

## Sao Paulo Radio Moves To An American Beat

■ BY PAUL KLEINMAN

SAO PAULO, Brazil—This city with a metropolitan-area population of 14 million has overtaken the Argentine capital of Buenos Aires as the most important urban concentration in South America. It has more radio stations than elsewhere and these have followed a U.S. operational style as compared with the "European tradition" that persists in Argentina.

In Sao Paulo, the American influences are most strongly felt in the 20-station FM arena, which has now outstripped the AM sector in the ratings.

Zeca Almeida Prado, a Brazilian radio producer, says, "Sao Paulo stations are still in a development stage and haven't yet adopted strict-outline programming as happens in the States, but the well-defined segmentation in various formats is very close to the U.S. way of doing things."

He notes that Sao Paulo broadcasters mostly have strong promotion departments, as is widely the case in the U.S., whereas most other South American operators do not. They are also the first in South America to mix new marketing techniques with the old, such as permanent monitoring of rival stations—something rejected almost out of hand by most South American territories.

Sao Paulo radio stations also lead in the use of new technology. A few use computer software for scheduling. In the case of Transamerica Radio, the most traditional pop outlet in town, the software was written personally by program director Ricardo Henrique.

CD music is increasing quickly on the air, up to 80% on Jovem Pan radio.

But, despite the similarities with U.S. radio, Sao Paulo broadcasters have to keep close watch on local trends. The phone-in format is now rated "old-fashioned" by Brazilian city-dweller listeners.

Most of the key Brazilian stations belong to media conglomerates and constitute informal networks with other broadcasters in different cities, sharing the same jingles and aiming at the same socio-economic group. But they do have individual program directors in each city.

Transamerica is pioneering a new radio development here. The Sao Paulo station is looking to assemble a satellite radio network, linking various different cities, centralizing live programming in one location.

### DUTCH LIGHT MUSIC

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Richard Denekamp also believes such a station would give new impetus to sales of recorded light music, both new and catalog.

John de Mol, MD of the Conamus Foundation, which promotes Dutch light music in the Netherlands and abroad, is less enthusiastic. "I know the distinct Anglo-American musical preference of Pim Jacobs," he comments. "I think the station should play at least 25% light music of Dutch origin, otherwise we're not interested and won't support it."

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