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SYMPOSIUM: RADIO IN BRAZIL

Digital Radio in Brazil: Indecision and Impasse After a Ten-Year Discussion

Nelia R. Del Bianco

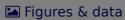
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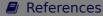
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Abstract

Government and radio broadcasting stations have been debating the model of digital

transmission to be adopted in Brazil, without having come to a consensus. The impasse

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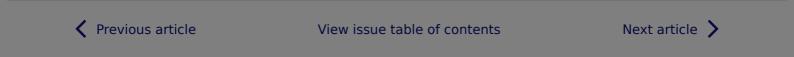
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corresponds to 96.45% of the profile of the Brazilian radio market, and integrates the data with national research.



Notes

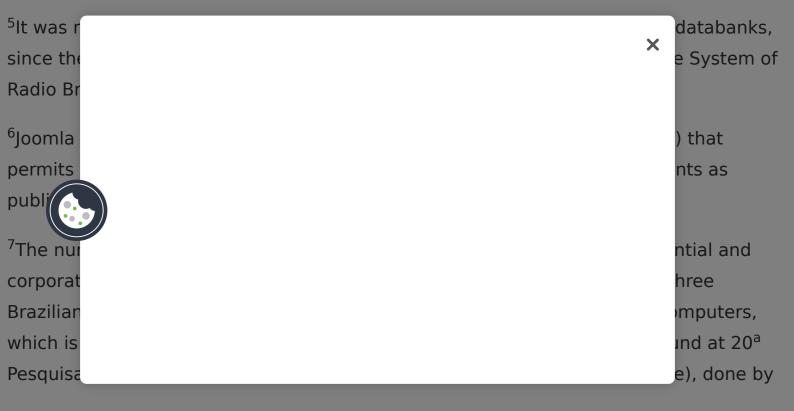
This work was financed by the Ford Foundation under the coordination of Professors Carlos Eduardo Esch and Nelia R. Del Bianco from the Universidade de Brasília.

¹Brazilian Association of Radio and TV

²In-Band, On-Channel is a form of broadcasting in which a station broadcasts digital and analog signals simultaneously.

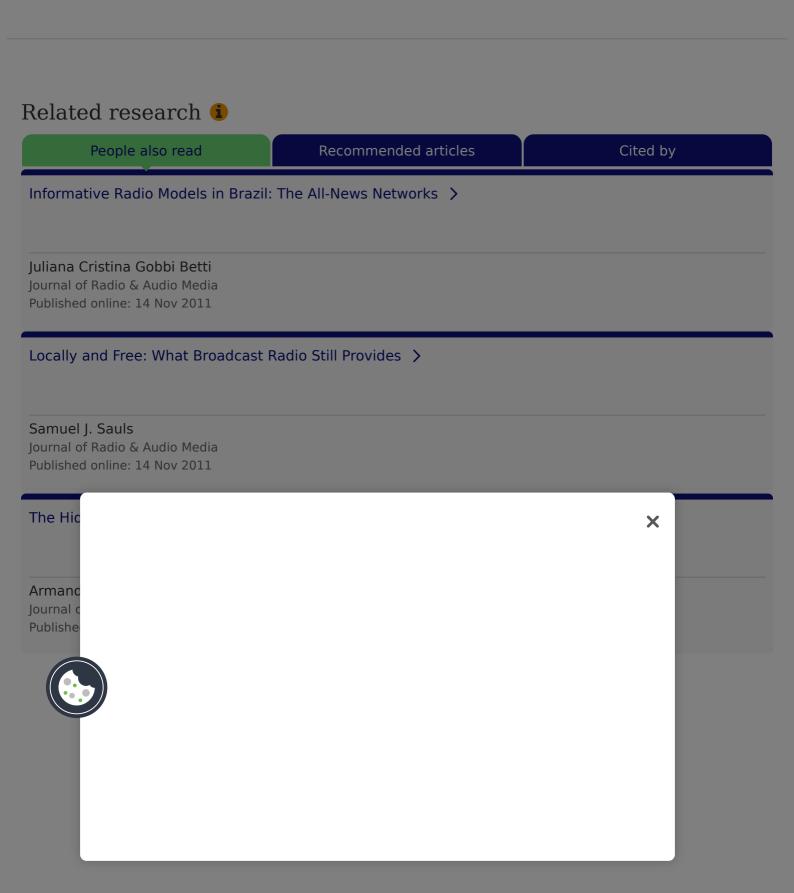
³The tests with DRM made by the University of Brasilia for the Brazilian Company of Communication (Empresa Brasileira de Comunicação), were not conclusive and because of this, have not been cited in this article.

⁴The research is financed by the Ford Foundation with the support of the bursars for students in communication at UnB Ana Rita Cunha, Flávia Drummond, Camila Louise Ferreira, Rafaela Feliciano, Márcia Simães and Simone Simães, as well as the consultation by Estat–Escritório de Estatística da UnB–with financial support for the students Catharina Goes, Lívia Ventura, and Monique Brant.



the Centro de Tecnologia de Informação Aplicada da Fundação Getulio Vargas (FGV—Center for Applied Information Technology of the Getúlio Vargas Foundation) in 2008. JB Online http://jbonline.terra.com.br/pextra/2009/05/26/e260510292.asp

⁸A modular transmitter uses potent transistors instead of old transmission valves. This decreases the size of the transmitter cabinet necessary and also is more economical in terms of electric energy. Another important characteristic is to be able to connect via the Internet, making maintenance possible at a distance by the responsible engineer.



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