



The Brazilian Audiovisual Industry: An Explosion of Creativity and Opportunities for Partnerships

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Designed to meet the need for current, accurate information on the flourishing Brazilian audiovisual industry, the book covers the rapid growth of film and television business, pertinent legislation and data, and serves as an indispensable guide to the multiple potential partnerships with local industry content providers and market agents. Each of the 21 articles contributed by selected professionals and government officials in their respective fields of expertise reflect the current auspicious moment in the evolution of the Brazilian multiplatform film and television production, distribution and exhibition business. The massive investment program in infrastructure for upcoming international mega-events, including the recent Rio+20 (2012), World Catholic Youth Day (2013), World Soccer Cup (2014) and Olympic Games (2016), has focused worldwide attention on Brazil, and on Rio de Janeiro in particular, which contributes to the positive business and investment climate. In the audiovisual sphere, a series of new federal laws and incentive programs, and the stable economy have converged to generate multiple opportunities in film, broadcast TV, Pay-TV, VOD, Internet and wireless industry sectors for investors, licensors, entrepreneurs, distributors and producers in all platforms. The book includes a Glossary of Terms and Abbreviations.

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