

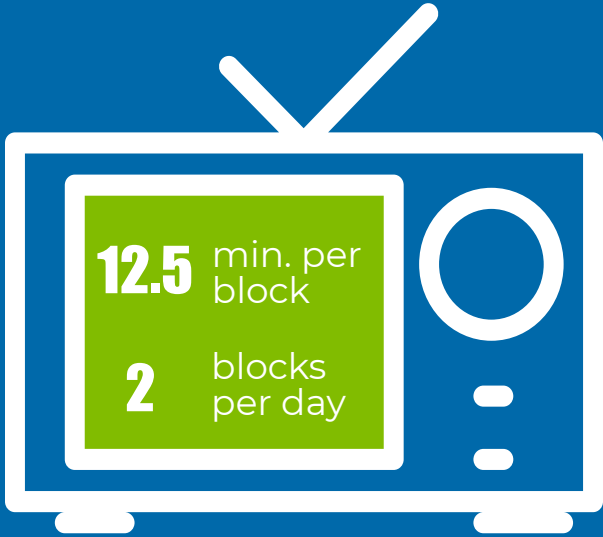
# Reaching Brazilian Voters in Presidential Elections

## Television and Social Media

Television campaign ads are limited to **government-provided television time**, and come in two forms:

### ELECTION HOUR

A specific block of time reserved for political advertisements



### INSERTIONS

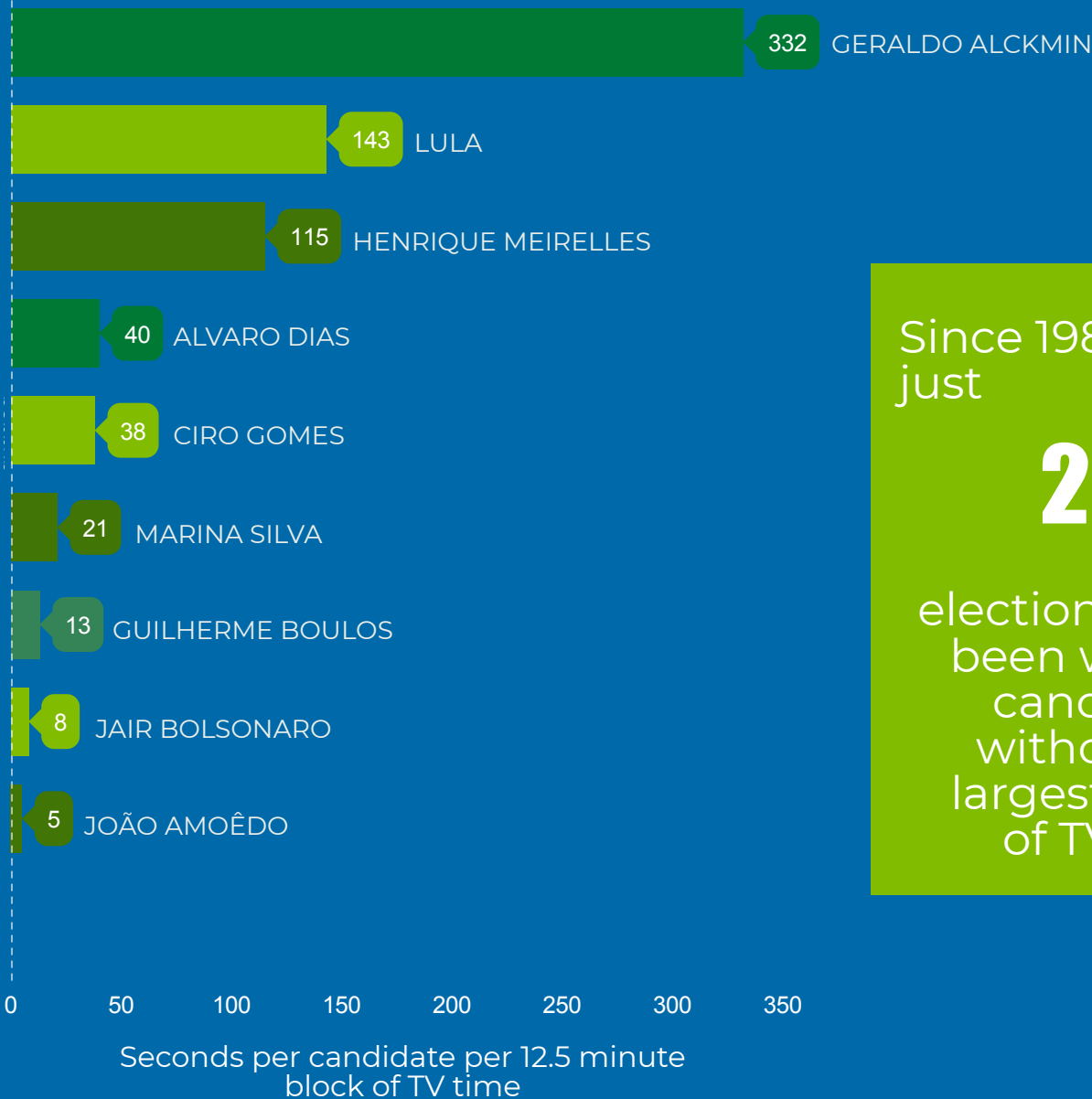
Single political ads interspersed within normal programming

30 seconds per insertion  
28 insertions per day in 3 blocks



The Superior Electoral Court (TSE) divides the official broadcasting time between the candidates, according to their **coalition's representation in Congress**.

### TV Time by Candidate for the 2018 Elections:



Since 1988, just **2** elections have been won by candidates without the largest share of TV time.

TV time has traditionally played a large role in a candidate's ability to raise their profile and win votes. In a country with over **116 million internet users**, will **social media** make a difference this election?

**26 percent** of Brazilians say internet serves as their **main source** of information, second only to television.

**Jair Bolsonaro** and **Lula** have the most followers on Facebook, Instagram, and Twitter.

