

TELEVISION

On September 18, 1950 TV Tupi came on the air, the first television station in Latin America. The audience for the first program was not very impressive. It was broadcast to exactly 27 television sets installed in the city of São Paulo. Seventeen of them were turned on in electric appliance stores, four in bars and one in the lobby of Diários Associados, a communication company belonging to Assis Chateaubriand, a pioneer and the person responsible for the bold investment. Five televisions installed in homes of the happy families that possessed the appliance completed the list. Malicious comments, made at the time, said that the number of people who watched the inauguration live was greater than the number of actual TV viewers.

More than half a century later, the vehicle has gained impressive vitality. It has transformed itself into the main domestic means of communication, with penetration of almost 100% in Brazilian homes. Last year, it beat the record for market share among the mediums, according to the Inter-Media Project, with a share of 62.93%. During commercial breaks and merchandising activities exhibited during the most varied programs, major brands from diverse economic segments are advertised.

The figures are significant, but their maintenance requires improvements, especially if we consider the stiffening of competition from other mediums. Technological advances help. Flat screen televisions have become sought after consumer items, especially for those belonging to the C economic class. Broadcasting in 3-D promises to become a new craze in the coming years. The outlook is also good for digital TV. Production and distribution in high definition are advancing and the reception base is beginning to achieve critical mass. As a new environment for communication, it is necessary to take into consideration the countless possibilities for interactivity. Another plus for television networks. TV viewers have begun to participate in pro-

gramming by sending in their opinions and suggestions. The broadcasters are prepared to distribute their content on different platforms, such as computers and mobile telephone devices.

• REDE GLOBO

In the history of Brazilian television TV Globo deserves special attention. Founded on April 26, 1965, in Rio de Janeiro, the TV station produced a real revolution in the concept of communication vehicle. Including countless innovations, such as the creation of a network of stations, which facilitated greatly the sale of advertising space for products distributed nationally. Globo also limited the number of commercial breaks to four an hour—with each commercial break lasting a maximum of three minutes—and introduced the 30-second commercial, a standard that still stands today.

Over the last few decades, the leadership of Globo in terms of audience and publicity earnings is irrefutable. Among the achievements, is the building of a programming schedule that has become a benchmark for television. As highlights, we can cite primetime, programming made up of two soap operas, with consistently high audience figures, presented on either side of Jornal Nacional, an immensely prestigious news program in Brazil. The quality of the productions stands out in Brazil and also in numerous other countries where they are also broadcast. Another distinguishing characteristic is the investment made by the station to ensure broadcast of the most important sporting and cultural events. Globo, for example, has exclusive broadcast rights to the soccer championships, Formula One and the samba school parade in Rio de Janeiro, among other events. These broadcasts generate packages with advertising space quotas that are sought after by the major brands in Brazil.

TOP 10 ADVERTISERS - TV	
Advertiser	(US\$ 000)
CASAS BAHIA	607,002
UNILEVER BRASIL	407,326
AMBEV	247,658
CAIXA ECONÔMICA FEDERAL	220,745
CERVEJARIA PETRÓPOLIS	174,378
RECKITT BENCKISER	151,452
PROCTER & GAMBLE	146,525
PETROBRAS	142,482
VOLKSWAGEN	126,399
BRADESCO	125,401