

Print newspapers alive and kicking in Brazil: editors

July 25 2012, by Laura Bonilla



O Estado de São Paulo director, Ricardo Gandour, speaks during a seminar entitled, "The role of the Printed Media" in Rio de Janeiro, Brazil on July 24. Brazilian newspapers' average daily circulation grew around 2.3 percent to 4.5 million in the first half of this year.

Print newspapers are alive and kicking in Brazil, where circulation continues to grow despite the economic crisis, but editors here warn they must offer readers deeper perspective and analysis.

Brazilian newspapers' average daily circulation grew around 2.3 percent to 4.5 million in the first half of this year compared with the same period last year, according to data from the Circulation Verification Institute (IVC).

[Advertising revenue](#) is also up, in contrast to most markets in the developed world, where rates crashed as advertisers took their business

to the web.

But [Internet advertising](#) is growing faster in Brazil than [print](#), and is expected to surpass it in 2015, according to Wark International Ad Forecast.

Brazilian print newspapers had an advertising gross turnover of about 1.62 [billion dollars](#) in 2010, against 608 million dollars for websites.

The figure for print showed growth of 3.4 percent compared to 2009, while the web was up 27.96 percent over the same period, according to Meio and Mensagem, a group that analyzes media trends.

So traditional newspapers are holding on better than their North American or European peers, but they still have to revise their strategies if this is to continue, editors said at an event this week.

Given the [avalanche](#) of [news](#) on other platforms, readers expect newspapers to provide "more analysis, more reporting, more opinion, a lot more debate and above all a great deal of depth," said Ascanio Seleme, O Globo news director.

"A daily cannot just publish yesterday's news. It must explain what comes next and why," he noted, during a debate organized here ahead of O Globo's launch of a new graphic design project next Sunday, when the paper turns 87.

"There is a crisis knocking at the door. We need to be prepared," he warned.



Valor Economico director, Vera Brandimarte, is seen during a seminar entitled, "The role of the Printed Media" in Rio de Janeiro, Brazil on July 24. Print newspapers are alive and kicking in Brazil, where circulation continues to grow despite the economic crisis, but editors here warn they must offer readers deeper perspective and analysis.

Amid a [global crisis](#) which has slowed down the Brazilian economy, O Globo is seeking to attract new readers and advertisers with a new look, new typography, more space for pictures and greater importance for supplements, he explained.

At a time when an "excessive abundance of news can produce total alienation" journalists "can be the guides," said Ricardo Gandour, content director at the daily Estado do Sao Paulo.

"We don't have to fear this role, this task of choosing, putting in context, serving the human being," he added.

Vera Brandimarte, news director at the economic daily Valor, predicted that the print newspaper would survive.

"Conservative as I am, I believe the print newspaper will survive, maybe in a more compact manner," she said. "An intellectual elite will want to pay more for this privilege. There will be changes, but the print daily will continue."

Despite the plethora of news sources on different digital platforms such as blogs, Twitter, Facebook and so forth, most Brazilians now prefer to get their news from the websites of major dailies, she added.

"We have to think about the added value in deepening the themes, captivating the reader, this requires specialized staff," she noted.

And Brandimarte said the websites, which compete with news agencies in providing real-time news, are seeking "greater identification" with their daily print parents.

The goal, she added, is "to keep the reader updated throughout the day."

Meanwhile Sergio Davila, executive editor of Folha de Sao Paulo, said the print newspaper "continues to be a successful product" and reinforces "the unity of the brand" on all platforms.

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Citation: Print newspapers alive and kicking in Brazil: editors (2012, July 25) retrieved 25 April 2024 from <https://phys.org/news/2012-07-newspapers-alive-brazil-editors.html>

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