



An Introduction to Streamers in Brazil:

As streaming rises, it's reshaping viewing behaviors across regions.

98%

Say they watch at least some content from other countries.

92%

Say they watch (either often or sometimes) content that is dubbed or has subtitles.

Audiences seek authentic cultural connections through stories told in their original voices.

72%

Like having the option of watching content in the original language it was created in.

Anytime is a good time to stream, thanks to a seamless experience.

80%

Like streaming during downtime in the day.

The perfect mix of content discovery is smart *and* personal.

76%

Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

What They're Saying:

"Streaming allows us to connect with people. You're on the sofa in your living room, a common environment for everyone, and not just with a computer screen alone. Even if at some point you lose a little excitement, you see your relatives and you are happy."

- Gabriel, 31 | São Paulo 

Bookmark the new [Generation Stream: Global Edition Hub](#) to access upcoming trends and more.

Source: Disney Advertising and Culture Co-Op, Q2 2024

Brazil Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

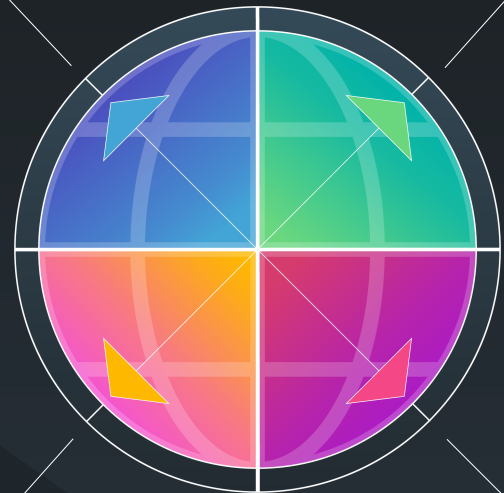
► The below percentages represent the composition of the segments in Brazil:

26% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

26% Social Shapers

Are all about **connecting with each other and pop culture**. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



18% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings**. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

30% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted**.