



Media and Digital World in Brazil

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5th biggest country (8,5 mi. km²)

5th most populated (205 mi. hab)

9th GDP

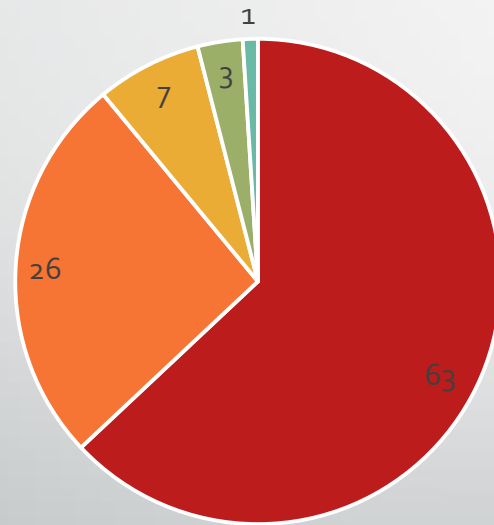


Overview of Broadcasting Sector in Brazil

What is the importance of TV and radio in Brazil?

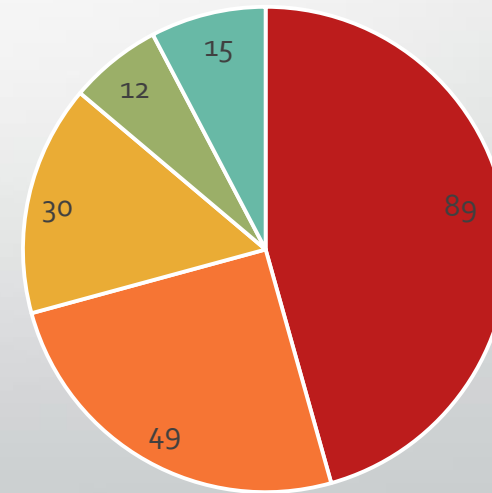
Which media do you most use to be informed about Brazil? (SECOM, 2016)

1st Answer



■ TV ■ Internet ■ Radio ■ Newspapers ■ Others

1st + 2nd Answers



■ TV ■ Internet ■ Radio ■ Newspapers ■ None of these

Broadcasting in Brazil

+ 550 TV broadcasters (in transition to DTV)

+ 11.500 TV relay stations (in transition to DTV)

16 TV National Networks (3 of them = + 66% of share)

Ca. 4.500 FM+AM comercial stations

+ 4.700 communitary radio stations



Specific Topics

Is a Press Law still needed?

What?

- Rules for the press – which press?
- Democratic standards – Freedom of speech, balanced coverage etc.

Why?

- To defend democracy?
- New practices in the “electronic world”, for example, Fake News (Problems in Slovakia, Brazil and all countries)

Where?

- SIP: Press Laws in 15 LA countries

When?

- South American approaches to the theme
- Brazilian case: CF1988; Press Law declared as not constitutional (2009); Right of Reply Law (2015)

Media and Politics

“Neutrality”, “political Independence” and “economic Independence”

Concept of “balanced coverage”

Traditional media and social networks

“Watchdog” role

Role of PSB

Being a Journalist

More than 145,000 registered journalists (2012)

4th country with more journalists killed in 2015; 1st in 2016

No need of degree in journalism to work as a journalist (2009)

No obligatory and enforced Code of Ethics

Hidden practices

Illegal wiretapping – Crime

Hidden cameras – Central ethical question

Hidden cameras - political scandals

Hidden cameras - violence

Hate Speech

Recent advances in social rights

Racism – crime

Broadcasting: violence coverage

Civil Rights Framework for the Internet (Marco Civil da Internet)

Challenges for regulation

From print
media to digital
scenario

Laws from the past
used in the present

Jurisdiction
Limits

Civil and criminal
responsibilities

New structures for
regulation and
monitoring

Balanced coverage in
the electronic era