

CCXP19 reached record high attendance and featured content on diversity

Fourth event day had stars such as Gal Gadot, Henry Cavill, the cast of “La Casa de Papel”, and Ryan Reynolds at Cinemark XD Auditorium

São Paulo, December 8, 2019 – A festival of epic proportions. That would be a way of describing CCXP19, which had its final event day this Sunday, Dec 8, after four days filled with activities and mind-blowing panels. During its sixth edition in Brazil, the world’s biggest pop culture festival gathered 280,000 visitors from all over the country. Amongst the states in Brazil, the one with the highest number of visitors was São Paulo (70% from the countryside and 2% coming from the state’s capital city), followed by Rio de Janeiro, Minas Gerais, and Paraná. The event organization company estimates CCXP19 has generated around R\$ 265 million in economic impact for the city, and created around 11,000 jobs (both directly and indirectly).

“CCXP is now occupying a prominent position in the global entertainment industry. Once again, we have managed to put together and deliver something to the fans which is not just an event, but a world-class festival, with support from the greatest Hollywood studios and exclusive content which will still cause an impact for the following months. The fact that we’re doing this for the fans and still manage to create jobs or generate economic impact are just a part of the repercussions that make it even more amazing. Once again, we’ve delivered an epic festival and we are already planning for 2020’s edition. That said, save the date for CCXP20: December 3-6”, says Pierre Mantovani, CCXP’s CEO.

CCXP19 in Numbers

The festival has used a total area of 115 mil m² with brand activations from 15 movie studios, 35 specialized store focused on geek audiences, and 55 other brands, which, according the event organization, had R\$ 52 million in revenue. Visitors at CCXP19 have spent an average of R\$ 325.00. At the food court, there were 42 restaurants available, as well as other eating options. On all event days, a total of 150 tons of food were served to both visitors and guests. Hamburgers and soft drinks were amongst the most consumed types of food, with CCXP19 featuring the highest gross sale of sodas in indoor events in São Paulo.

When it comes to data related to visitors, 51% of the audience were men and 49% were women, which could be noticed in a schedule of activities and panels focused on gender-equality and topics frequently discussed by the Young audience, since 66% of visitors were among 15 and 34 years old.

CCXP19 has once again established itself as a world-class event in the entertainment industry by having Hollywood stars coming over for panels, such as Gal Gadot, Margot Robbie, Henry Cavill, Ryan Reynolds, John Boyega, Oscar Isaac, Daisy Ridley, the director J. J. Abrams, and the cast of Netflix’s “La Casa de Papel”, among other guests. The festival

also featured an exclusive screening of “Frozen 2”, and exclusive “Black Widow” trailer, a “Eternals” teaser, and the long-awaited “Wonder Woman 1984” trailer, which also featured livestreaming via Twitter straight from the panel.

The festival’s press coverage also had relevant data, with over 2,000 journalists and influencers coming from 25 countries, 170 audiovisual, social media and content professionals. Also, CCXP19 featured over 130 hours of livestreaming with a mobile dedicated unit used by Omeleteve, Omelete’s official YouTube channel. Internet connection was another highlight at the festival, which could rely on 60 km of optic fiber, providing free Wi-Fi for all visitors and 5G internet for official live press coverage using state-of-the-art smartphones.

Breathtaking surprises and amazing casts at Cinemark XD Auditorium

The last day at Cinemark XD Auditorium featured the long-awaited Netflix panel, which started with a mind-blowing surprise: Henry Cavill, the actor playing Geralt of Rivia from “The Witcher”, came on stage and drove the audience crazy. The cast of “La Casa de Papel” was also the reason why fans were so excited. Rodrigo de la Serna, Esther Acebo, Pedro Alonso, Alba Flores, and Darko Peric talked about the show creative process and, at the end, fans could watch half of the next season’s first episode. Then it was Ryan Reynolds’ turn to come back on stage for a second panel at CCXP19 to talk about “6 Underground” alongside cast members Adria Arjona, Mélanie Laurent, Corey Hawkins, and Manuel Garcia-Rulfo.

With their hearts beating fast, fans witnessed Warner Bros’s panel, the last one at CCXP19. For starters, the Hollywood studio presented some of its upcoming releases for 2020, as well as projects for the next years, such as “Scooby! The Movie”, “Tom & Jerry”, “Space Jam 2”, “DC Super Pets”, “In The Heights” e “The Suicide Squad”, which will feature Alice Braga as a cast member. To end the day on a high note, Gal Gadot and Patty Jenkins came on stage to find a crowd of passionate fans. Both told the audience a little bit about the backstage stories of “Wonder Woman 1984” in a panel livestreaming via Twitter, which resulted in CCXP19 being in the trending topics.

Cosplay Contest

The last day at CCXP19 also featured the Cosplay Contest grand final. Divided into three stages, fans helped select 12 cosplayers during the first part to perform on Creators Stage by Trigg this Sunday, Dec 8. But, once the final performances results were out, Jaqueline Fernandes Santos, cosplaying Diablo Prime Evil from “Diablo III”, was chosen as the overall winner and won a brand new car, as well as Full Experience badges for CCXP20. Also, Nathália Casalecchi, who played Hocus Pocus’ Winifred Sanderson, won the Featured Cosplayer Award; Rogerio Silva, who played Pirates of the Caribbean’s Davy Jones, won Most Resourceful Cosplayer Award; Rafael Silva, who played Skyrim’s Dohvakiin, won the Best Costume; and Bruno Leão, who played Mulan’s Li Shang, won the Best Performance Award.

About The CCXP - In 2018, the festival featured over 262,000 visitors, breaking record audiences and establishing itself once again as the world’s largest pop culture festival. CCXP has already become part of Brazil’s cultural calendar and, in 2019, it will take place between December 5-8, at São Paulo Expo. Learn more at www.ccxp.com.br.

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