



CCXP delivers its 2018 edition with impressive numbers

The event has reached the astonishing record number of 262.000 visitors

The organization behind the event has already announced CCXP's next edition

São Paulo, December 9, 2018 - CCXP18's last day took place this Sunday, December 9, and has proven that it really is the world's biggest pop culture festival with an audience of over 262 thousand visitors. Around half of that audience represents people living in São Paulo and the other half is distributed amongst people coming from all 26 states in Brazil and the Federal District as well. Anyone attending CCXP surely came ready to grab one of the products released at the event for all kinds of geeks, which resulted in an average ticket of R\$ 300 in purchases.

What has also drawn attention in this year's edition was the increase in the female attendance for a geek event. At CCXP18, 55% of the total audience was composed of men, whilst women represented 45%. If the age group (up to 25 years old) is taken into account, women attended in larger numbers if compared to men.

If attractions and great content was what the audience was expecting, then CCXP18 most surely brought some big international movie stars to be part of panels focused on releases and a few surprised specially created by some of the studios for those at CCXP's auditoriums. Stars such as Jake Gyllenhaal, Sandra Bullock, Zachary Levi, Tom Holland, Brie Larson, Ellen Page, Michael B. Jordan, Sebastian Stan, Ellen Page, and Tom Holland among many others drove the crowd crazy. There were 42 delegations from Hollywood, a new record for the festival.

"It is not by accident that we have become the center of attention from people all over the world when we talk about releases in pop culture. CCXP has grown to the point that, nowadays, we have our own event being held in another continent. We want the world to know the high quality of the events we are

being held here, in Brazil, when we talk about this entertainment universe. All of the studios attending CCXP are here because they enjoy it and believe in us by bringing exclusive content, which has not been seen in other countries yet”, says Pierre Mantovani, Omelete Company CEO.

CCXP: a festival of experiences for all ages

All 103 brands at CCXP18 brought special brand activations for a demanding audience. From all 103, five of these brands were sponsors and eight were investors. From all the jaw-dropping looks to the high quality panel schedule, visitors had the opportunity to have a wide range of experiences, including a house made of papel to pay tribute to the TV series “La Casa de Papel”, produced by

NETFLIX; photo opportunities based on movies from Disney/Pixar, such as Alladin, Toy Story 4, and Dumbo; to even having the opportunity to experience virtual reality in a helicopter landing, which as a brand activation brought by Globoplay, based on its new TV series, “Ilha de Ferro”, which was a huge part of its space at CCXP. The “Bumblebee” movie, which will out in theaters in December 25, was also a great part of Hasbro’s space at the event.

The visitors coming looked for exclusive products had the opportunity to check the latest releases by Iron Studios and Disney’s Fine Arts.

Another great area of the event, which has received all due attention and a huge number of visitors, was the Artists’ Alley, with 530 comic book artists who brought their work to CCXP. Creators Stage, a new area in the event, was a project that has already been proven to be a huge success. The area exceeded the visitors’ expectations by presenting 120 stars, both from the TV and the internet and thus composing a greatly diverse schedule, from gastronomy classes, talk shows, concerts, and many other activities.

According to the organization responsible for the event, it is estimated that all brands, together, had a profit of over R\$ 50 million. Other numbers show that CCXP created over 10 thousand jobs, among direct and indirect ones.

“Besides creating jobs, which is quite important to our local economy, we are bringing another extremely important kind of data, which is the number of tourists. The economic impact we cause is estimated to reach R\$ 100 million. For the next year’s edition, we are already planning on expanding our ideas on what we can deliver to the audience and also the companies we’d like to have as partners and sponsors in this epic event. Get ready for what we’re bringing to next year’s CCXP”, says Mantovani, telling us firsthand that CCXP 2019 is taking place between December 5 and 8, 2019.

CCXP18 livestreaming reaches 55 countries

There were four days of event with a total of 41 hours of non-stop content, which means that no teams from Omelete had a second of content not streamed. There were 120 hours of livestreaming through Youtube Omeleteve channel, reaching over 100 million people worldwide.

“In order to reach this jaw-dropping number, we used the same technology applied by big events, such as the World Cup and the Olympics. A mobile unit dedicated to Omelete was stationed outside the event in order to make sure we had the kind of high quality we needed. That said, we managed to bring content produced in Brazil directly from CCXP18 to 55 countries. I am really proud this kind achievement”, says Roberto Fabri, Omelete Company CCO.

CCXP18’s final day, December 9, had guest stars including Michael B. Jordan, Sandra Bullock, and part of the Stranger Things cast

CCXP18 finished its fifth edition on Sunday in an “epic way”, as the event organization says. The final day at the Auditorium Cinemark XD started out with a true spectacle brought by Warner, which drove several fans crazy with the presence of Michael B. Jordan, Tessa Thompson, and Florian Munteanu. All three stars talked about what was it like to work on the sequel for Rocky Balboa’s spin-off, Creed II, which had an exclusive screening just for the event’s visitors. Another great star to attend a panel was Zachary Levi, which plays Shazam in the new movie “Shazam!” The actor declared he was really thrilled to be a part of DC Comics universe: “Shazam! is about an inner child, a boy who finds out he is a superhero. The movie is a lot of fun, with a quick-witted leading character”. Netflix, on the other hand, brought an advanced screening of “Bird Box”, which will be out on the streaming platform on December 21. The studio also brought Sandra Bullock, one the biggest stars in the event, alongside part of the “Stranger Things” cast.

During the final day of the event, the audience also got the opportunity to see who would be the champion of the Cosplay Challenge. Júlio César Shirou, who came as Link, from “The Legend of Zelda”, won the title and the prize, a brand new Ford Ka Sedan SE Plus 1.0 car. Prime Auditorium also had the privilege to have renowned artists, such as Lee Weeks and Peter Miligan giving masterclasses. Mike Deodato Jr. was also at the auditorium and was moved when asked by a fan if he would continue working on Flama, a character created by him.

The Game Arena by Oi also was the place where the eSports College Tournament took place in a CS GO tournament. PUC-SP team faced UTFPR and won the title of champion. In Ultra Auditorium, the panel all fans wanted to attend was the one dedicated to pay tribute to Stan Lee’s legacy. Guests such as Marcio Takara, Mike Deodato, Leonardo Romero, RB Silva, and Adriano Di Benedetto discussed the titles they are currently working on and how was their first contact with the universe created by the iconic genius from Marvel Comics.

About CCXP

CCXP is the event where all sorts of fans, professionals from all areas and companies gather around in a great celebration filled with news, releases and much more from the geek and pop culture universes. In 2018, the event debuted its fifth edition and celebrated the 80th Anniversary of Superman with official activities, including panels with both national and international artists. In 2017, CCXP, the planet’s biggest pop culture festival, had an audience of over 227 thousand people and hosted the biggest Artists’ Alley in the Southern Hemisphere, with over 515 comic book artists from over 15 countries. The event is held by Omelete Company, Chiaroscuro Studios, and PiziiToys. More information on: www.ccxp.com.br.

CCXP

Date: December 6-9, 2018

Schedule:

- Thursday (December 6): 12 a.m. - 9 p.m.
- Friday (December 7): 12 a.m. - 9 p.m.
- Saturday (December 8): 11 a.m. - 9 p.m.
- Sunday (December 9): 11 a.m. - 8 p.m.

Venue: São Paulo Expo - Rodovia dos Imigrantes, km 1,5 - Água Funda, São Paulo – SP.

www.ccxp.com.br

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