



TERRA



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FERNANDO MADEIRA
CEO

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220 MILLION

INTERNET USERS IN LATAM

DIGITAL LATINO

96 %
ACCESS INTERNET DAILY

86 %
MORE THAN ONCE A DAY

ONLINE ACTIVITY - BRAZIL

BRAZILIANS SURF

86 %
ACCESS
SOCIAL NETWORKS

5h20

DOING SOCIAL ACTIVITY

41

82 %

WATCH
VIDEO ONLINE

11h35

WATCHING AND LISTENING
VIDEO/MUSIC

HOURS MONTHLY

60 %

ACCESS TERRA

7h07

READING NEWS

DIGITAL LATINO TRENDS

1 SOCIAL

67% EXPRESS OPINION
59% TAKE CARE ABOUT SOMEONE ELSE'S OPINION
86% ARE ACTIVE SOCIAL NETWORKS USERS

2 LIVE

FOLLOW LIVE ANY SINGLE EVENT
MULTISCREEN, ANYTIME, ANYWHERE
LIVE VIDEO IS A KILLER CONTENT ON INTERNET

3 VIDEO

CLASS A/B: 96% WATCH VIDEOS ONLINE, 87% OFFLINE
15-30 YRS: 31% WATCH TV SERIES ONLINE, 27% OFFLINE

4 MUSIC

2ND REASON TO HAVE A HOME COMPUTER
(INTERNET IS 1ST)
DIGITAL IS THE FIRST INCOME REVENUE FOR
MUSIC INDUSTRY IN BRAZIL



TERRA IS THE LEADING DIGITAL MEDIA COMPANY
IN LATIN AMERICA



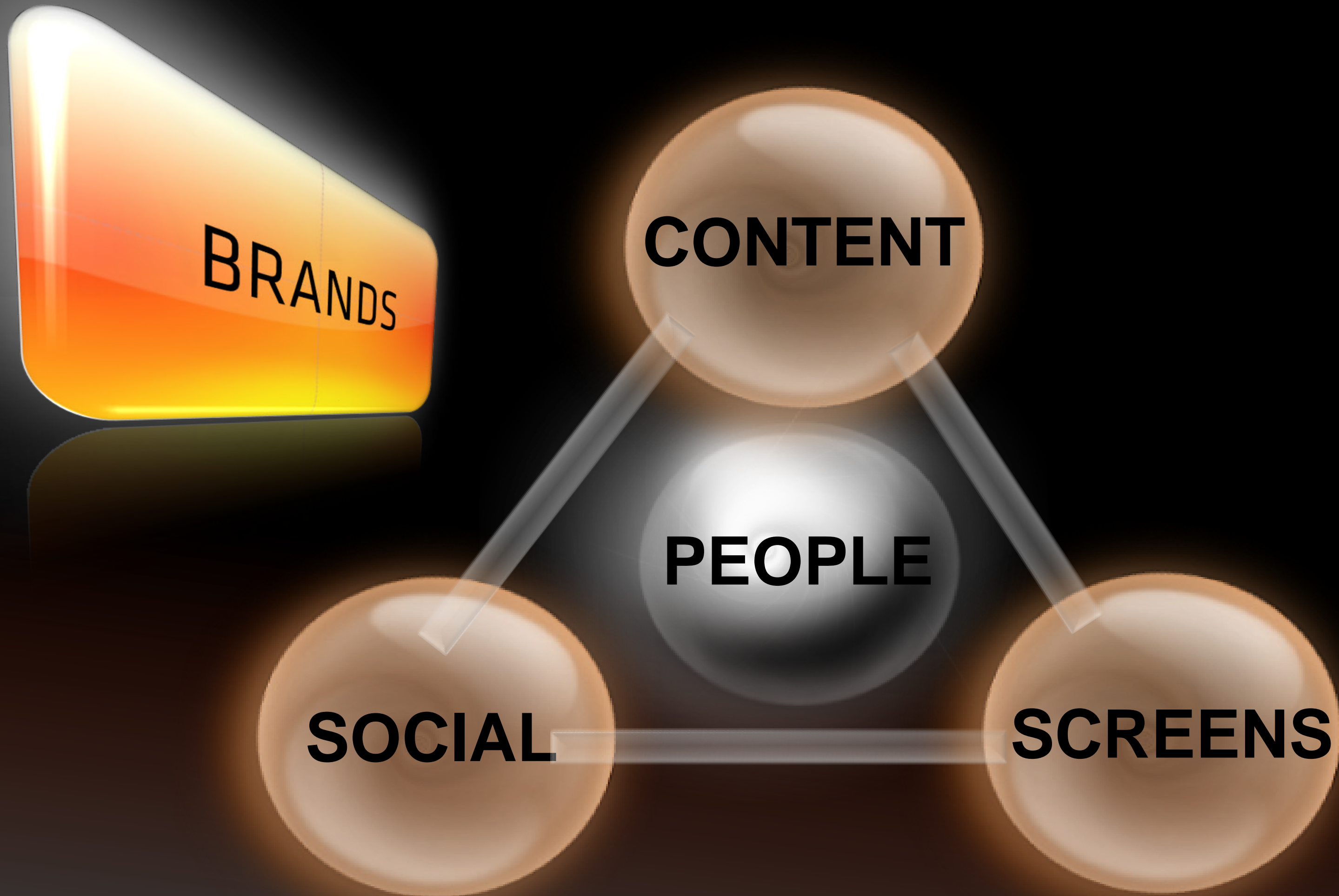


70 MILLION
PEOPLE ACCESS TERRA MONTHLY



TERRA IS THE 31ST MOST VISITED SITE IN THE WORLD

STRATEGIC FRAMEWORK



SCREENS



TABLETS



HOME APPLIANCES



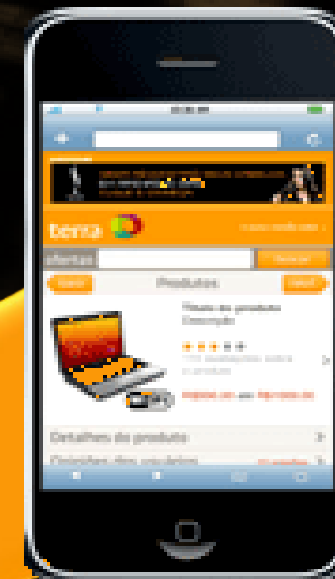
CONNECTED TV AND BLURAY



DOOH



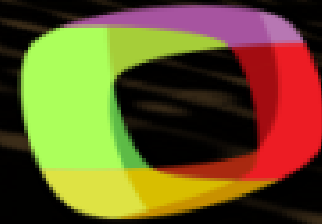
COMPUTERS



MOBILE PHONES



DASHBOARDS

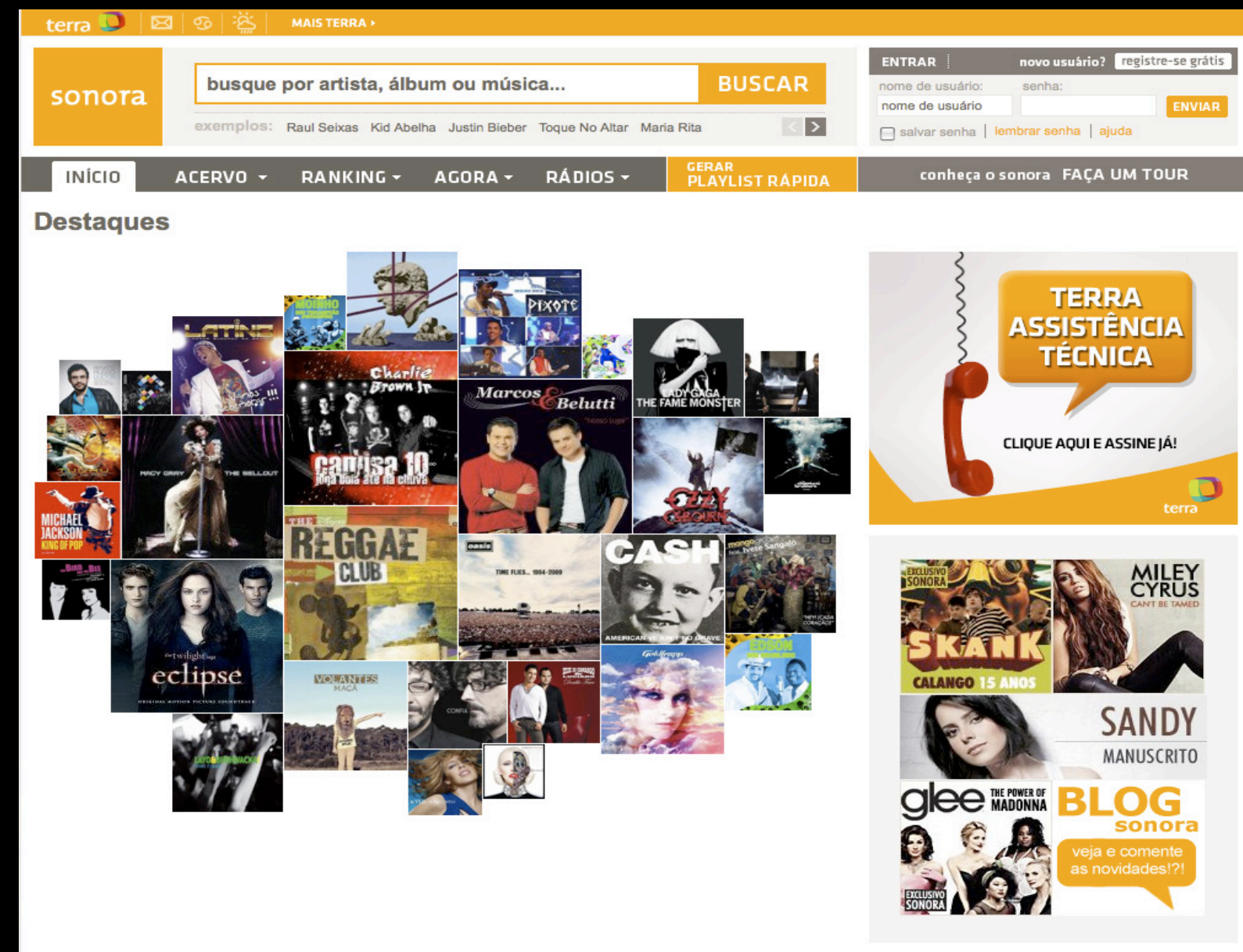




12 MILLION

EYEBALLS IN LATAM

6 MILLION LISTENERS IN LATAM



Lançamento

A Origem

Tecnologia é usada para invadir a mente humana através dos sonhos, mas nova missão desafia experientes. Com Leonardo DiCaprio.

SAIBA MAIS

COMO FUNCIONA

UTILIZAR O VIDEO STORE

SAIBA MAIS

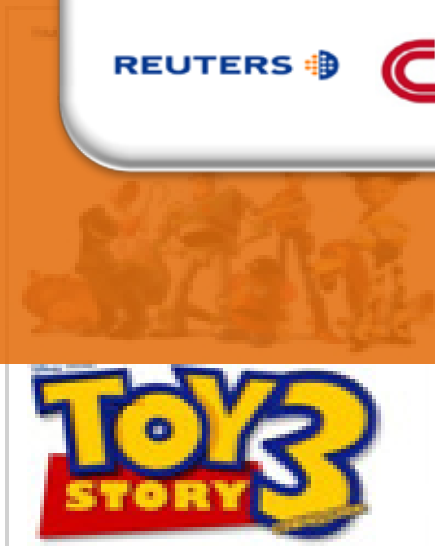
Instale o gerenciador de downloads e baixe videos para seu computador

SAIBA MAIS

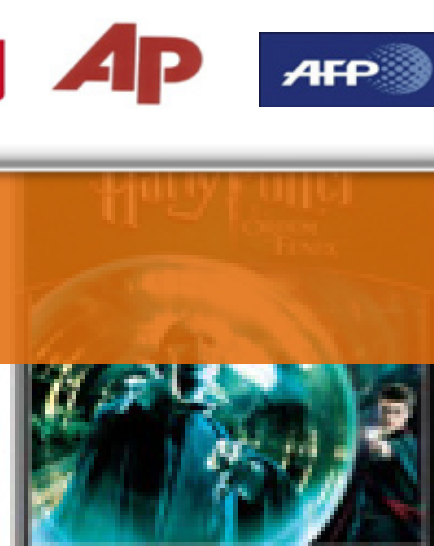
FREE AND PAID PREMIUM CONTENT



Matrix
Aluguel | Compra



Toy Story 3
Aluguel | Compra



Harry Potter e a
Ordem da Fênix
Aluguel | Compra



Sex and the City 2
Aluguel | Compra



Conheça e aprenda
como utilizar o
Terra TV
Video Store

busque por artista, álbum ou música... **BUSCAR**

exemplos: Ivete Sangalo Cassiane Alexandre Pires Eyshila Bee Gees

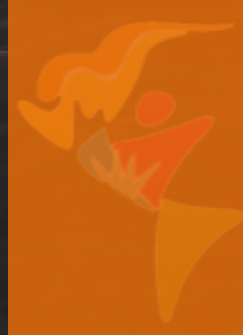
ENTRAR novo usuário? registre-se grátis
nome de usuário: senha:
nome de usuário **ENVIAR**
 salvar senha | lembrar senha | ajuda

Destques

**MILLIONS OF SONGS
GLOBAL AND LOCAL CATALOG
ALL MAJORS AND INDEPENDENT
AVAILABLE SMARTPHONES AND WEB**



GUADALAJARA 2011 | LONDRES 2012



OFFICIAL BROADCASTER

100 MILLION PEOPLE

13 LIVE HD CHANNELS

LIVE ON SMARTPHONES AND TABLETS

ADDING VALUE TO TELEFÓNICA

TERRA TV

- Gives to Telefónica access to state of art OTT multiplatform
- Technology and content expertise leverage Telefónica know how
- Unique video content offering

SONORA

- Unique offering to Telefónica's broadband customers
- Expansion to Telefónica's smartphone clients increase loyalty and conversion
- 500,000 Telefónica's clients on the program

CONTENT

- Terra offers huge catalog of premium content for mobile
- 2 million Movistar clients impacted daily by Terra content
- 7 million pieces of content per day are delivered for Telefónica clients

INNOVATION

- Online Advertising Leadership
- Anticipating internet trends
- Internet brand awareness

STRATEGY TO GROW

1 ANYWHERE

ALL PRODUCTS AND CONTENTS
MUST BE AVAILABLE IN ANY
SCREEN, DEVICE AND O.S.

2 INSTANTLY

LIVE EVENTS
PUSH CONTENT FOR MOBILES
EVERYTHING ON THE CLOUD

3 FREMIUM

FREE CONTENT –ADVERTISING
PREMIUM CONTENT - SUBSCRIPTION