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AI Study Made the News at Leading Media Vehicles in Brazil

WIN partner in Brazil, Market Analysis, gained significant visibility in the national media following the release of the AI Study. Media coverage focused largely on the Brazilian data regarding the use and perception of Artificial Intelligence, while also highlighting key international findings from the joint WIN WWS 2026 study.

The most prominent media coverage came through an extensive feature published by O Globo, one of Brazil's most traditional and influential news outlets. Founded in 1925, O Globo remains among the country's leading newspapers in terms of circulation and audience reach. The article drew extensively on the findings of the Market Analysis study, highlighting key indicators related to the adoption, use, and perception of Artificial Intelligence among Brazilians. In addition to presenting the survey results, the feature included illustrations, personal stories, and real-life examples of people whose lives have been affected by the technology.

The visibility of the AI Study extended beyond the print and digital press. In addition to the coverage by O Globo, the study's findings were featured in reports by TV Cultura and TV Aparecida, demonstrating the Brazilian media's interest in data on Artificial Intelligence and its impact on the daily lives of Brazilians.

Read the full O Globo article (in Portuguese) clicking here.