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

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

Notes

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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 Simões and Simone Simões, as well as the consultation by Estat-Escritório de Estatística da UnB-with financial support for the students Catharina Goes, Livia Ventura, and Monique Brant.

⁵It was not possible to find data on the use of digital radio in Brazil since the data is not available in the National System of Radio Broadcasters (Sistema Nacional de Radiodifusão).

⁶Joomla is a free and open source content management system (CMS) that permits the creation of websites and web applications. Joomla is available as public domain software under the GNU General Public License.

⁷The number of radio stations in Brazil is estimated at 1,200 and three Brazilian companies are the main providers of radio equipment, which is estimated at 20% of the total. The data is from the Pesquisa de Mercado de Rádio e TV (Radio and TV Market Research), done by

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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