



FUTURE MEDIA

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RIANOVOSTI

RIA Novosti is a leading Russian media company with a rich 70-year history. Today, the RIA Novosti media holding includes the eponymous multimedia Russian Information Agency, the Russian Agency of Legal and Judicial Information, the R-sport news agency, the Moscow News Publishing House, which publishes newspapers in Russian, English and Arabic, a press center, as well as more than 70 Internet resources in 14 languages.

RIA70 NOVOSTI

In celebration of its 70th anniversary, the RIA Novosti media holding launches the International Future Media Forum, which focuses on the development of media technology, the impact of new and traditional media on society, and the future of journalism.



FUTURE MEDIA INTERNATIONAL FORUM

Modern business models for media
Social revolution and new media
Media: future technologies



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Special session:

Russian and Foreign Media:
Past, Present, Future

Future Media Forum

***An overview of the media in
Brazil***

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Moscovo
2011

Brazilian Media

- ✓The Brazilian journalism is directly affected by the geopolitical division of the country.
- ✓The Southeast region is the headquarters of the main media of the country.
- ✓Nearly all media are in Portuguese.
- ✓The broadcast television is the primary means of communication of the country, absorbing 56% of advertising funds.
- ✓“Rede Globo” covers 98.44% of the country, reaching 99% of the population. About 90% of the programming is produced by themselves,



- ✓ It is not mandatory to have a diploma to practice journalism in the country.
- ✓ For a professional to open a newspaper or magazine in the country, there must have a responsible journalist and the documentation required for opening a business.
- ✓ The concession of radio and television are public, but administered by private companies.
- ✓ The lack of rigor in the legislation was crucial for the occurrence of conglomerates.



Jornais brasileiros

- ✓ Today there are approximately 423 newspapers circulating in the country.
- ✓ The popular newspapers are the leading sales, due to price and content.
- ✓ Also proliferated in recent years the neighborhood newspapers, with free distribution.



Brazilian Magazines

- ✓ Brazil has approximately 1230 magazines.
- ✓ Today in the country, 34% of the population read magazines (of these, 50% prefer "Veja" magazine).
- ✓ The public Internet and print media are directly related to education and income.



News Agencies

- ✓ There are about 41 news agencies operating in Brazil.
- ✓ In Brazil are widely used the international news agencies.
- ✓ We can highlight the Brazilian agencies: G1, Agência Brasil, Agência Folha, Agência JB, Agência Petrobrás.
- ✓ About international agencies operating in the country, we can highlight: Agência Reuters, CNN, BBC Brasil e Agência Lusa



ANB



Censorship

- ✓ Brazilian journalism can't even celebrate or state that it lives in a climate of complete freedom because of the numerous initiatives that have aimed at imposing censorship to vehicles and communication professionals.
- ✓ The press doesn't suffer more explicit censorship, but itself carries an endogenous censorship that takes place through manipulation, generalizations and omissions.
- ✓ In the newspapers, the main focus of censorship occurs when it involves a complaint against top officials of the Federal Government.



The future of the media in Brazil

- ✓ Research shows that in Brazil there has been a increase in media consumption, with consumers spending 82 hours a week, using a variety of media. For most consumers, the computer has surpassed television in terms of entertainment.
- ✓ The process underway in the country, in medium term, not affect the dominance of Brazilian television as the primary means of communication in the country, despite the Brazilian television has lost credibility in recent years.
- ✓ The print journalism in Brazil is being reconfigured. Popular newspapers are attracting new readers and are achieving other social classes in the country. But the magazine market, it is increasingly segmented.

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