

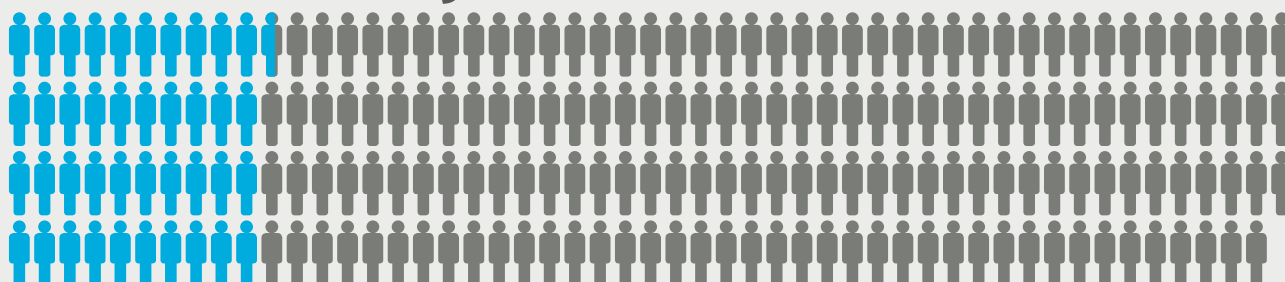
THE BRAZILIAN AUDIOVISUAL INDUSTRY IN 2024: CREATING JOBS, ECONOMIC ACTIVITY, AND EXPORT OPPORTUNITIES

AUDIOVISUAL SECTOR EMPLOYMENT

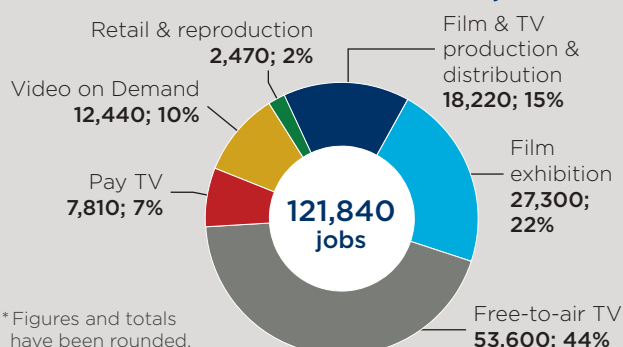
Direct jobs
121,840

Total jobs supported in 2024
608,970

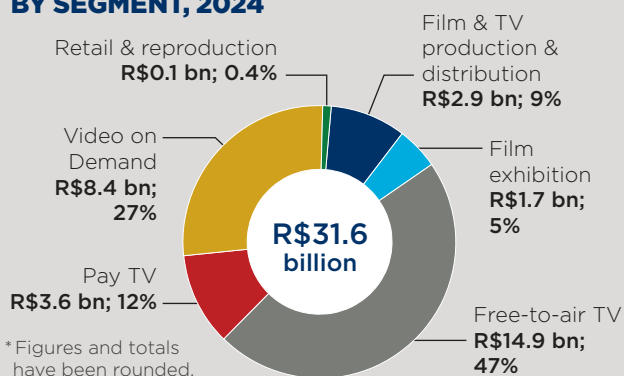
For every individual directly employed in Brazil's audiovisual industry, **4.0 additional Brazilian jobs** are supported through the sector's supply-chain and wage-induced spending.



DIRECT EMPLOYMENT CONTRIBUTION* BY SEGMENT, 2024



DIRECT GDP CONTRIBUTION* BY SEGMENT, 2024



THE INDUSTRY CONTRIBUTES SIGNIFICANTLY TO BRAZIL'S OVERALL ECONOMY

GDP CONTRIBUTION, 2024

Direct contribution
R\$31.6 bn

Whole economy contribution
R\$70.2 bn



The audiovisual industry has a GDP multiplier of 2.2

3.5x Employees in the industry were about 3.5 times as productive as the average employee in Brazil in 2024.

The audiovisual industry is highly competitive around the world. The industry in Brazil generated a **positive balance of trade effect** in 2023:

R\$2.6 bn
audiovisual services exports



TAX REVENUE CONTRIBUTION, 2024

Direct contribution
R\$4.5 bn

Whole economy contribution
R\$9.9 bn

