

THE NEW RADIO?



@ricardofadul

Bares Press, September 10, 1931



THE OFFICIAL ORGAN OF THE B.B.C.

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OFFICIAL PROGRAMMES

WHAT'S IN THE AIR?
By ARTHUR P. BURROWS, Director of Programmes.



VISION EDITION
PROGRAMMES FOR
MAY 28—JUNE 3

RADIO TIMES

JOURNAL OF THE BBC
PRICE TWOPENCE

All the Whitsun Holiday Programmes

BING CROSBY
Presents a record show in the Light Programme on Monday

GREGORY PECK
In a radio version of "Twelve O'Clock High" (Wednesday)

SERGE KOUSSEVITZKY
conducts the London Philharmonic Orchestra at the Royal Albert Hall (Thursday)

'PRIDE AND PREJUDICE'
Jane Austen's novel as the new Sunday-evening serial play

'THE WAR OF THE WORLDS'
The famous H. G. Wells story opens as a serial play on Tuesday

'THE LIGHT OF OTHER DAYS'
Children's "Cherry Orchard" in an Irish setting (Monday)

'THE WELL OF THE SAINTS'
J. M. Synge's play on Sunday and Wednesday (Theatre)

Radio Times (Incorporating World Radio) June 6, 1932
Vol. 1, No. 102 Registered at the G.P.O. as a Newspaper

NORTH OF ENGLAND EDITION
BBC Programme
JUNE 10—16

RADIO TIMES

JOURNAL OF THE BBC
PRICE THREEPENCE

LEOPOLD STOKOWSKI
conducts the BBC Symphony Orchestra on Sunday evening

'WHILE THE SUN SHINES'
Terence Rattigan's comedy with Hubert Gregg and Hugh McDermott in "Wednesday's", "Custome Up!"

SCRAPBOOK FOR 1939
on Monday

'ANY QUESTIONS?'
Handicrafts edition from *Pleasfield* on Friday

POUBHNOFF
Recital on Tuesday (7.15-8)

ERNEST MILTON
in Galton's "Loudness" Saturday-Night Theatre

ARTHUR ASKEY
Calls All Forces on Sunday evening in the Light Programme

CAMBRIDGE UNION DEBATE
That this House professes the calm of the busy town on the day of the arena... (Wednesday (11.15))

TOP TOWN
Dorling's "Bellini" in the first round of a competition, spotlighting new vocal talent from all parts of Britain—(Tuesday)

DAWN SONG
The country's birds in a special Sunday-morning programme

The grand finale of the North
Norman Evans
begins a new series of his popular programme "Over the Garden Wall" in the Home Service on Friday evening. Maudie Edwards and Herbert Smith are also in the programme

WOODSTOCK
MUSIC & ART FAIR
presents
**AN
AQUARIAN
EXPOSITION**
in
WHITE LAKE, N.Y.

WITH

**3 DAYS
of PEACE
& MUSIC**

AUGUST
15, 16, 17.

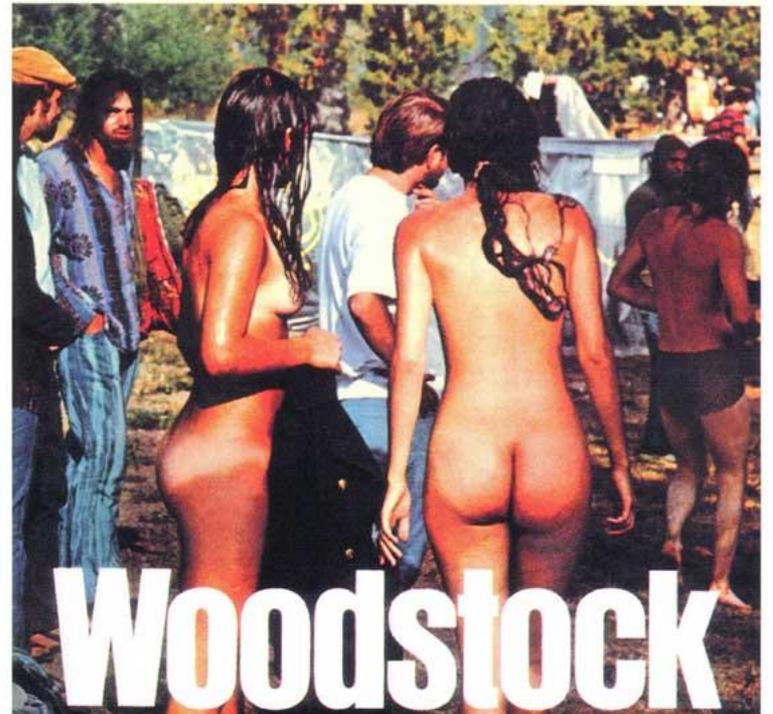
PEACE

MUSIC



AWARD BOOKS A840N 95¢ MAC

**Rock! Sex! Love! Pot! Action!
Right On!**



WOODSTOCK

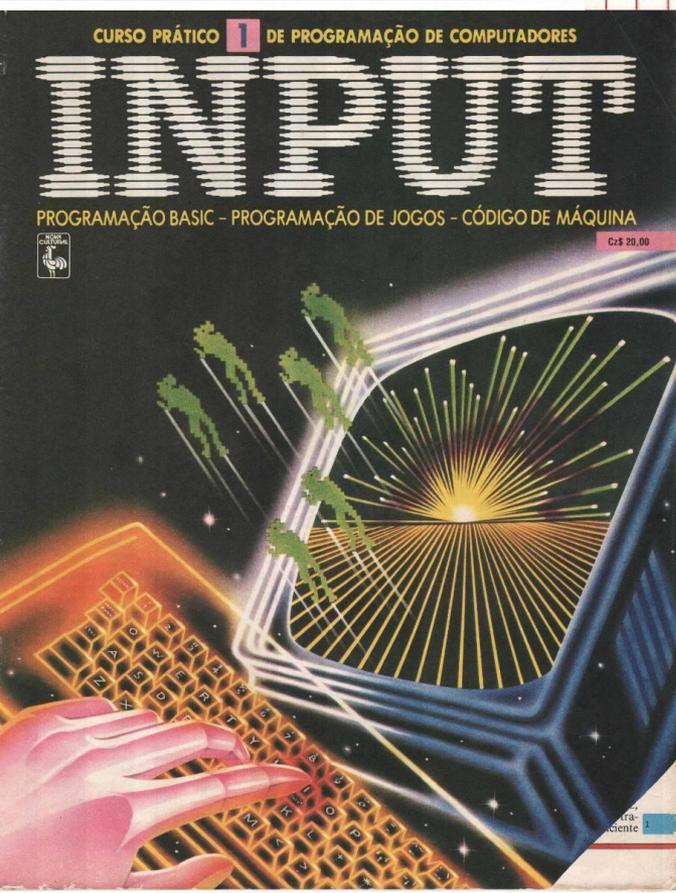
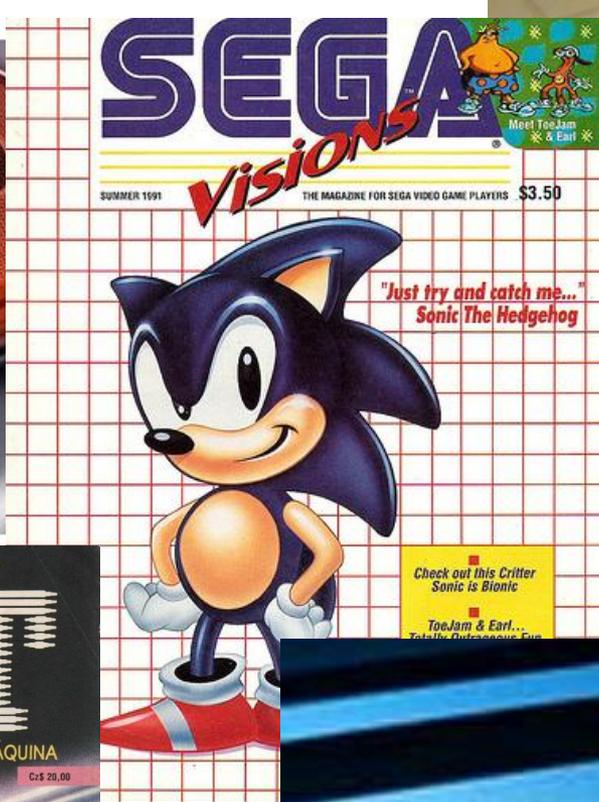
3 DAYS of PEACE & MUSIC 1969





RADIO
PIRATA





JUKEBOX



HENRY JENKINS



» AS MÍDIAS TRADICIONAIS SÃO PASSIVAS. AS MÍDIAS ATUAIS, PARTICIPATIVAS E INTERATIVAS, ELAS COEXISTEM. E ESTÃO EM ROTA DE COLISÃO. BEM-VINDO À REVOLUÇÃO DO CONHECIMENTO. BEM-VINDO À

CULTURA DA CONVERGÊNCIA

ALEPH



Luiz Artur Ferraretto e Luciano Klöckner - organizadores

E O RÁDIO?

novos horizontes midiáticos



GRUPO DE PESQUISA

RÁDIO E MÍDIA SONORA

DA INTERCOM



CHRIS ANDERSON

AUTOR DO BEST SELLER
A CAUDA LONGA

Free

GRÁTIS

o futuro dos preços

- ▶ POR QUE PAGAREMOS CADA VEZ MAIS BARATO NO MUNDO VIRTUAL
- ▶ AS ESTRATÉGIAS DE GIGANTES COMO GOOGLE, YOUTUBE E FINANCIAL TIMES PARA OFERECER PRODUTOS GRATUITOS E MESMO ASSIM SEREM EMPRESAS BILIONÁRIAS



CAMPUS



radio evolution

ECREA 2011 BRAGA [PORTUGAL] 14-16 SEPTEMBER

CONFERENCE PROCEEDINGS

EDITED BY: MADALENA OLIVEIRA | PEDRO PORTELA | LUÍS ANTÓNIO SANTOS

2012

O novo rádio

cenários da radiodifusão na era digital

Antônio Francisco Magnoni
Juliano Maurício de Carvalho
(ORGANIZADORES)

Editora
senac
são paulo



netradio

www.netradiobrasil.com.br



RADIO RESEARCH 2013

LONDON 11-13 SEPT

COLEÇÃO
GPs

5
e-book

O Rádio Brasileiro na Era da Convergência

Nélia R. Del Bianco
(org.)

INSIDE:
Insights into
Obama's
Winning Online
Strategy!

33 Million People in the Room

How to Create, Influence,
and Run a Successful Business
with Social Networking

Juliette Powell

Forewords by Napier Collyns, Cofounder, Global
Business Network (GBN) and Jimmy Wales, Cofounder, Wikipedia

What is Radio?

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MAKING SENSE OF INTERACTIVE BUSINESS

Fluxo de dados

Via de mão dupla

Interação

Mobilidade

Abrangência



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MAKING SENSE OF INTERACTIVE BUSINESS

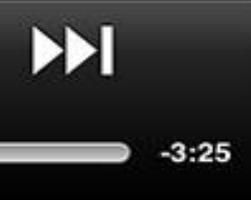
CUSTOMIZAÇÃO
DE
CONTEÚDO





100%

Hide



AT&T

1:31 PM

100%

radio negocios icom

O conteúdo é o rei

Veja o que dizem Paul Goldstein, Jeff Jacoby, Luiz Ferrareto e John Starr



EVENTOS REGIONAIS
TechDays e 22º Congresso da AGERT movimentam o mercado

O DECRETO 8.139
A migração do AM

ENTREVISTA
A concorrência desleal entre as rádios comerciais é maior que a presença das comunitárias



ROBERTO CERVO

AT&T



Jazzin' with Jarreau

hosted by Al Jarreau



CREATOR AND EXECUTIVE PRODUCER
PAUL GOLDSTEIN



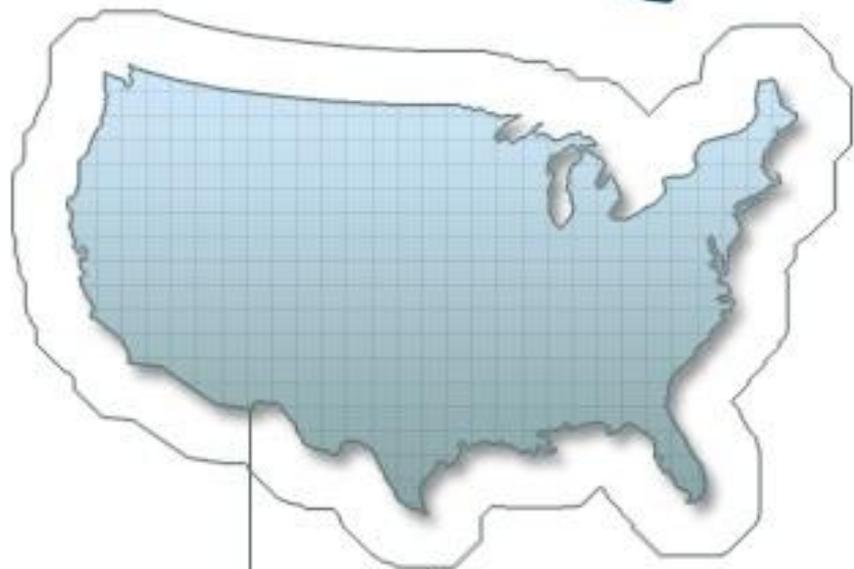
SIRIUS 
SATELLITE RADIO



SATELLITE RADIO
SIRIUS 



It's Wherever You Go



3,717,792

Square miles of seamless coast to coast coverage

200 Miles off shore

And your radio will still work

By Contrast

Terrestrial radio reception range is generally limited to about 50-100 miles

It's Wherever You Are

[Browse All Radios](#) 



On the Go

Listen On Your Computer, Smartphone, or Tablet

[Learn More](#)



In Your Car

Radios for
Equipped
Install Your
Traffic, W



Water / Air

Safe, informed
and entertained
[SiriusXM Marine](#)
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What is SiriusXM?

Listen to Everything, Everywhere

Welcome to commercial-free music from every genre, live play-by-play sports, the biggest news and talk, and the hottest entertainment at your fingertips, 24/7. Welcome to an All Access package that lets you listen to all of it everywhere — in your car, at home or the office on your computer, or on your smartphone and tablet.

165+ Channels

Available with SiriusXM All Access package.

72 Commercial-Free Music

15 News

11+ Sports Talk/Play-by-Play

9 Traffic

22 Talk & Entertainment

18 Latin

9 Comedy

14 & more

Search Stations

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Talk

Aha and Partner
Stations



Radio.com

Over 450 top radio stations from all around the country. Music, News, and Sportstalk. What are you in the mood for?

Top News



NPR: Hourly News
Summary



60 Minutes
Get the biggest scoops



This Week in Tech
Your first podcast of Fri





Uma rádio personalizada.

Relaxe e divirta-se com a rádio do Spotify. Comece com uma música ou um artista que você ama e deixe o Spotify mostrar uma faixa incrível depois da outra. Melhore ainda mais suas estações, curtindo as músicas que você ouve.



Ouçã de graça.

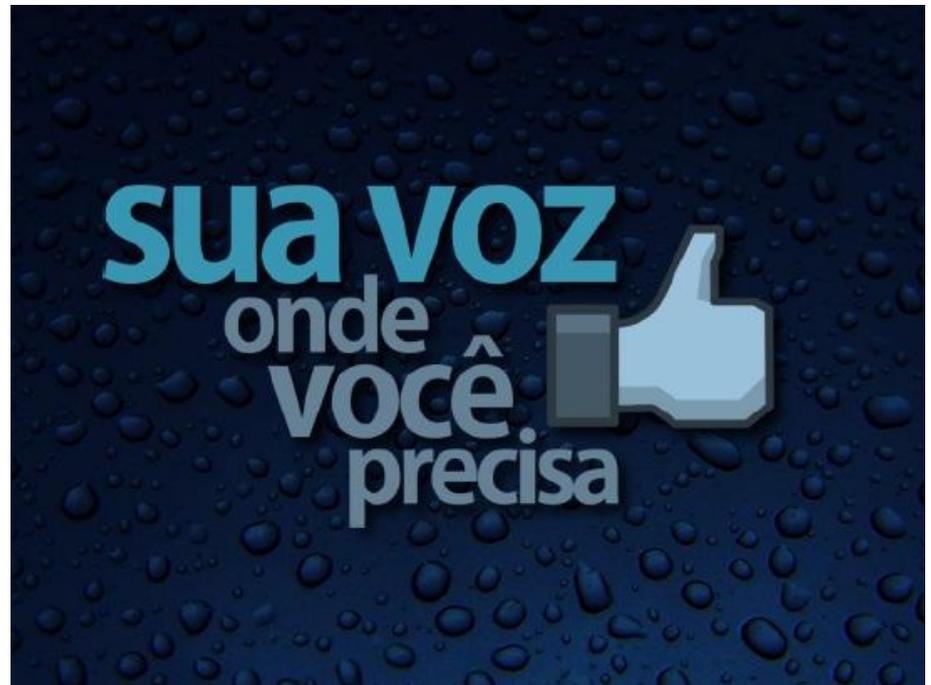
No celular, você pode ouvir artistas, álbuns e playlists em ordem aleatória. Ou escolher uma playlist pronta de acordo com seu astral. No tablet e no computador, você pode tocar qualquer música, a qualquer hora. [Saiba mais](#)

sua voz
onde
você 
precisa



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MAKING SENSE OF INTERACTIVE BUSINESS

- Comunidades
- idéias
- Cultura
- Valores



Web Rádio

Rede social
Alteração nos relacionamentos pessoais
A nova era do radio - ouvinte usuário

sua voz
onde
você precisa



Maior poder aquisitivo
da população



Crescimento de Internet
no país



Funciona **24h** e
Alcança **todo o País.**

42%
Internautas brasileiros
ouvem rádio enquanto
navegam na internet.

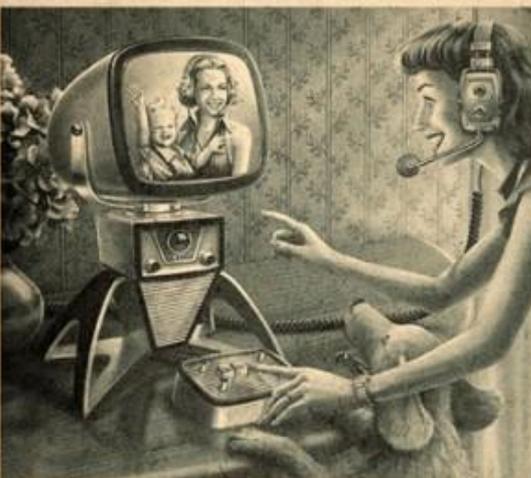
Alvaro Bufarah
jornalista / pesquisador FAAP



O celular é a **única mídia** que
está **24 horas** por dia com o usuário;

Estudos recentes indicam que o acesso à internet
pelo celular deverá superar o acesso pelo
computador até 2014.





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ABLE TO PUT YOUR
FAMILY TOGETHER.



Skype has the finest quality for you
to communicate via internet. The healthiest
secure way to keep vigorous family bonds.
It's more than a telephone. It's a real audio
will put you in contact with a brand new v



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community with just 140 letters.*

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Twitter! A notorious new mechanism that lets you maintain virtual
contact with family and friends no matter where they are. By
knowing or being followed, you will enjoy previously unimagined
experiences like sharing incredible amounts of information including
videos, photographs, etc. Twitter is a truly magnificent tool!



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onde
você precisa







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51.977 curtiram · 28.073 falando sobre isso

▼ Curtiu

Mensagem

51.977

Turnê

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51.977



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A RÁDIO NA WEB É
DINÂMICA,
INTERAGE COM AS
REDES SOCIAIS!



▶ **Alcança o
cliente nas novas
multiplataformas**

▶ **Gera mídia
espontânea
nas redes sociais**





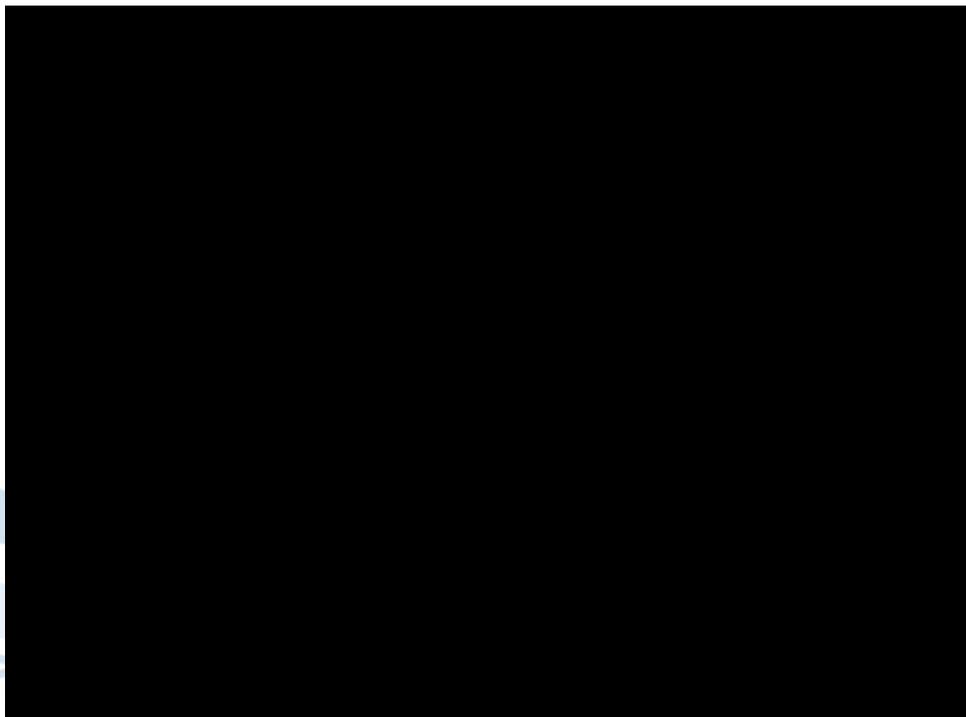


Com 3 canais diferentes, a rádio atende as necessidades mais específicas de cada área da empresa;
Desde divulgar ofertas e influenciar na decisão de compra, até transmitir e enfatizar a cultura e os valores da rede.



“...a Rádio Luiza, se consolidou como um veículo imprescindível de fortalecimento da cultura do Magazine Luiza. “

*Luiza Helena – Presidente do Magazine Luiza
Época Negócios
Credito e Finanças*



sua voz
onde
você
precisa



▶ **Conteúdo específico por formato**



Aplicativos e players

Playlist programado

Transmissão ao vivo

▶ **Controle total dos acessos e audiência**

f o r a d e f o c o



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MAKING SENSE OF INTERACTIVE BUSINESS

• **NÃO EXISTE**

MARKETING ONLINE



THE NEW RADIO?



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