

# THE NEW RADIO?



@ricardofadul

Bares Press, September 19, 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 album from *Playfield* 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.**

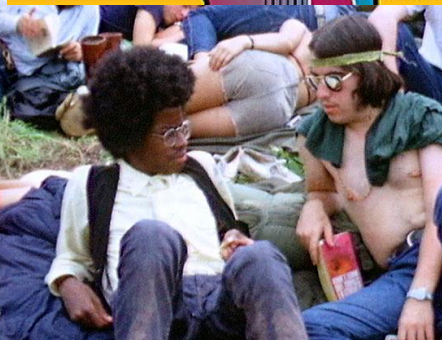
WITH

**3 DAYS  
of PEACE  
& MUSIC**

AUGUST  
15, 16, 17.

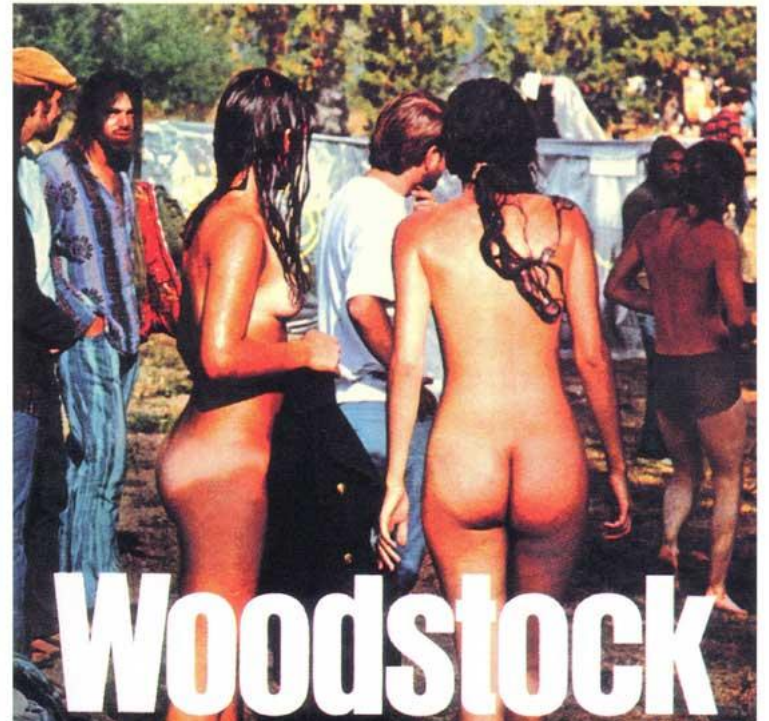
**PEACE LO**

**MUSIC**



AWARD BOOKS A840N 95¢ MAC

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



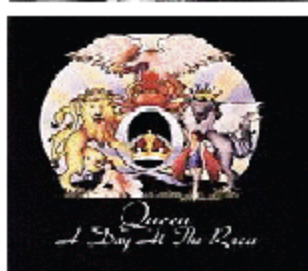
**WOODSTOCK**

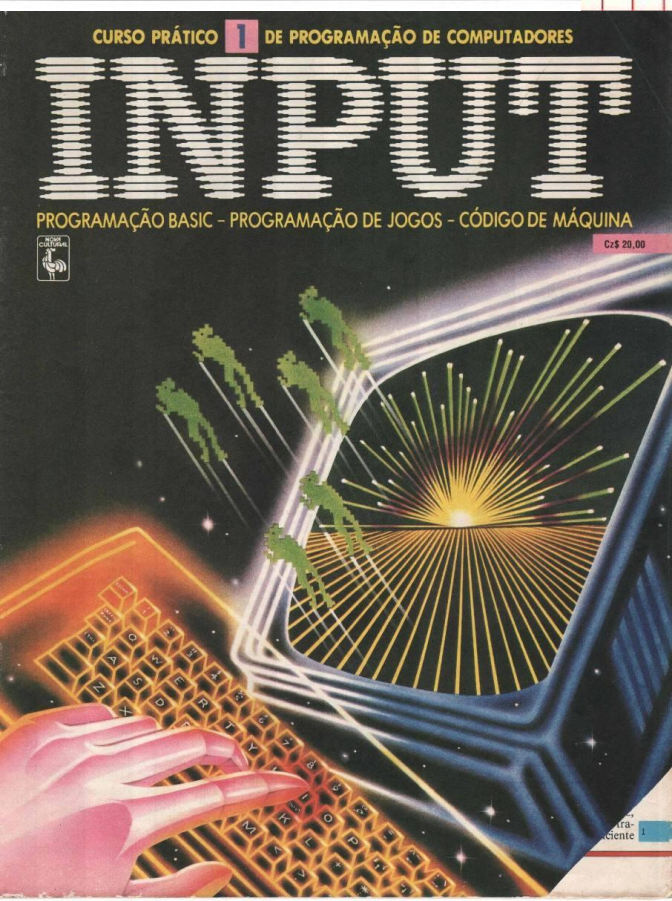
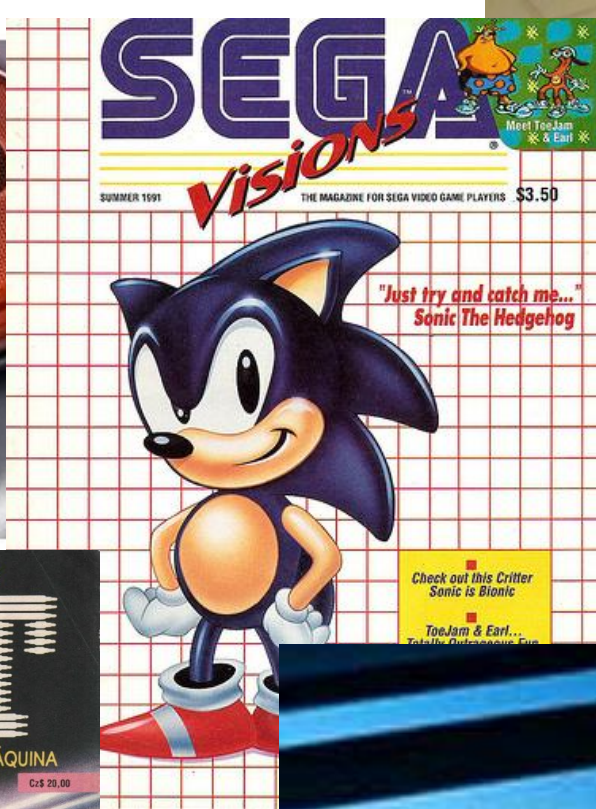
3 DAYS OF PEACE & MUSIC 1969





**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](http://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?

**newmediaage**  
MAKING SENSE OF INTERACTIVE BUSINESS

Fluxo de dados

Via de mão dupla

Interação

Mobilidade

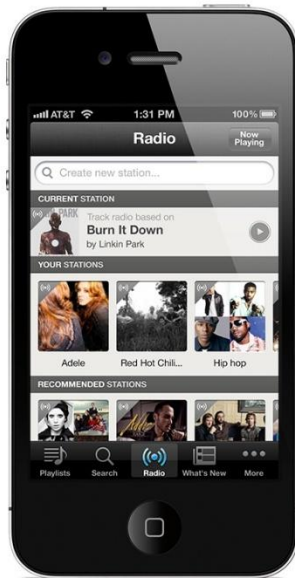
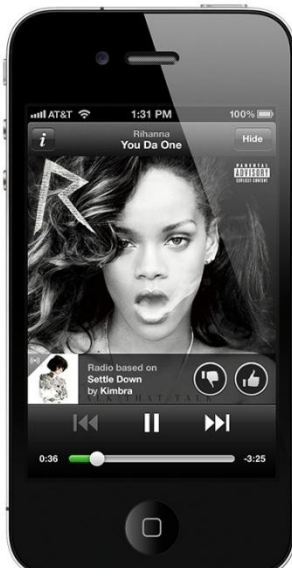
Abrangência



**newmediaage**  
MAKING SENSE OF INTERACTIVE BUSINESS

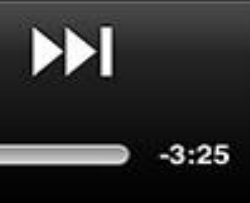
CUSTOMIZAÇÃO  
DE  
CONTEÚDO





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

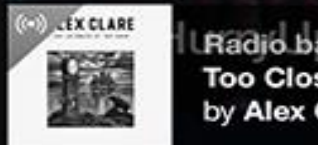
**O DECRETO 8.139**  
A migração do AM

**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**





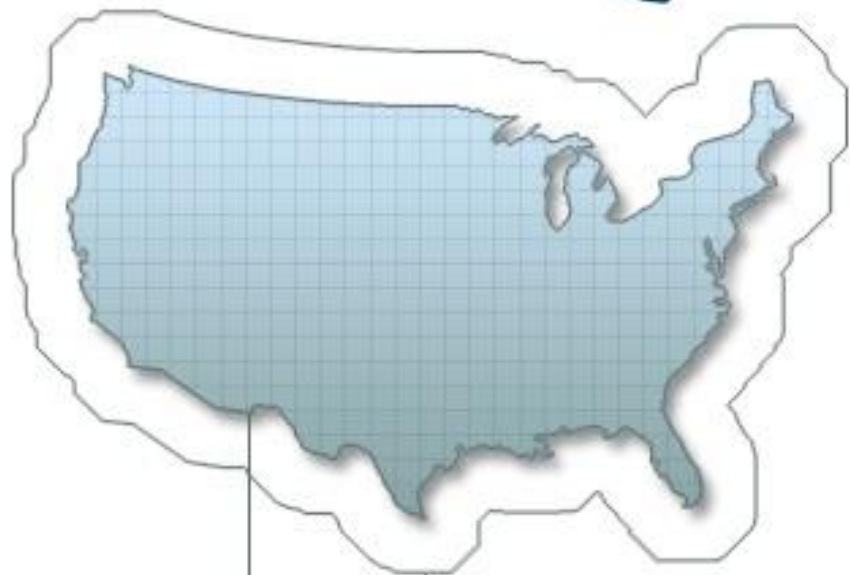
**SIRIUS**   
SATELLITE RADIO



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](#)  
[SiriusXM Aviation](#)



Found in Many New and Used Vehicles, Including:



# 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

### Featured Stations

Audiobooks

Music

News

Social

Sports

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



**newmediaage**  
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.





# SKYPE

THE FABULOUS VOICE SY  
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



# Twitter

*The sublime, mighty  
community with just 140 letters.*

A VIRTUAL locality with a wide assortment of people. That's  
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!



YOUR FILMS WILL LAST FOREVER ON  
**YOUTUBE**  
THE CHAMPION ADDRESS ON INTERNET!



Send and watch splendid and captivating films, 24/7.  
Sports, news, commercials and much more. The most charming  
and magnificent way to entertain the whole family.

[www.YOUTUBE.COM](http://www.YOUTUBE.COM)

# Facebook



sua voz  
onde  
você precisa







João Rock

51.977 curtiram · 28.073 falando sobre isso

▼ Curtiu

Mensagem

51.977

Turnê

O maior festival de Pop/Rock do interior!



51.977



We're on Instagram



Rádio João Rock

[www.joaorock.com.br](http://www.joaorock.com.br)

Estou ouvindo só o que gosto na Rádio João Rock. Acesse [www.joaorock.com.br](http://www.joaorock.com.br) e divirta-se!

Curtir - Comentar - Compartilhar - há 25 minutos

Você e outras 312 pessoas curtiram isto.

# A Web Rádio Cuida da sua Marca

*Divulga Eventos • Campanhas • Promoções*

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



▶ **Alcança o  
cliente nas novas  
multiplataformas**

▶ **Gera mídia  
espontânea  
nas redes sociais**







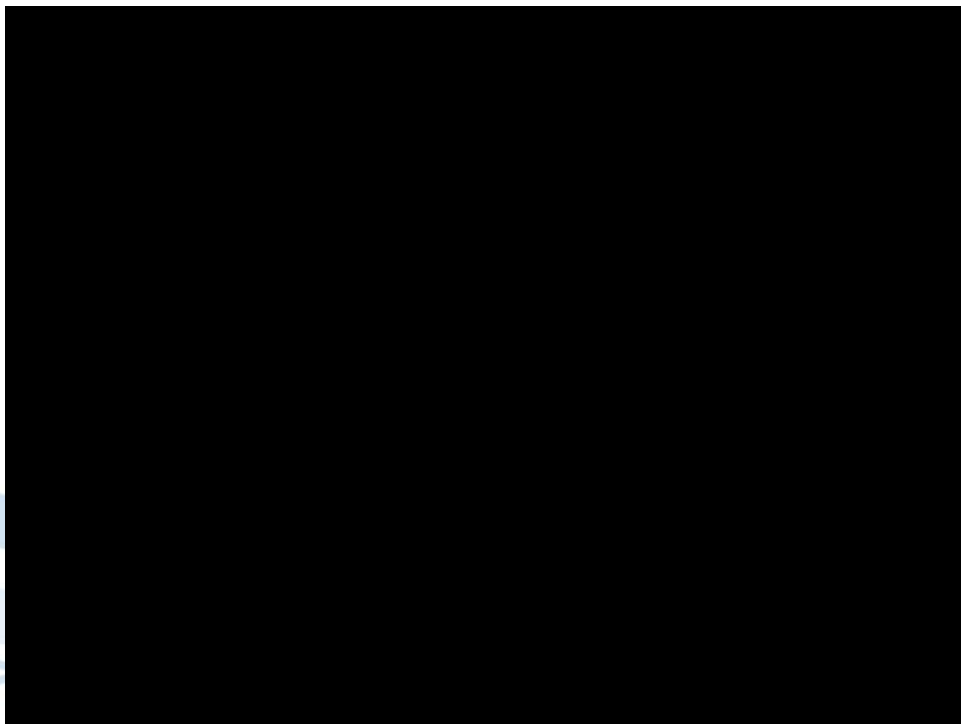


Com 3 canais diferentes, a rádio atende as necessidades mais específicas de cada área da empresa;  
Desde divulgar ofertas e influenciar na decisão de compra, até transmitir e enfatizar a cultura e os valores da rede.



“...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*



▶ **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



**newmediaage**  
MAKING SENSE OF INTERACTIVE BUSINESS

• **NÃO EXISTE**

MARKETING ONLINE



# THE NEW RADIO?



[fadulradio@gmail.com](mailto:fadulradio@gmail.com)