



**Box Brazil**  
M E D I A   G R O U P



**PAY TV CHANNELS - STREAMING CHANNELS - VOD PLATFORMS - VOD PACKAGES  
AUDIOVISUAL AGGREGATION AND DISTRIBUTOR- TECHNOLOGY SERVICES**

# Box Brazil

MEDIA GROUP

## THE BIGGEST INDEPENDENT BRAZILIAN PAY TV GROUP AND STREAMING MULTIPLATFORM

### GROUP COMPANIES



### PayTv channels



### OTT Linear Streaming Channels



### Platforms and radio





## OUR NUMBERS / OUR HISTORY

---

**1st** BIGGEST  
INDEPENDENT  
BRAZILIAN  
PAY TV BROADCASTER

**3** COMPANIES  
OPERATING IN  
3 CONTINENTS

**16** CHANNELS  
6 PAYTV AND  
10 OTT

**42MM** OF AUDIENCE IN PAY TV

**+THAN 9,5K** LICENSES  
AND  
AGREEMENTS

**30K** HOURS OF  
INDEPENDENT  
CONTENT

**100%** BRAZILIAN  
CONTENT AT  
BOX BRAZIL PLAY

**144MM** INVESTED IN  
BRAZILIAN  
CONTENT  
LICENSING

**176** NEW PROJECTS

**30K** INDIRECT  
JOBS

**BOX BRAZIL CHANNELS:**  
BIGGEST BRAZILIAN INDEPENDENT GROUP

**PAY TV CHANNELS**

**MULTIPLATFORM**

Present in **98%** of the PayTV Market Share in Brazil as Basic Subscription.  
12 YEARS ON AIR

REACHING MORE THAN  
DAILY **12** MILLION  
HOMES  
ON PAY TV MARKET



**SKY**

**vivo**



ASSOCIAÇÃO  
**NEO**



**boxbrazil**  
CHANNELS



**BOX LIFESTYLE** **BOX CURTAS** **BOX FAMÍLIA** **BOX DOGS**

**BOX PIPOCA** **BOX CINEMA** **BOX STORIES**

**music**  
box HITS

**music**  
box SHOWS

**music**  
box SERTANEJO

**movistar**  
**Telefonica**

**MULTI CHOICE**



# boxbrazil

CHANNELS  
12 Years on AIR



**BASED IN THE TECNO PUC COMPLEX**

The biggest HUB for Tech Companies in Brazil and Latam

**6** PAY TV CHANNELS ( BASIC CABLE )  
BRAZILIAN TERRITORY

**10** STREAMING - OTT CHANNELS  
WORLDWIDE TERRITORY

**3** OPERATING UNITS:  
**PORTO ALEGRE – TECNO PUC**  
Own Structure with more than 1.500m<sup>2</sup> ,  
Shooting studios, sound track studio, 35 editing  
equipments, art and motion graphics production  
Programming, Playout, UPLINK, DOWNLINK,  
4 own transmission antennas, signal management 24/7.

**SÃO PAULO AND RIO DE JANEIRO**  
Commercial Offices



# BRAZIL AND THE WORLD BY THE EYES OF BRAZILIAN TRAVELERS

## THE FIRST CHANNEL 100% TOURISM.

Trips, culture, adventure, landscapes, gastronomy and entertainment.



BORA



PROFUNDO  
SCUBA  
DIVING



DESCOBRINDO TRILHAS



Garimpado



SONHO  
AMERICANO





We are made of

STORIES

100% in all PayTV Operators



15

*million  
subscribers*

— target audience: —  
MALE and FEMALE  
+30 years old  
classes A, B e C.

Claro tv

SKY



vivo

Afilados

NEOTV

SESSÃO  
prime

# THE BRAZILIAN CULTURAL DIVERSITY on it's audiovisual independent production

Docs and Dramas, shorts and features  
series and dramas from all genres.



f fashiontv



It's up

**FASHION**



it's on

**10**

*million  
subscribers*

— target audience —  
MALE and FEMALE  
+18 years old  
classes A, B e C.

Claro tv

SKY

vivo

oi

Afilados

NETV

THE ONLY CHANNEL 100% FASHION  
FIRST INTERNATIONAL PARTNERSHIP  
BETWEEN BOX BRAZIL & FASHION TV GLOBAL.

FASHION  
WEEK

Presented in more than 300 million homes in 202 countries, relaunched in Brazil  
by Box Brazil Media Group with brazilian and international contents 50/50.

ESTILO

AMAZON

*Fashion*

NÓS, OS FASHIONISTAS





music  
boxbrazil



the stage of Brazilian

# MUSIC

# 11

*million  
subscribers*

— target audience: —  
MALE and FEMALE  
+20 years old  
classes A, B e C.

Claro-tv

vivo



Afilados  
**NETV**



**HIPHOP**  
BRASIL

# ALL THE DIVERSITY AND RICHNESS OF THE BRAZILIAN MUSIC IN ONE CHANNEL.

Concerts, Videoclips, Documentaries,  
Talk Shows, Series, Lives, Backstage,  
Jam Sessions.

O FENÔMENO  
**SERTANEJO**



**O MAGO DO POP**  
LIVELAND CONNECT  
SERIE EM 8 EPISÓDIOS

Na Estrada  
**MUSIC**

**LOROZA**  
TALK  
SOUL



**ESTUDIO CABEÇA**



**LIVE**

*Verão  
na  
Music*



**JUKEBOX**



**MUSIC BOX  
IN CONCERT**



THE FIRST BOX BRAZIL MEDIA GROUP  
PAYTV CHANNEL  
FOR PRESCHOOL KIDS  
100% INTERNATIONAL CONTENT

target audience:  
Pre school kids  
0 -7 years old  
classes A, B e C.



**container**  
M E D I A

**MULTIDEVICE  
PLATFORMS**



**OTT platforms  
BUILDING AND MANAGING  
DESIGN AND GRAPHIC ARTS  
SPECIALLY DEVELOPED**



MEDIA MUNDUS



*ENCODING AND  
TRANSCODING HOUSE  
HOMOLOGATED BY  
BRAZILIAN AND LATAM  
OPERATORS*

*TRANSLATING AND  
SUBTITLING PROCESS*

*REPORT OF VOD  
CONSUMPTION*

# SUCCESSFUL CASES, EXPERTISE INTERNATIONAL PARTNERSHIPS BOX BRAZIL MEDIA GROUP.





## special international slot PASSPORT PRIME

FIRST TIME IN BRAZILIAN TV in original language  
subtitled by BOX BRAZIL

*Increased  
Audience at PAYTV*

**2K%**

target audience:  
MALE and FEMALE  
+16 year old  
classes A, B e C.

FESTIVAL  
PASSAPORTE  
PRIME

TRIBOS E  
IMPERIOS





A 3 YEARS PARTNERSHIP  
WITH NEW LAUNCHINGS FOR 2024  
FIRST TIME IN BRAZIL

10 SERIES AND MOVIES

+ de 220 episodes  
+ de 220 hours



12 Doc series



**TRIBES AND EMPIRES**  
RECORD IN 1 MONTH

**FIGHT BREAK SPHERE**  
RECORD IN 1 MONTH

**GROWING UP WITH TIAN TIAN**  
AWARDED FOR INTERNATIONAL EXCHANGE  
SHANGAI TV FESTIVAL

**PASSAPORT PRIME**  
THE SPACE FOR ASIAN CONTENTS AT PAYTV  
IN BRAZIL  
ORIGINAL LANGUAGE AND SUTITLED IN HOUSE

FONT: NEWSPAPER **O ESTADO DE SÃO PAULO**  
NOVEMBRO DE 2022 ( MOST IMPORTANT IN BRAZIL )

# A RECORD OF CONSUMPTION IN VOD



**FESTIVAL  
PASSAPORTE  
PRIME**



[CLICK HERE FOR PASSAPORT PRIME PROMO VIDEO](#)

# LAUNCHED OCTOBER 2023

THE FIRST RUSSIAN SERIES IN BRAZILIAN TV  
ORIGINAL LANGUAGE AND SUTITLED IN  
HOUSE



VOD RECORD IN THE FIRST WEEK AT  
BOX BRAZIL PLAY AND APP CLARO TV+



TOP 10 in AFRICA

BOOM TV



# Expertise, technology, innovation and world connections

---

Our team has large experience in Technology Integration, Brazilian market regulations and consuming profile. Also formal tech approval by our partners

## No. 1 High Tech

Operations with A.I.,  
Encoding, Origin Packing.

## No. 2 Expertise

We understand Brazilian market and Latam, regulatory issues and demands

## No. 3 Partnerships

We believe in COLLAB and partnerships.

## No. 4 Market

A Brazilian partner in very closed market as Brazil, the 5th multidevice audiovisual consuming market in the world

## No. 5 Timing

We breathe technology inside a big HUB with scientists and researchers, also Startups and big companies like Apple, Totvs, Thoughtworks, HP

## No. 6 User centered

We understand and provide the users and subscribers

# 12 YEARS HISTORY

- FIRST CHANNEL 100% BRAZILIAN MUSIC;
- FIRST HD CHANNEL 100% BRAZILIAN INDEPENDENT MOVIES AND SERIES;
- FIRST 100% TOURISM CHANNEL ;
- FIRST PLATFORM FOR A SOCCER TEAM IN BRAZIL WITH BRANDED CONTENT AND FAMILY ENTERTAINMENT;
- FOR 5 YEAR A TOP10 PAYTV CHANNEL IN AFRICA - ANGOLA AND MOZAMBIQUE
- INTERNATIONAL PARTNERS - CMG / MBS JAPAN / DEUSTCHWELLE / RUSSIA RADIO AND TV
- FIRST BRAZILIAN CONTENT PLATFORM





**Box Brazil**  
M E D I A   G R O U P

[www.boxbrazil.tv.br](http://www.boxbrazil.tv.br)

## **BOX BRAZIL – PORTO ALEGRE**

---

Portal Tecnopuc,  
Av. Ipiranga 6681,  
99ª building, 15º andar.

## **SÃO PAULO**

---

Av. das Nações Unidas 12399,  
Room 87B - Ed. Landmark.  
Cidade Monções.

## **RIO DE JANEIRO**

---

Rua Visconde Pirajá, 414,  
Room 716 - Ipanema.