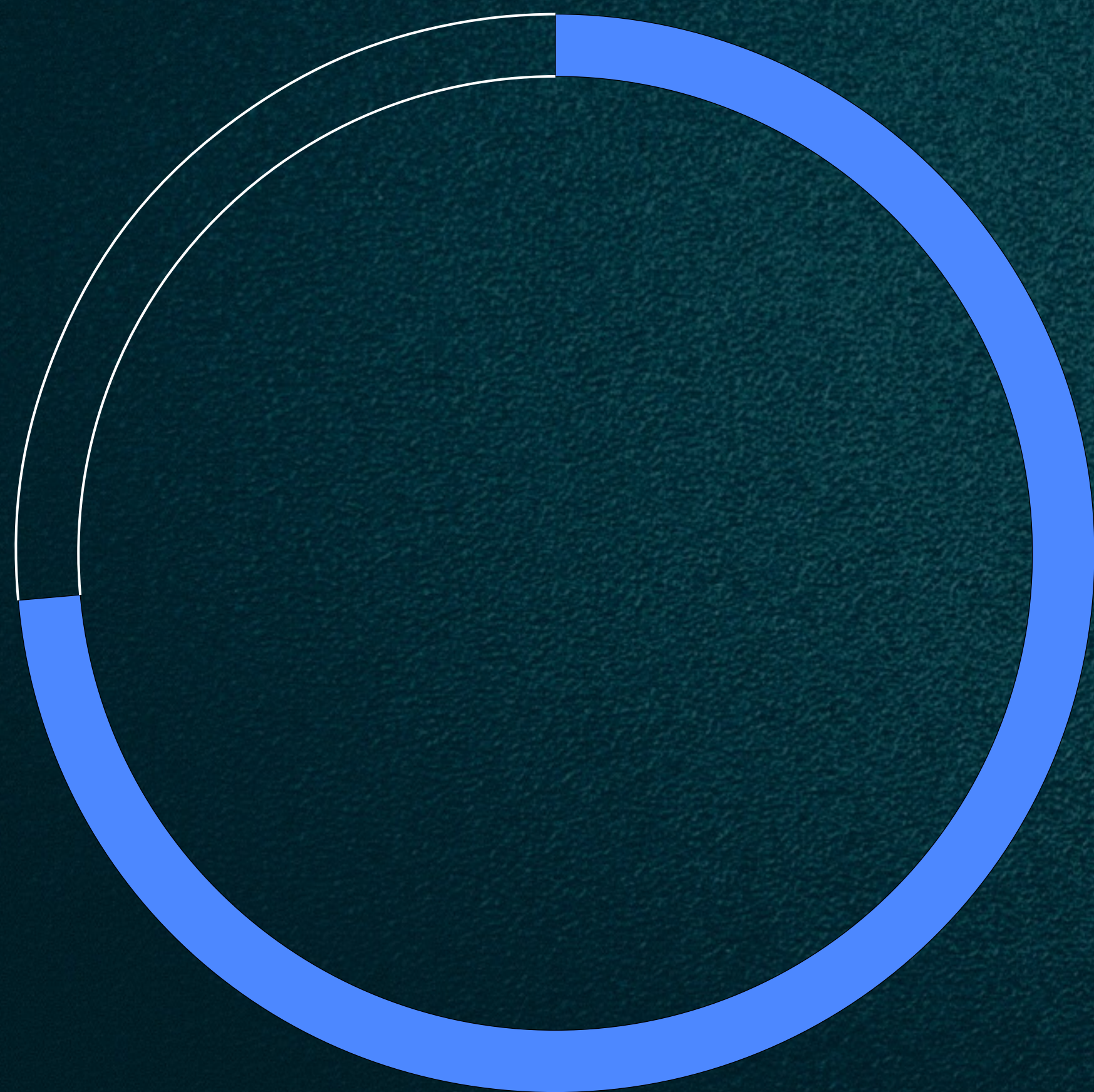


redes sociais



heavy-user
tem mais estudo
e renda

quem está conectado

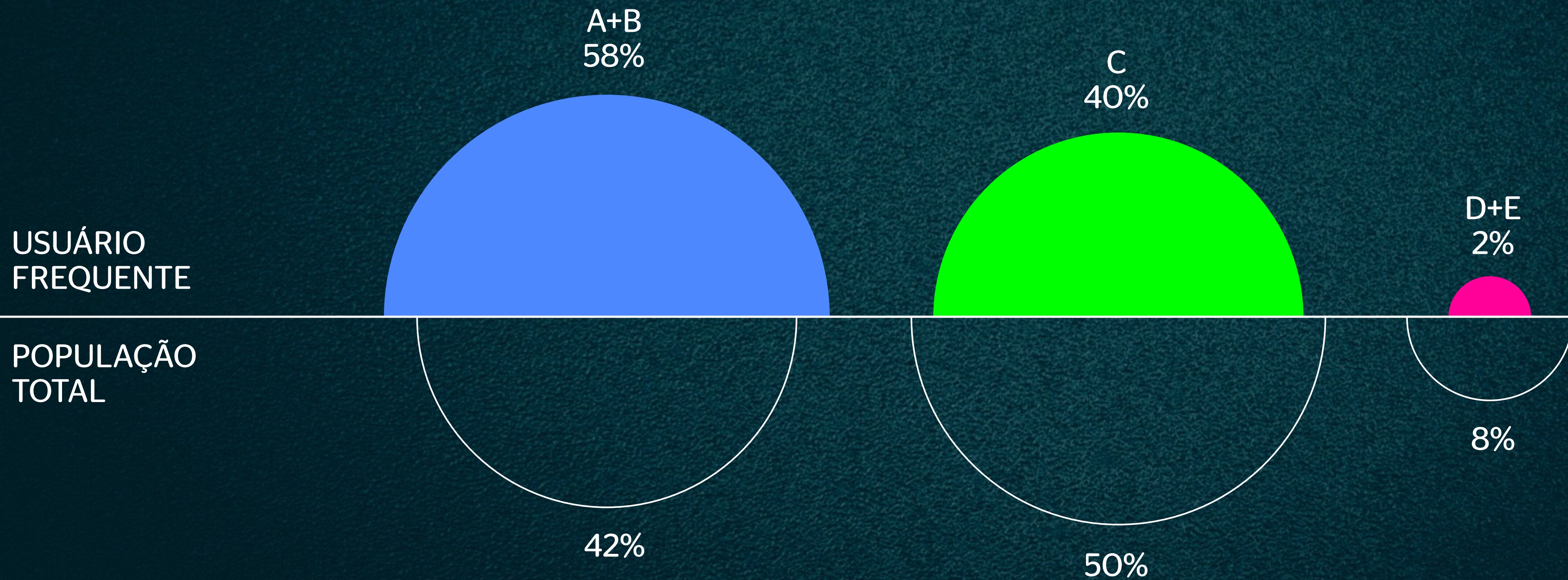


73% dos usuários da rede
acessam a internet diariamente

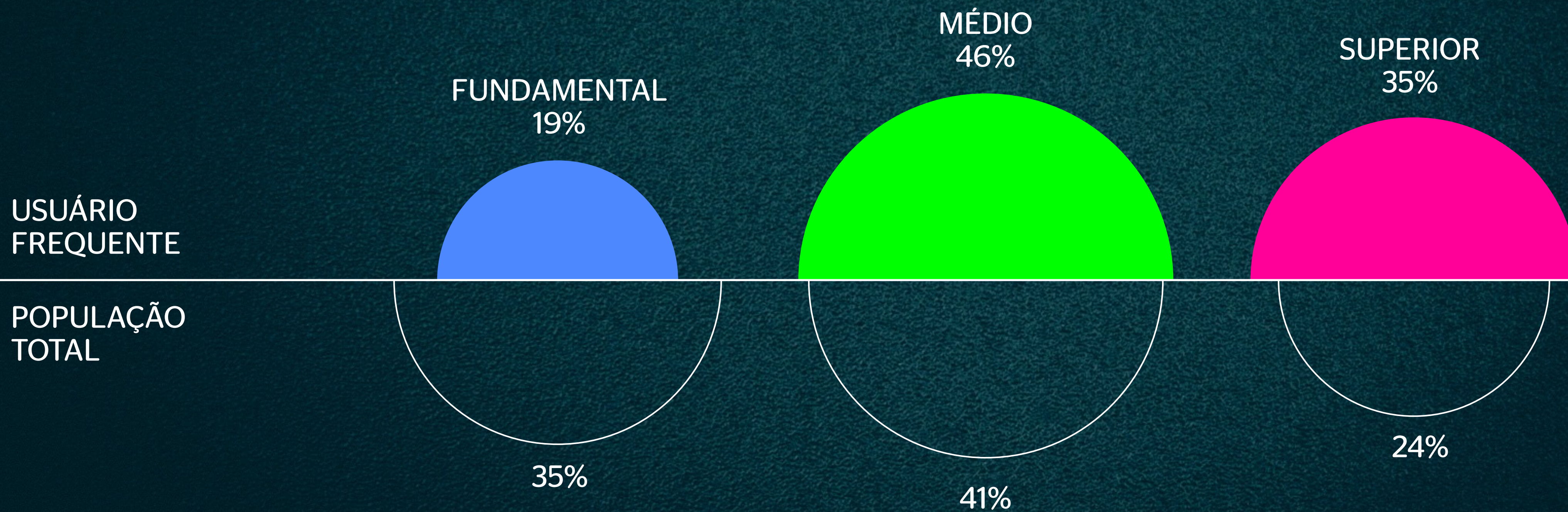
2,9 milhões

de heavy-users

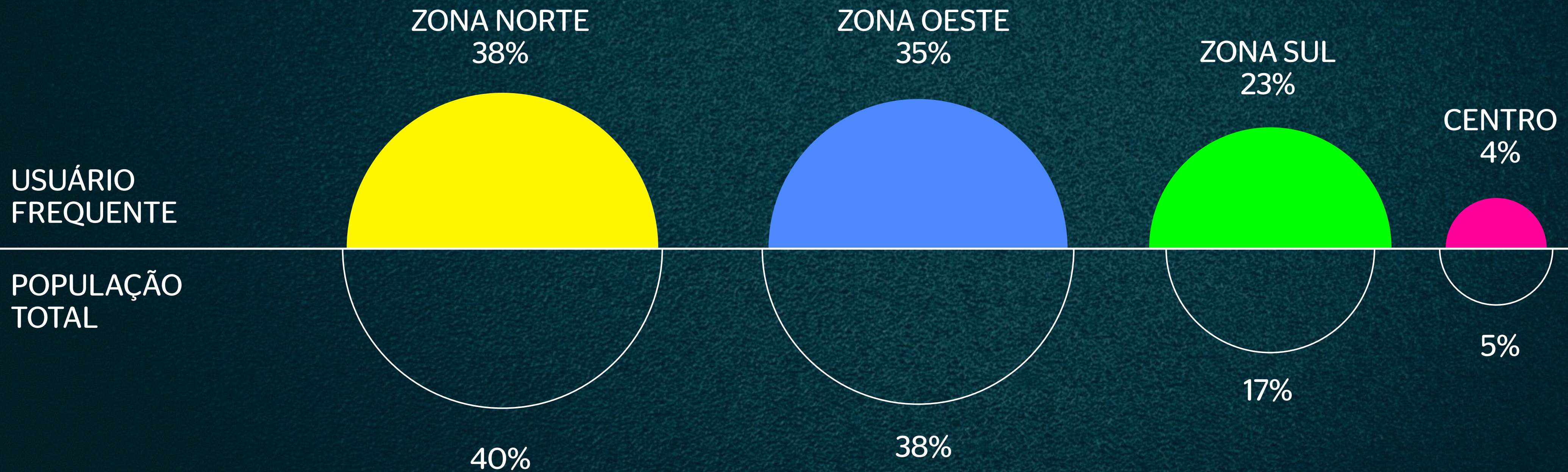
heavy-users: classe



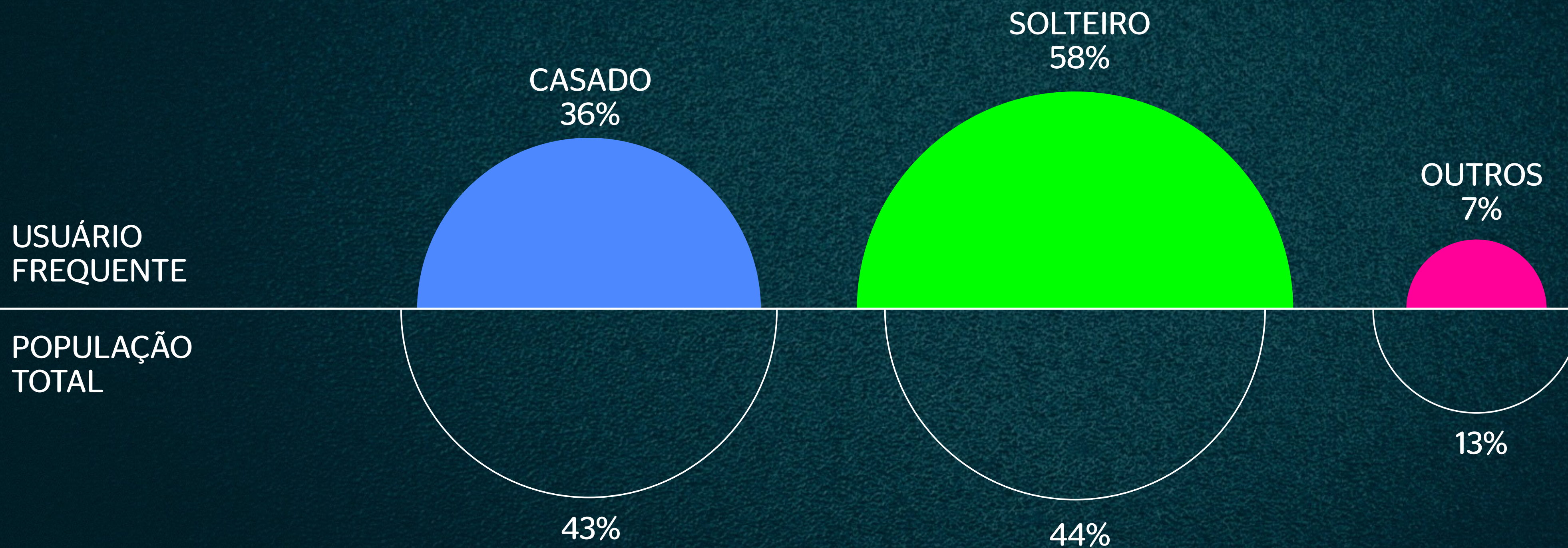
heavy-users: ensino



heavy-users: moradia



heavy-users: estado civil



internauta diário: atividades culturais

HEAVY-USER

TOTAL

FACEBOOK

TWITTER



CINEMA



TEATRO



MUSEUS



SHOWS



internauta diário: atividades culturais

HEAVY-USER

TOTAL

FACEBOOK

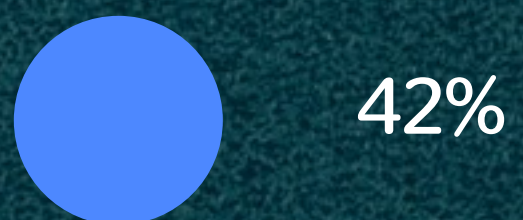
TWITTER



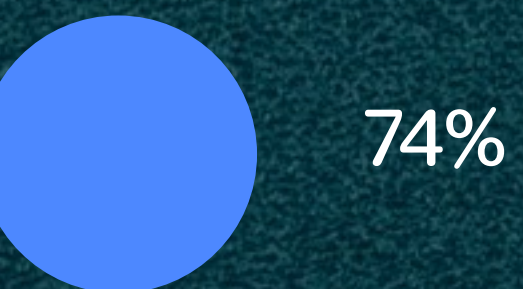
DANÇA



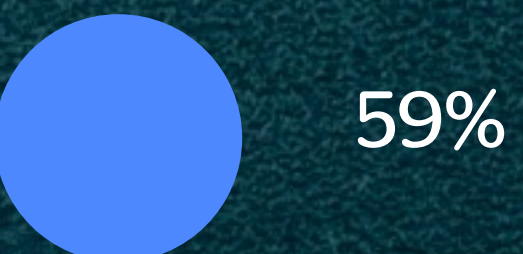
BIBLIOTECAS



LIVROS

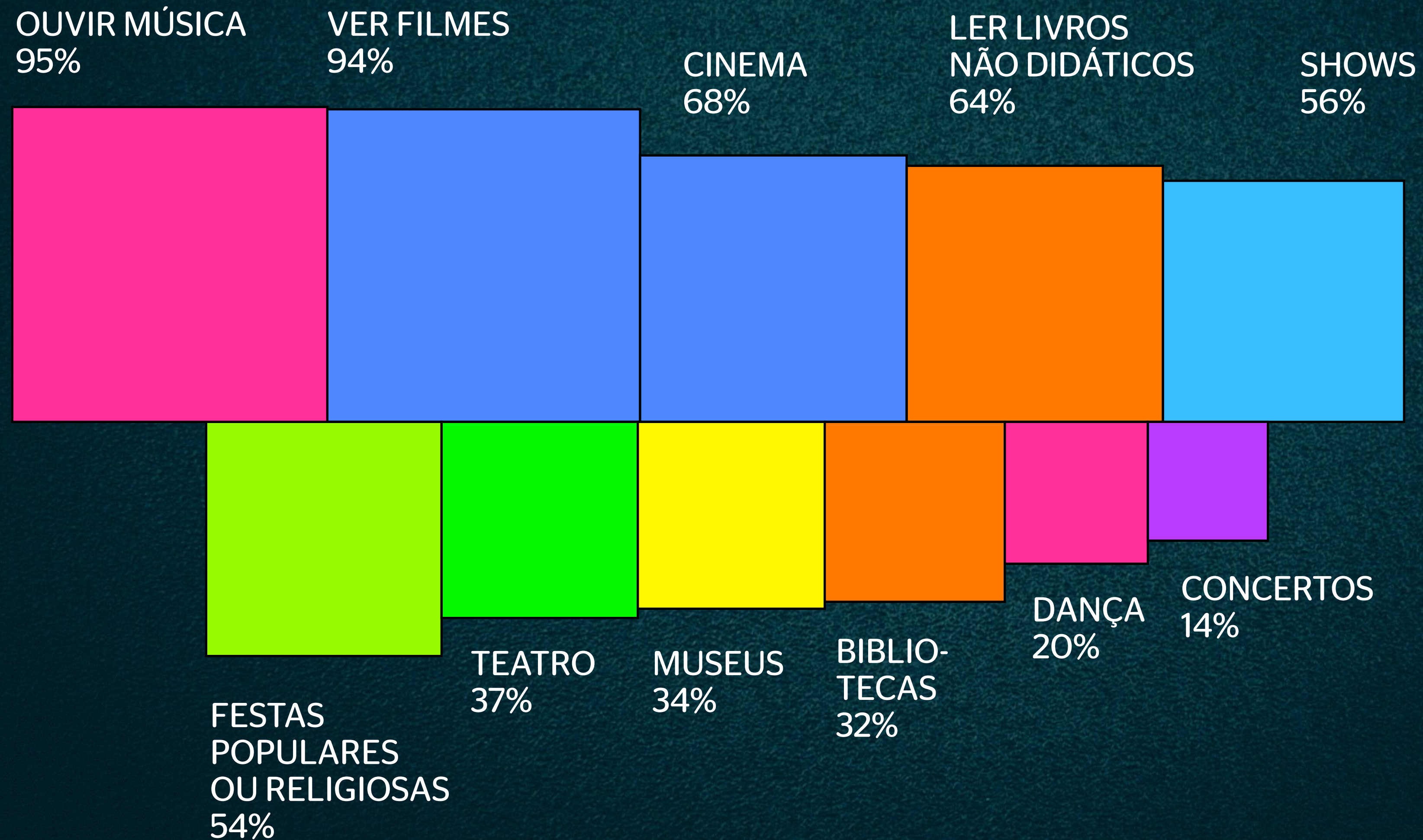


VIDEOGAMES



tecnologia
estimula consumo
cultural em casa

atividades culturais

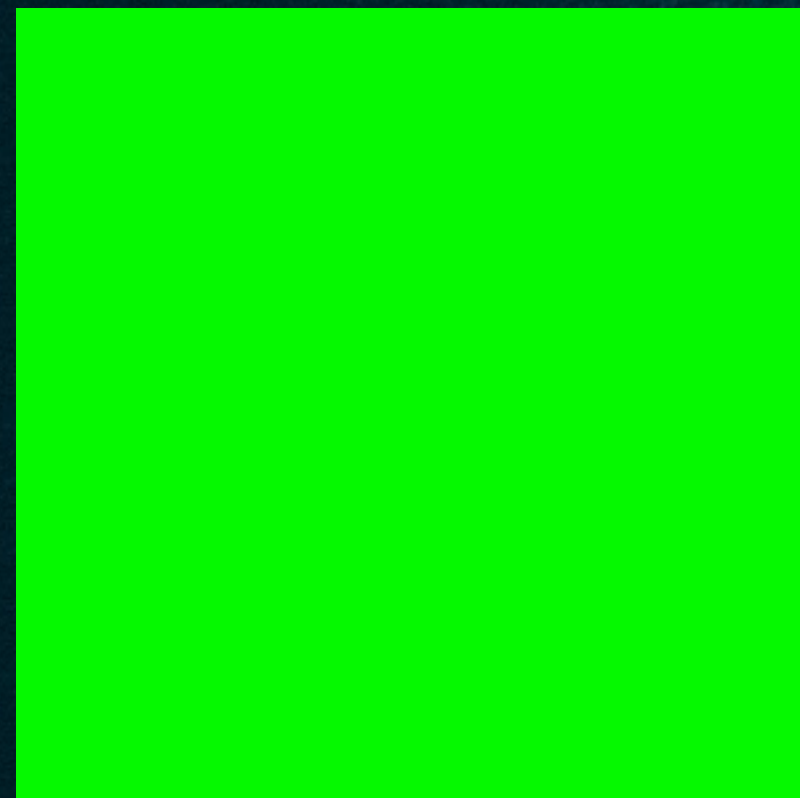


razões para não ir ao cinema



razões para não ir ao ...

CINEMA



PREFERE FICAR
EM CASA
18%

TEATRO



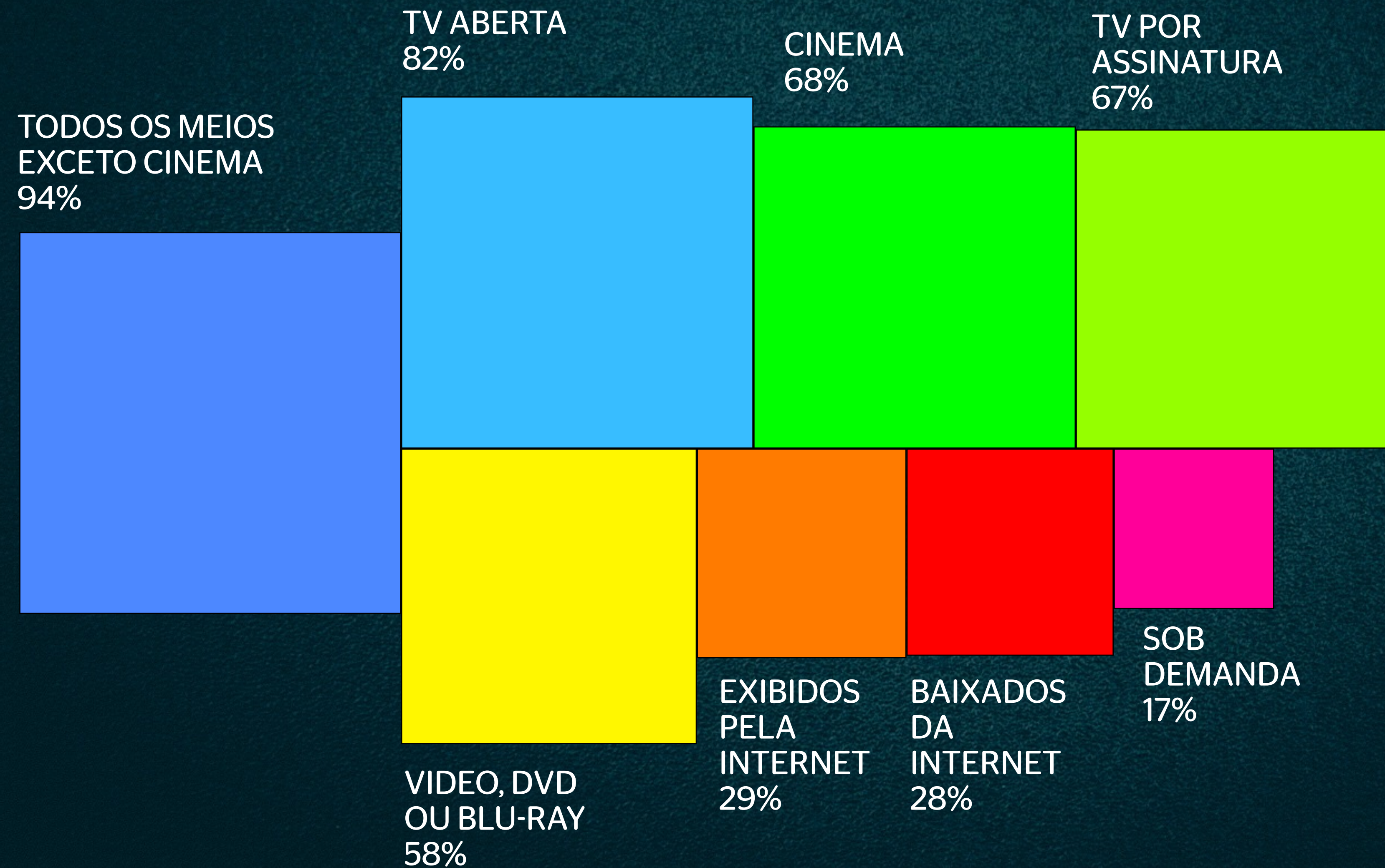
PREFERE FICAR
EM CASA
4%

MUSEU

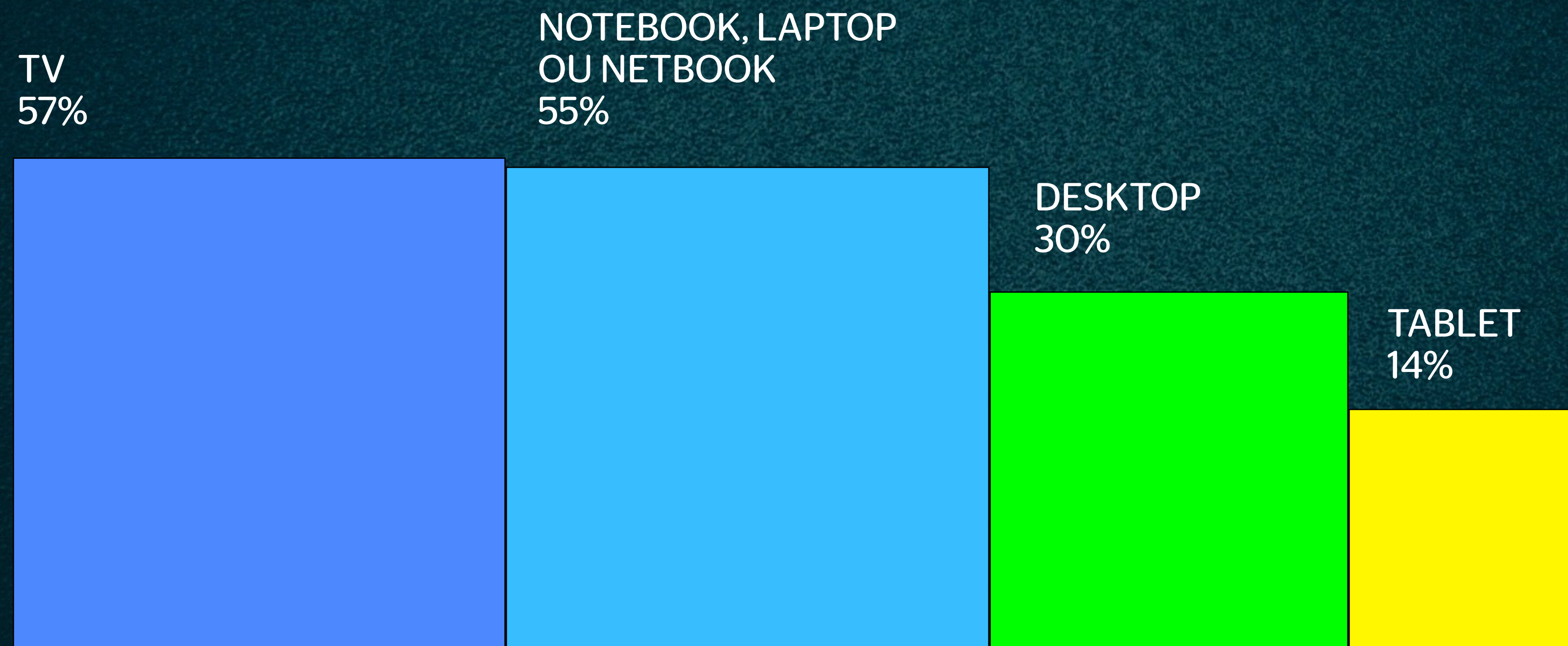


PREFERE FICAR
EM CASA
3%

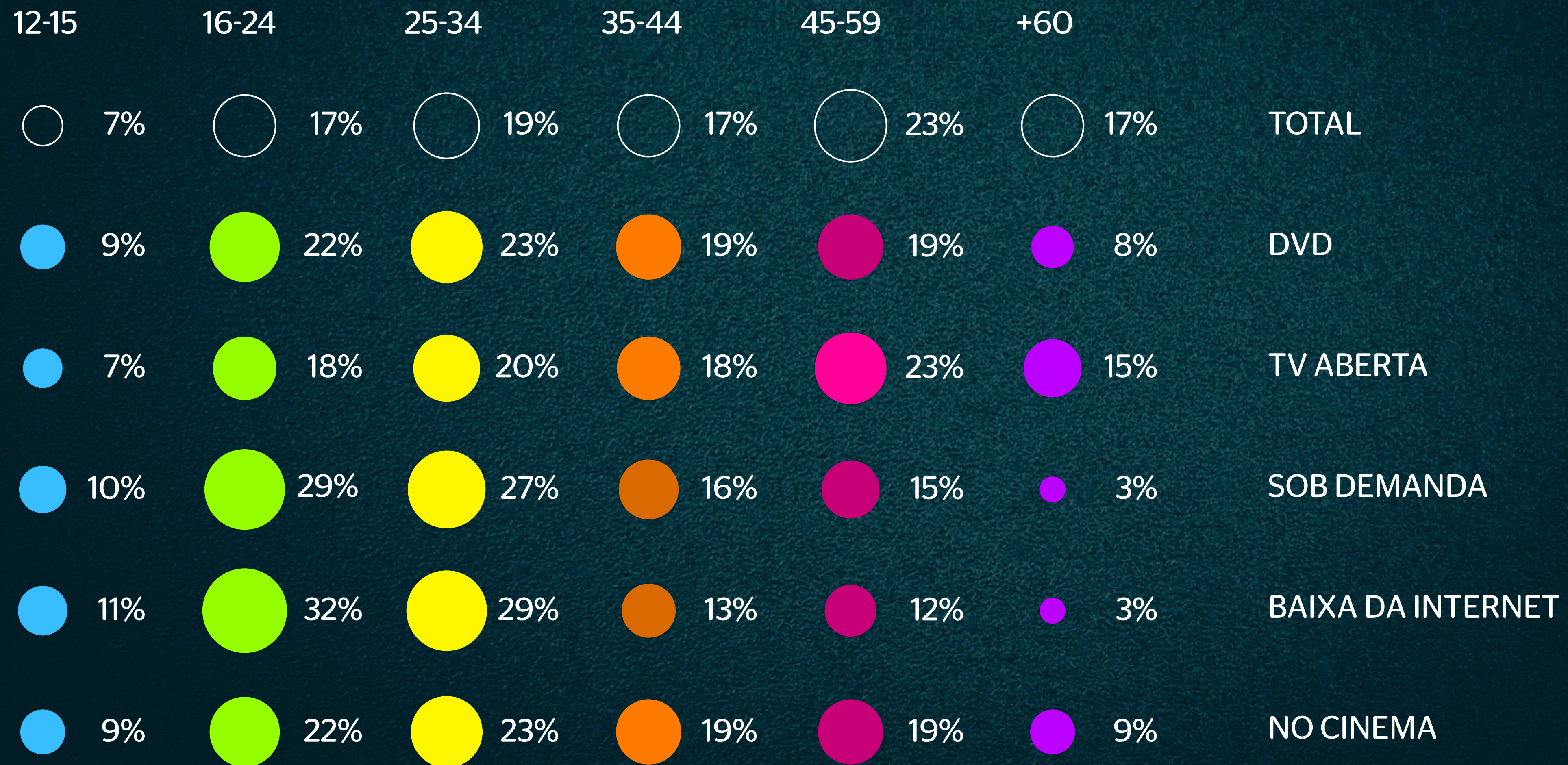
meios utilizados para assistir filmes



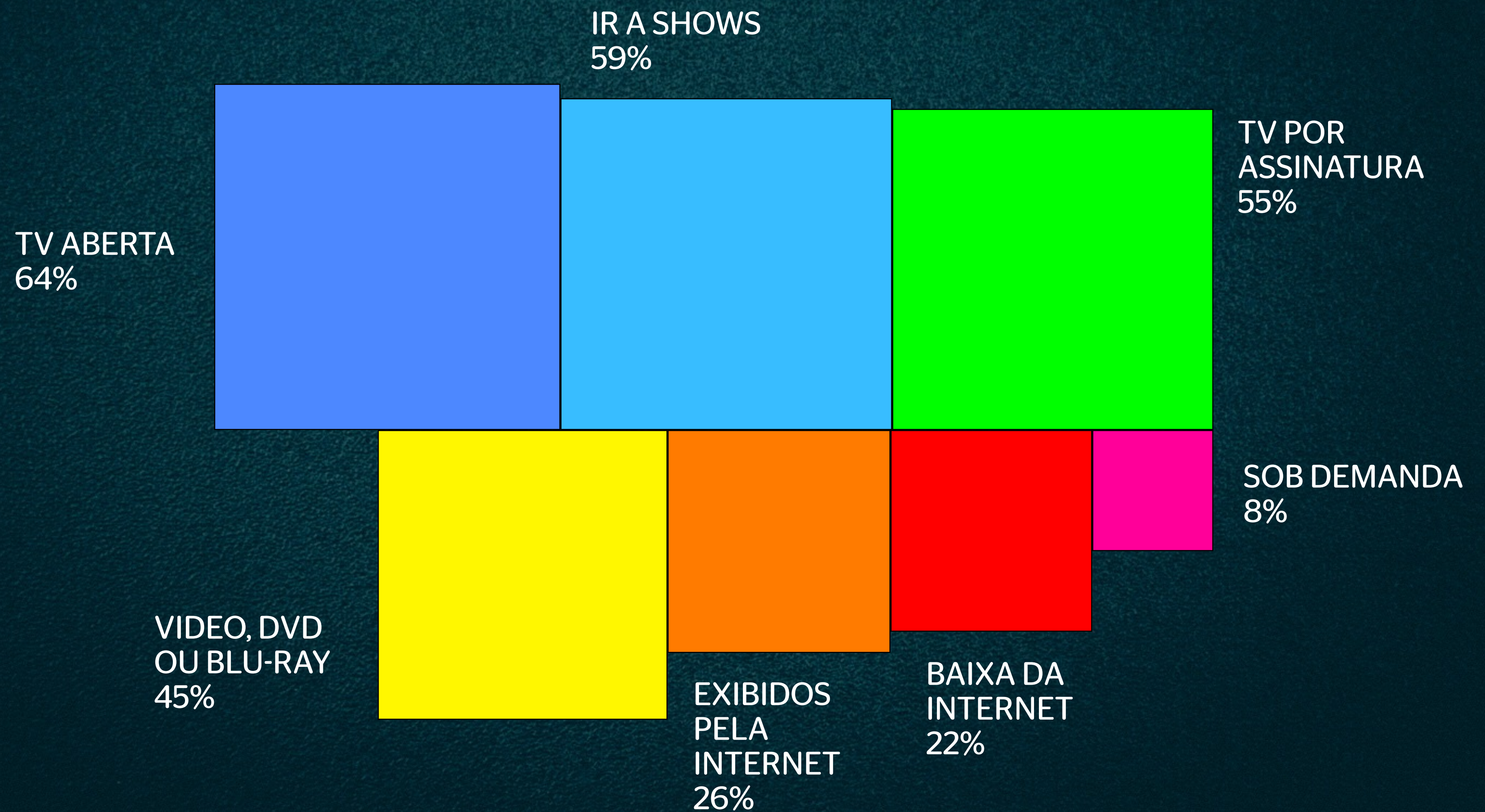
meios utilizados para assistir filmes: internet



consumo de filmes por faixa etária



meios utilizados para assistir shows



hábitos de compra: filmes e show

FILMES

COMPRA ORIGINALS
36%

ALUGA
32%

COMPRA PIRATAS
28%

BAIXA PIRATAS
15%

COMPRA / ALUGA ORIGINALS NA INTERNET
12%

SHOWS

COMPRA ORIGINALS
38%

COMPRA PIRATAS
27%

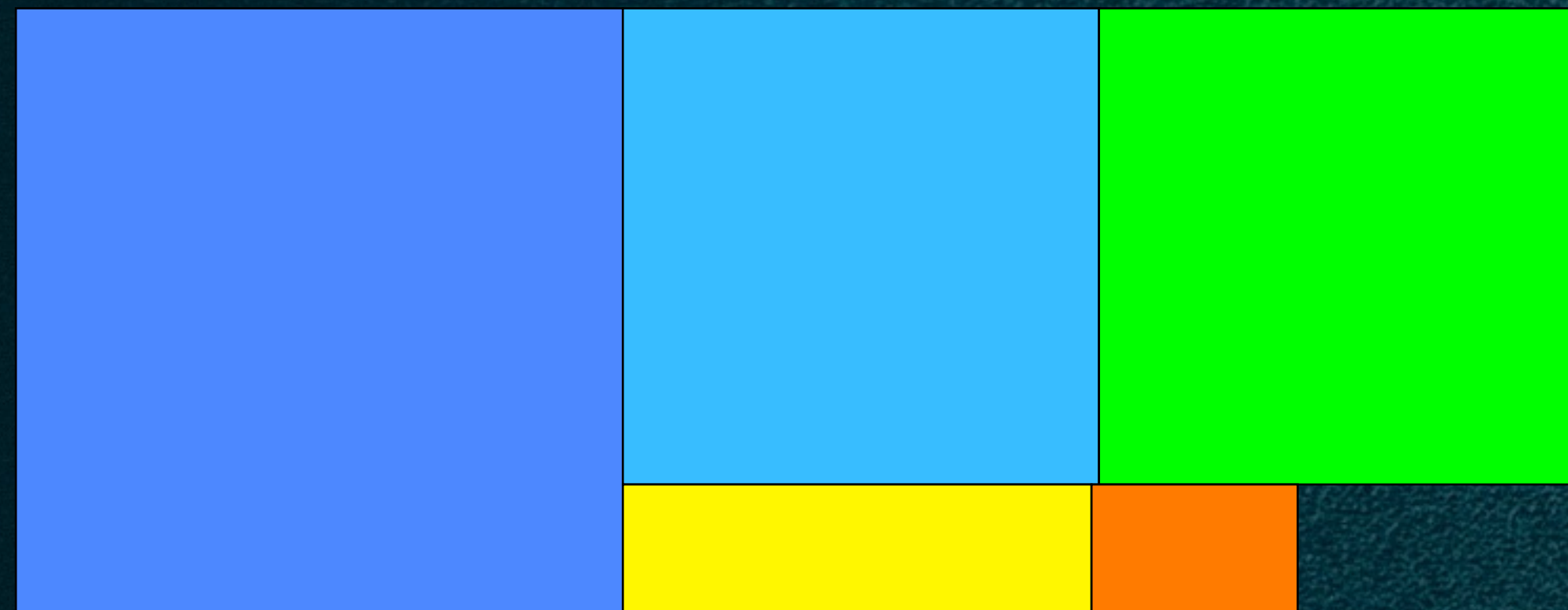
BAIXA SEM PAGAR
20%

consumo e compra: música

COMPRA
CDS
ORIGINAIS
52%

BAIXA DA
INTERNET
SEM PAGAR
32%

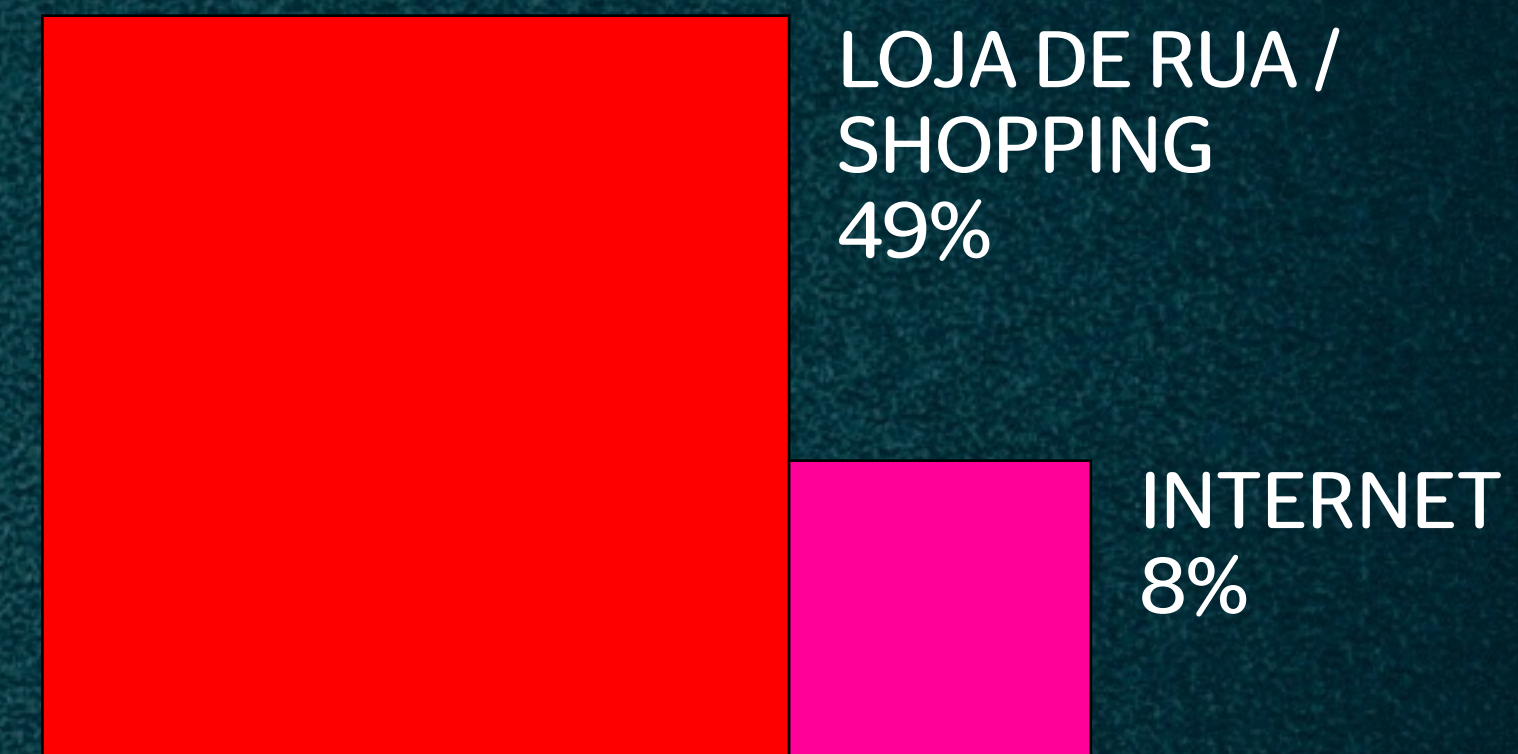
SITE DE
MÚSICA
ON LINE
32%



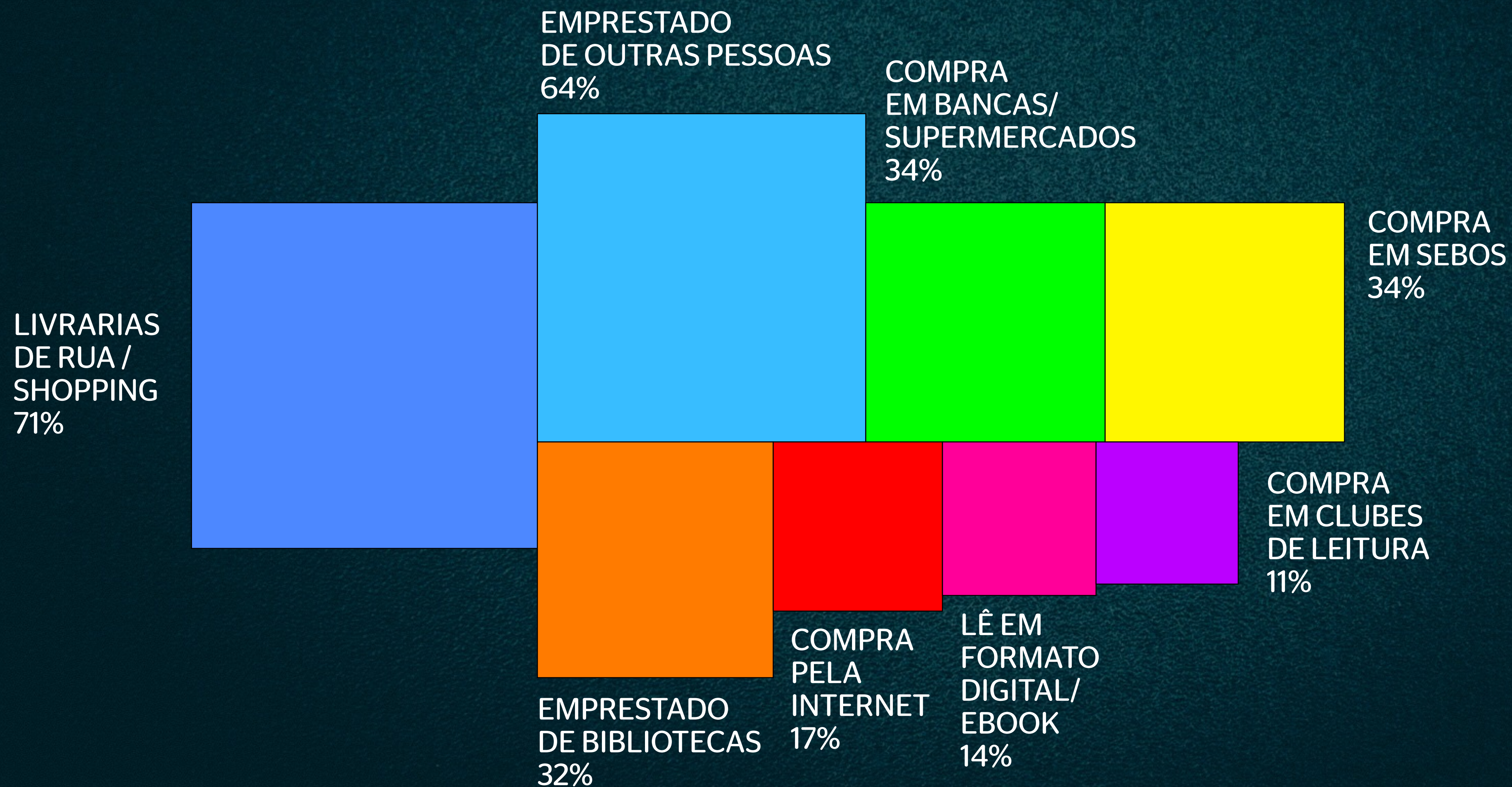
COMPRA CDS
PIRATAS
31%

COMPRA MÚSICA
PELA INTERNET
6%

ONDE COMPRA CDS ORIGINAIS

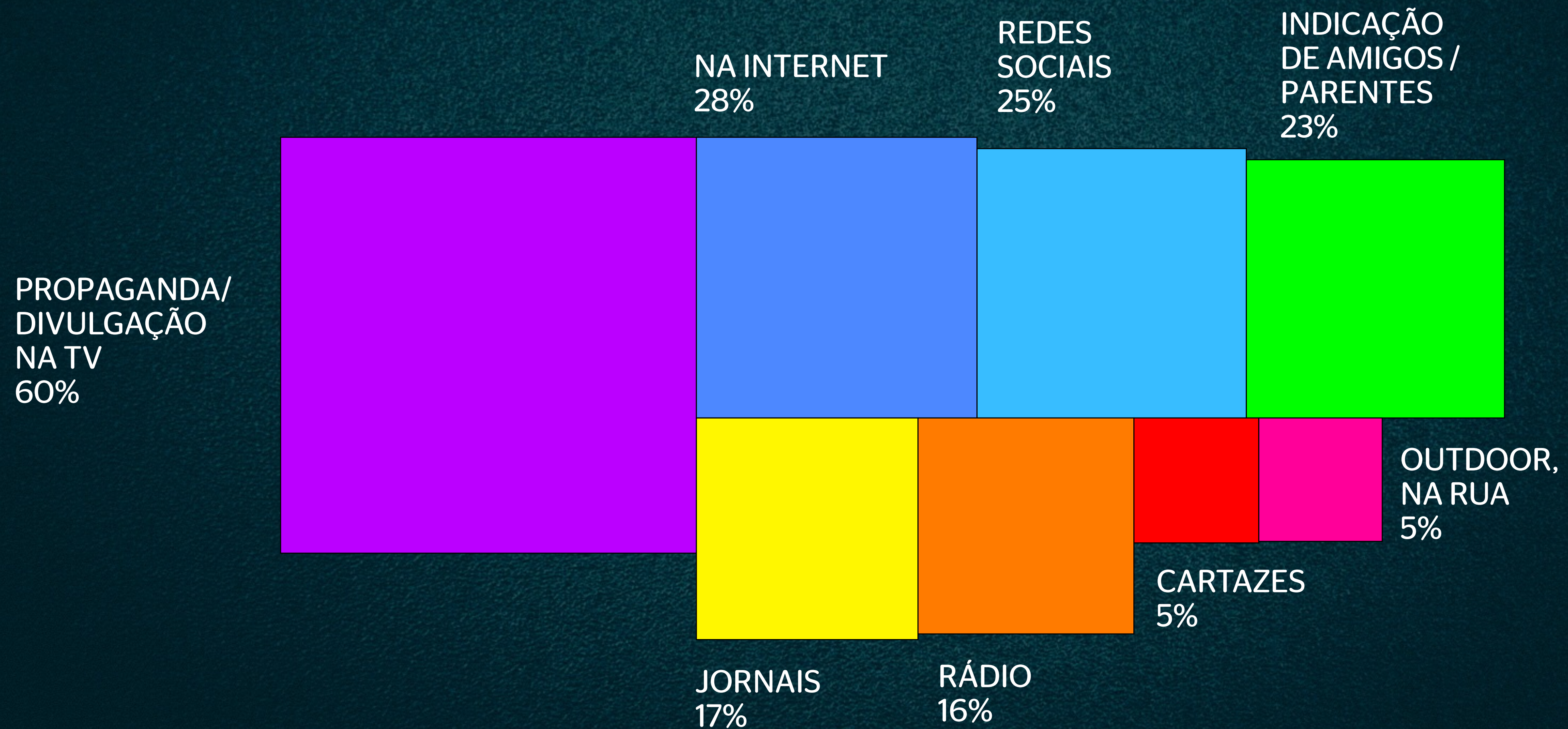


consumo e compra: livros

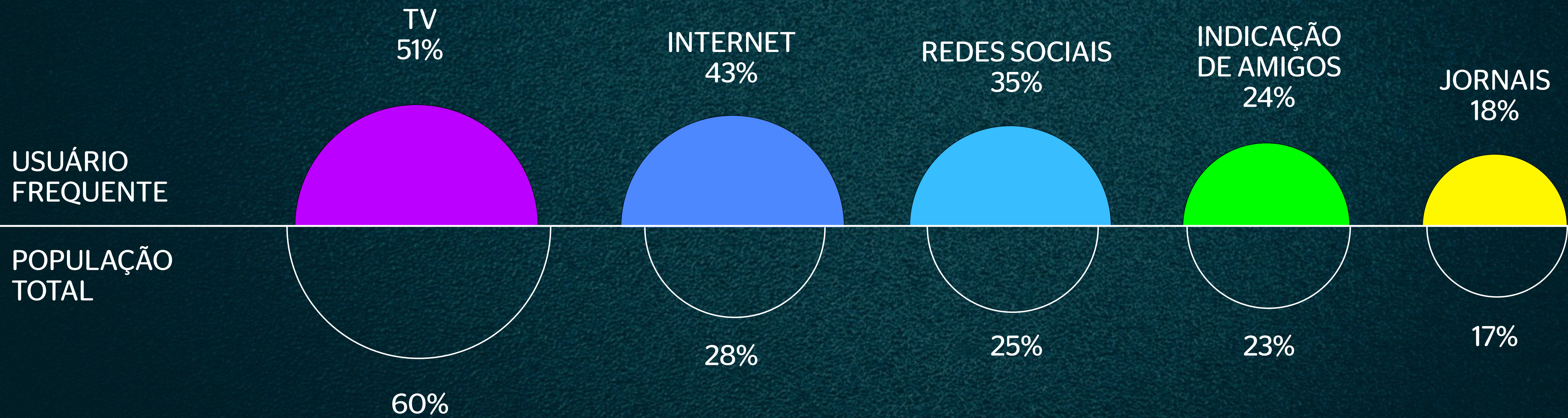


cultura e
informação

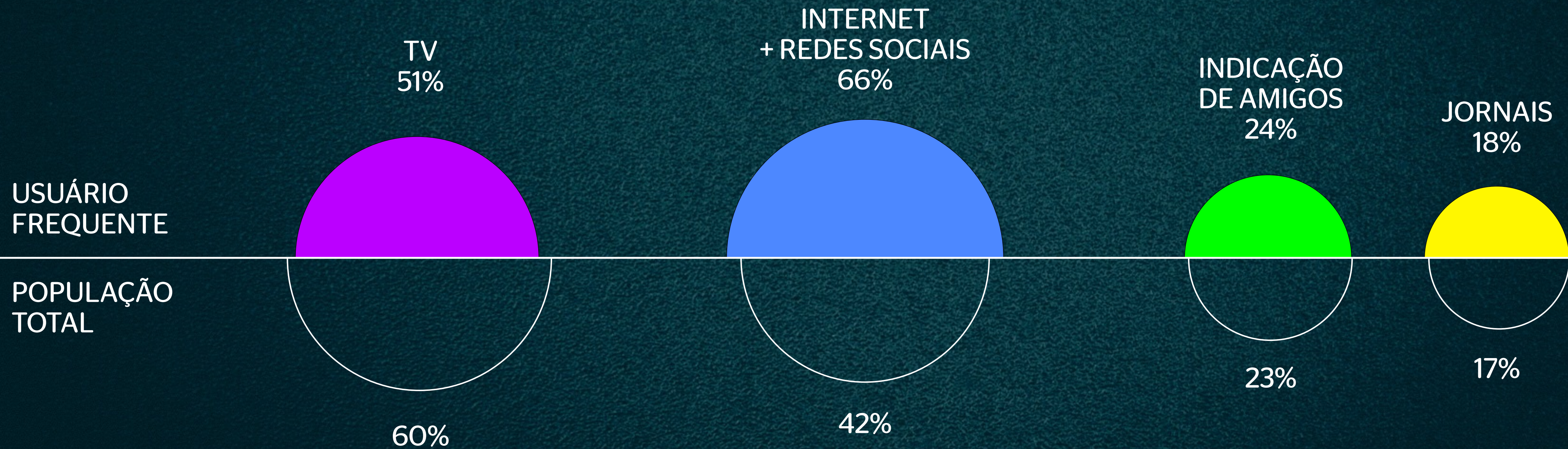
TV e internet têm mais citações



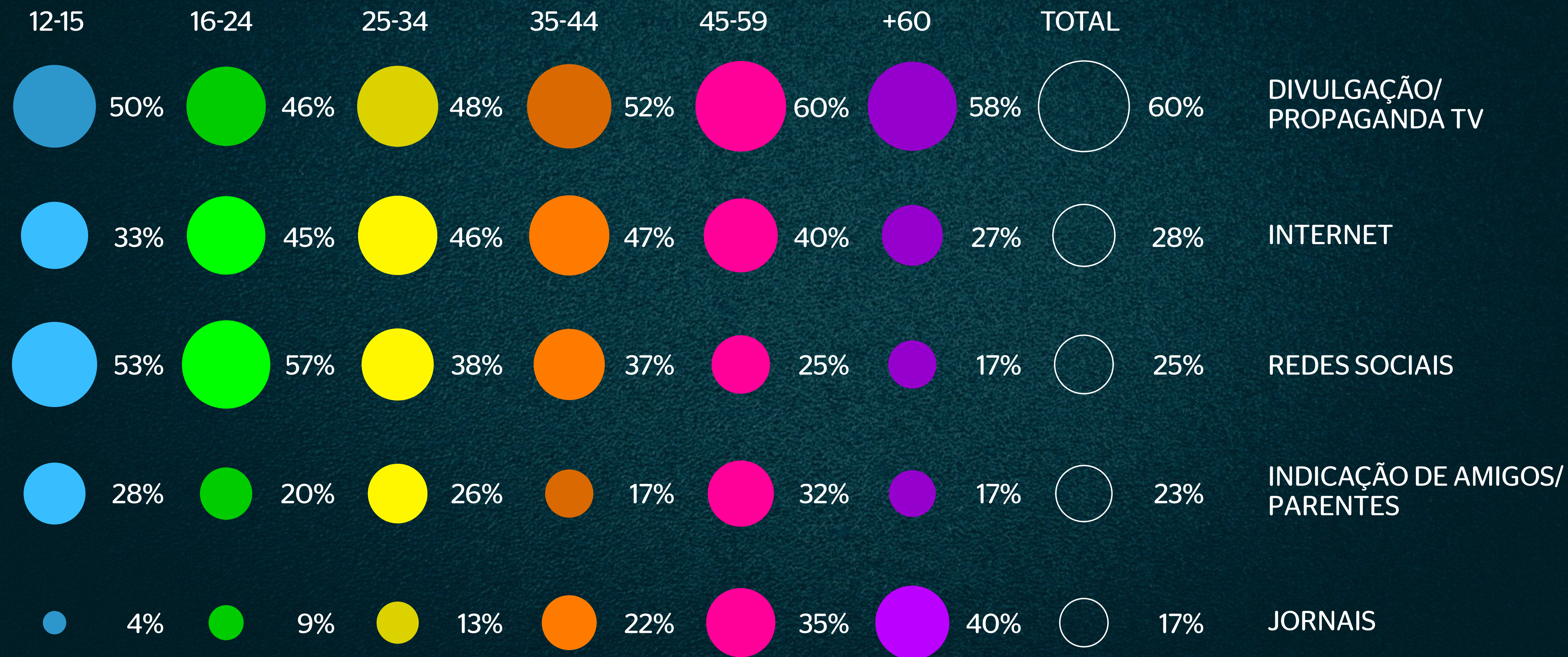
heavy-user acessa TV...



...mas já não é fonte principal de informação



Rede bate TV na faixa de 12 a 24 anos



cultura e
tecnologia

REALIZAÇÃO



CONTEÚDO



PESQUISA



DESIGN



APOIO

