



Connectbrazil.com Overview

Connectbrazil.com was launched as an Internet companion web site to The Sounds of Brazil in 1997 and today is one of the most highly branded websites for Brazilian music in the US. Information is presented in ways that the average American adult can easily relate. Connectbrazil.com provides a comfortable environment in which visitors can explore Brazilian music and culture at their own pace.

The site's structure and its features are designed to maximize and direct the interests of English speaking visitors regardless of their familiarity with Brazilian music and culture. In turn, visitor loyalty is developed through a steady schedule of weekly, monthly and seasonal, thematic programs, much like a magazine publication – but with greater interactivity and immediacy.

Connectbrazil.com is a nexus of information and activity for Brazilian music, culture and the arts for a largely US based audience. Several innovations, including its weekly 'Interactive Playlist' (to supplement 'on-air' activity for 'The Sounds of Brazil with Scott Adams'), carefully researched reviews and feature articles allow for fans worldwide to expand their knowledge and appreciation of Brazil and its peoples.

To further supplement its daily access content, Connectbrazil.com carries three 24/7 Internet Radio stations, which are provided by its webcast partner Live365.com, which promotes the site and its services to a total monthly audience of 2.6 million listeners. Each station is available 'on demand' worldwide, with redundant servers for virtually unlimited connectivity and a connection range from 56kbs to broadband to insure the greatest compatibility for the listener.

Connectbrazil.com represents the logical 'next step' for tens of thousands of American fans to explore and define their interest in Brazilian music and culture on their own terms. The site is continuously promoted for mass appeal interaction through traditional media buys and radio/webcast advertising. This high degree of visibility to a targeted audience achieves a high level of 'top of mind' awareness' and plays a strong role in augmenting the reach of 'The Sounds of Brazil with Scott Adams', making both the radio program and the web site relevant on a day-to-day basis.

Connectbrazil.com averages 1,750 unique visitors and 11,475 page views per day with greater than 650,000 impressions per month. The site's rate of return for visitors in any seven-day period is currently above 70%.