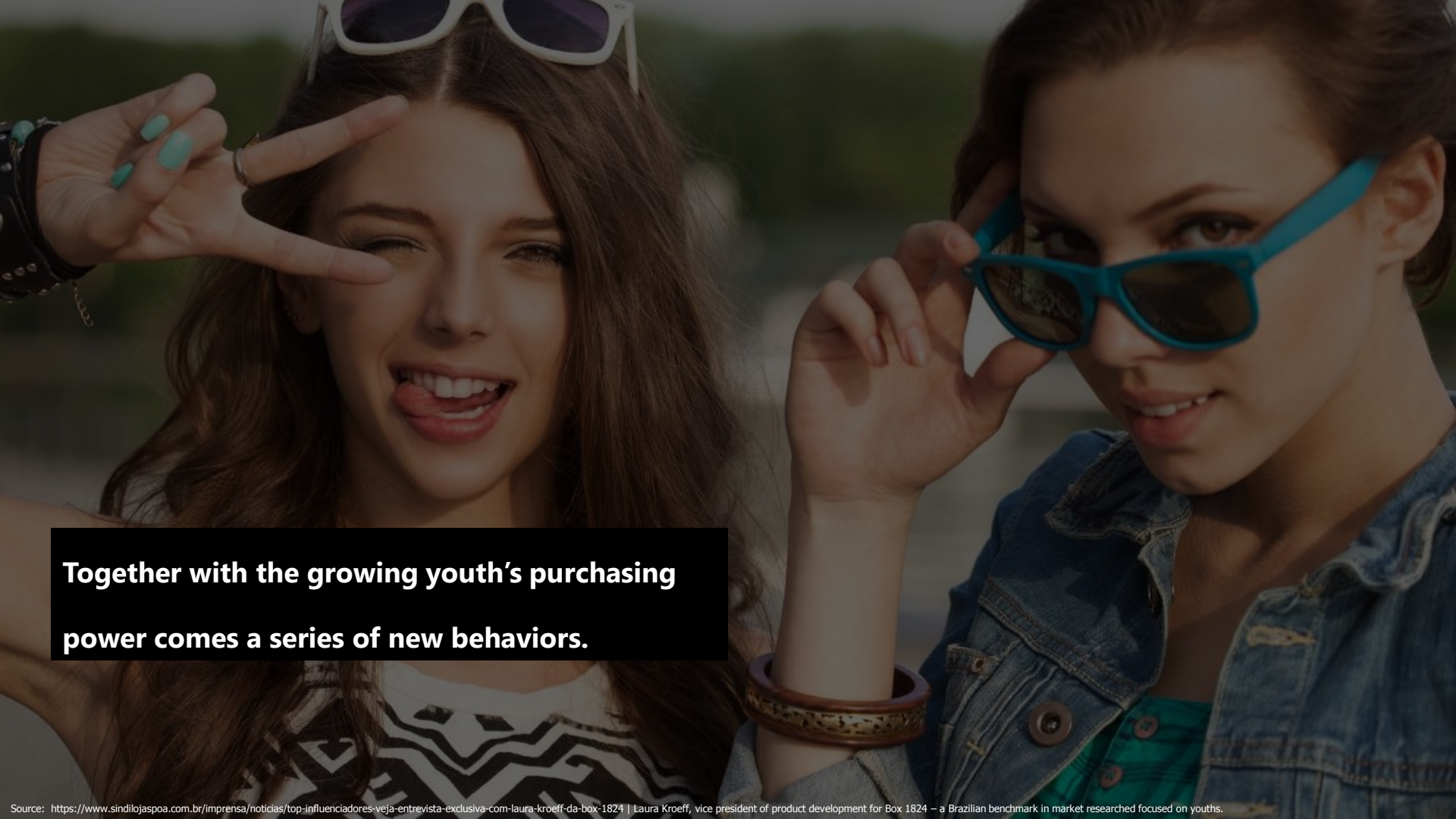




ATL HOUSE

A CASA DA ATLÂNTIDA
(ATLÂNTIDA'S HOUSE)



Together with the growing youth's purchasing power comes a series of new behaviors.

New behaviors have increased
GENERATION Y'S POWER TO INFLUENCE THE SOCIETY

**Massification of
digital connections**

**Increased access to
education**

**Capacity to create or
destroy brands and
reputations**

A photograph of two young people sitting on a teal couch. The person on the left is wearing a blue and white striped button-down shirt and tan pants, holding a silver tablet. The person on the right is wearing a light blue denim jacket over a white patterned sweater and red pants. A semi-transparent dark grey box is overlaid on the right side of the image, containing white text.

**We are so
YOUNG**

**We influence, we 'rule'
the trends and we want to
have fun.**

The background of the image shows the silhouettes of four people standing in a field at sunset. From left to right: a person in a jacket and shorts, a person holding a skateboard, a person holding a skateboard high above their head, and a person holding a skateboard horizontally. The sky is a gradient of dark blue and orange from the setting sun.

Provide **EXPERIENCES**
JOINING THOSE WHO ARE ALREADY CONNECTED
with this **PUBLIC**



The **largest entertainment platform in the south of Brazil¹** and the third largest in Brazil².

¹Source: Comscore | Key Measures | Target Region: South | Entertainment – Radio | October, 2017.

²Source: Comscore | Key Measures | Target Region: Brazil | Entertainment – Radio | October, 2017.



The most relevant **content hub of young behavior**, together with the **entrepreneurial expertise** of its partner, **presents the south** of Brazil with a **space** focused in **entertainment and positive experiences.**





△ ATL HOUSE

A CASA DA ATLÂNTIDA

(ATLÂNTIDA'S HOUSE)

A 360° space for

INNOVATION
INTERACTIVITY
CONSUMPTION
EXPERIENCE

ATL HOUSE'S MAIN TOPICS

COMEDY

With a studio in ATL House, Atlântida radio broadcasts external programs and exclusive features through its radio personalities. Comedy Festivals, Open Mic, a tailored menu with all the radio catchphrases.

MUSIC

Themed events inspired by Atlântida's radio programs, karaoke, Meet & Greet with artists on tour in Porto Alegre.

A space that combines music with autographed instruments, pictures and objects related to the theme.

GEEK

Gaming tournaments, series debuts, events with gamers and youtubers and Atlântida's live radio broadcasting with its podcasts and blogs: ATL Flix and Infosfera.



PUCRS

- One of the largest and most prestigious Brazilian Institutes of Higher Learning;
- The largest private university in Rio Grande do Sul state;
- Considered the best private university in the Souther Region by the General Course Index of the Ministry of Education and Culture in 2013.



45,000
people circulate in
the campus every day

- 25,000 undergraduate students registered;
- 5,000 graduate, MBA and specialization students registered;
- 5,000 administrative officials;
- 1,300 professors and researchers;
- Over 160,000 Alumni (ex-students).

THE FIRST 9 MONTHS



A CASA DA ATLÂNTIDA

An average of 13,000

people/month visited the ATL House

Over a 1,000

people attended to the ATL House's launch event



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A CASA DA ATLÂNTIDA

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