

Deserts and almost news deserts in Brazil



Version 2.0 - November 2018

Development



**Data research
and analysis**



Financial support



**Institutional
partner**



About Atlas da Notícia:

An unprecedented initiative to map news outlets in the Brazilian territory

Atlas 2.0 main goals:

- Provide data to researchers, entrepreneurs and journalists on local journalism in Brazil
- Increase the knowledge base on the first edition of the News Atlas (2017)

Main goals: (cont.)

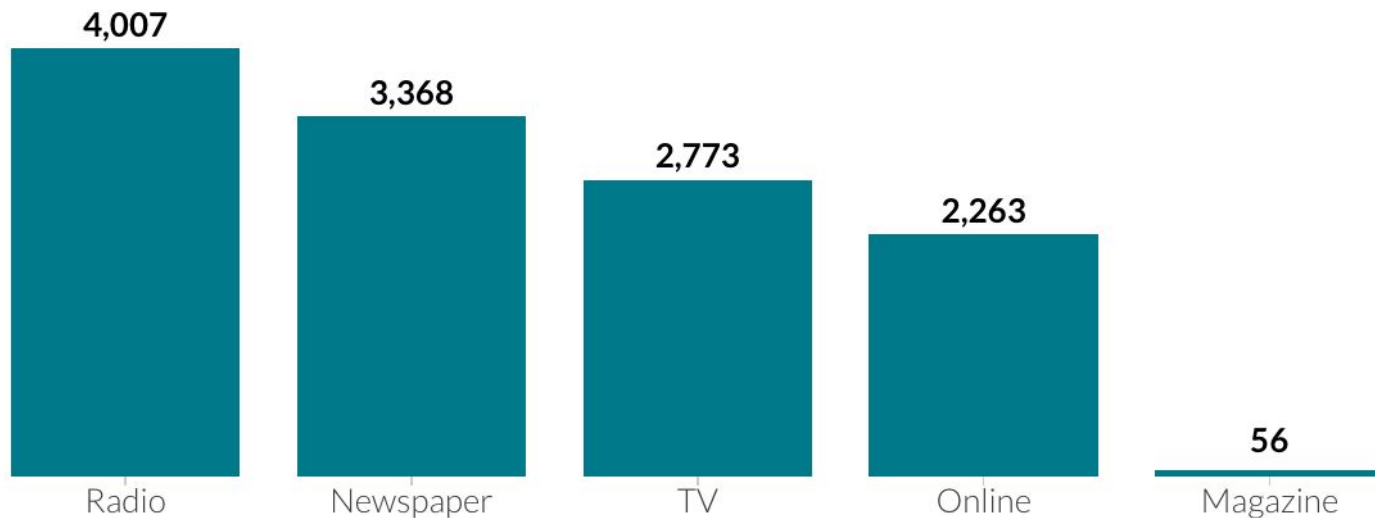
- > **Identify** municipalities at risk of *desertification*
- > **Gather** data on business model, ownership and contact information
- > **Produce** analyses using the new data and the Brazilian Census population update (2017, IBGE)

Atlas 2.0 – Key findings

12.467 news
vehicles mapped

News Atlas Brazil 2.0

Total newspapers, news websites, magazines, radio and TV networks mapped in Brazilian territory



Data

Source	Total	%
MCTIC	6475	51.9%
Secom/PR	4388	35.2%
Crowdsourcing Atlas da Notícia 2.0	856	6.9%
Atlas da Notícia 1.0	233	1.9%
Adjori-RS	204	1.6%
Adjori-SC	129	1.0%
Central de Diários	89	0.7%
Adjori-SP	62	0.5%
Adjori-PR	31	0.2%

Note: To avoid data duplicity, some sources were removed from Atlas 2.0

Atlas da Notícia 1.0 and 1.1

Nov. 2017 (print + online)

Jul.2018 (rádio + TV)

medium	total	%
Radio	3.751	32.1
Newspaper	3.231	27.6
TV	2.726	23.3
Online	1.981	16.9

+6.7%



Atlas da Notícia 2.0

Nov. 2018 (print + online + radio
+TV)

medium	total	%
Radio	4.007	32.1
Newspaper	3.368	27.1
TV	2.773	22.2
Online	2.263	18.2
Magazine	56	0.4

Methodology note

Atlas 1.0 and 1.1 editions data cannot be directly compared to Atlas 2.0:

- Atlas 1.0 mapped newspapers and digital vehicles
- Broadcast vehicles were mapped in July 2018 (Atlas 1.1)
- Atlas 2.0 includes print, digital and broadcast (radio and TV)
- Atlas 1.0 is based on the Brazilian 2010 Census, whereas Atlas 2.0 is based on the 2017 Census

49% of municipalities
have at least one vehicle

Total of 2.710 municipalities

Those municipalities are
home to 177 million, or 85%
of population*

News deserts

News deserts are municipalities without the registered presence of news vehicles*

*We consider as news vehicle a Brazilian outlet that publishes news content at least biweekly

News deserts total:

51% of municipalities
30 million*

* 2017 Census ([IBGE](#))

Blank areas represent news deserts: 51% of Brazilian municipalities, home to 30 million

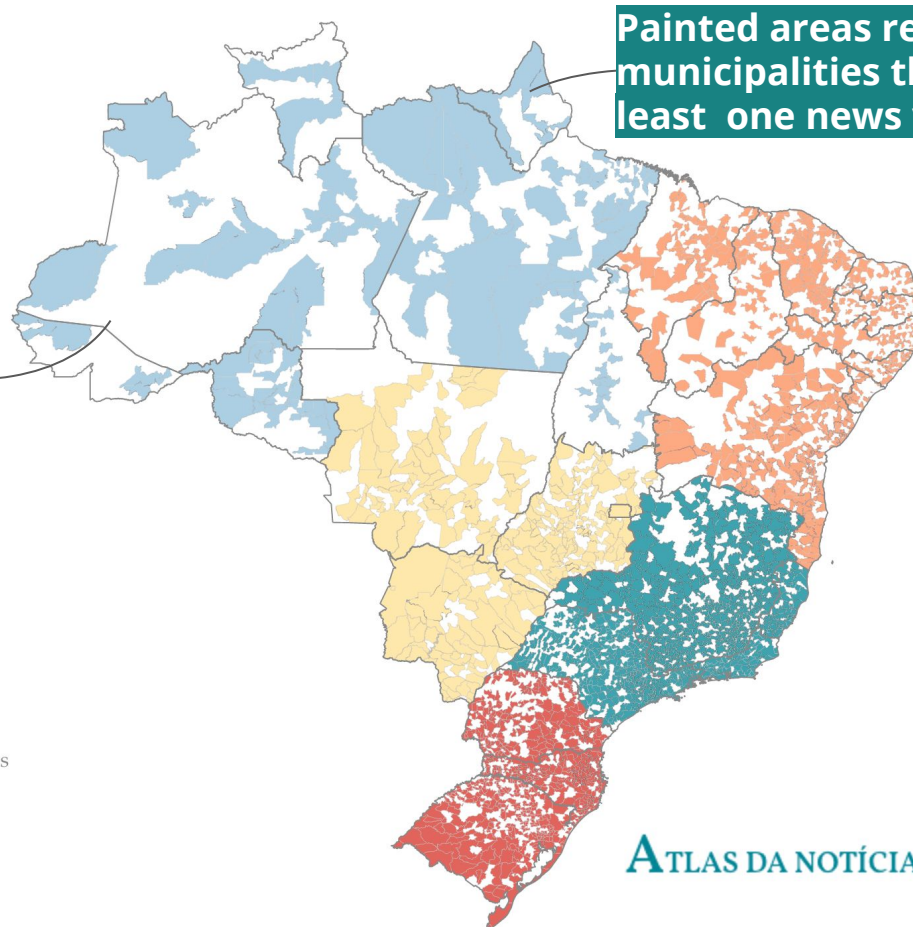
Painted areas represent municipalities that have at least one news vehicle

News Atlas Brazil 2.0

Regions

- Mid-West
- Northeast
- North
- Southeast
- South

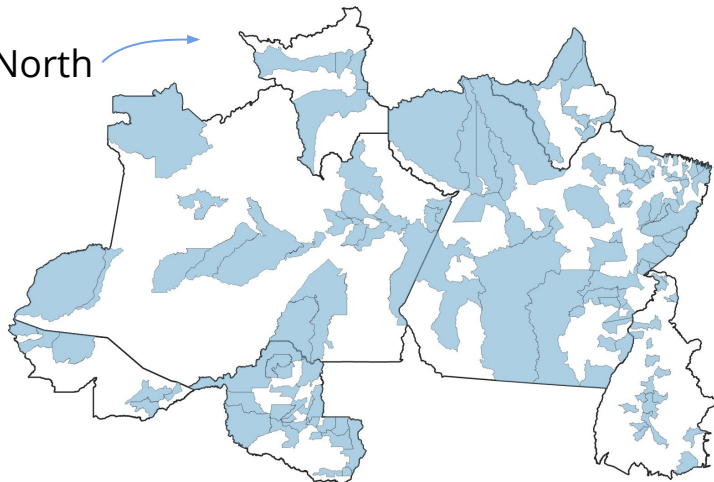
Municipalities with at least one news organization mapped



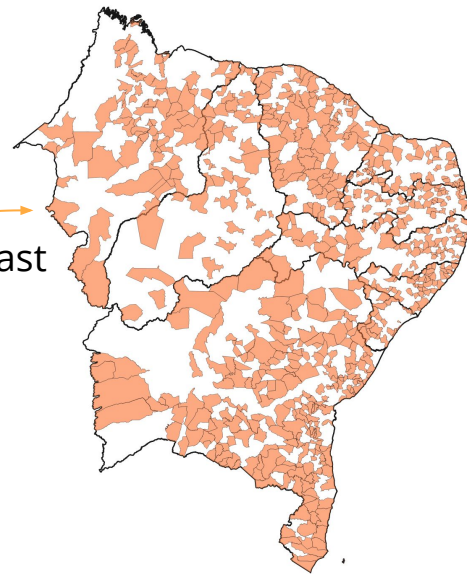
ATLAS DA NOTÍCIA

Approximate
focus to enhance
news deserts
visualization

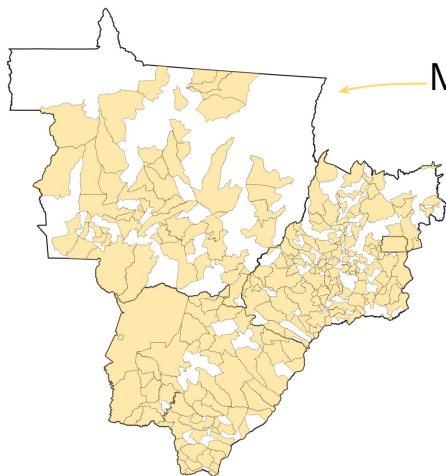
North



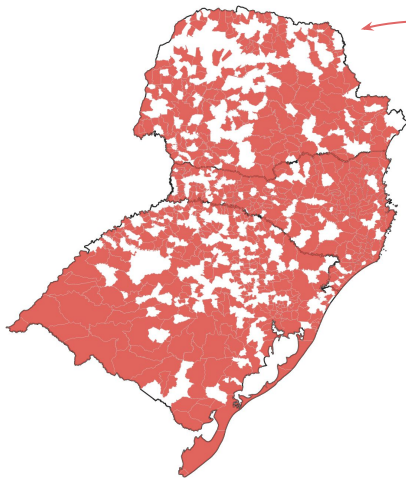
Northeast



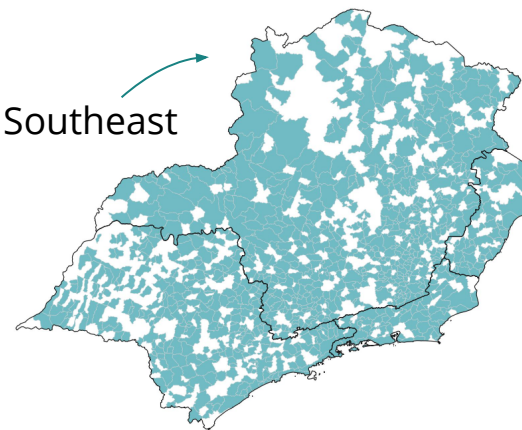
Mid-West



South



Southeast



Almost news deserts

Almost news deserts are municipalities that have up to 2 news outlets.

They are at risk of becoming news deserts

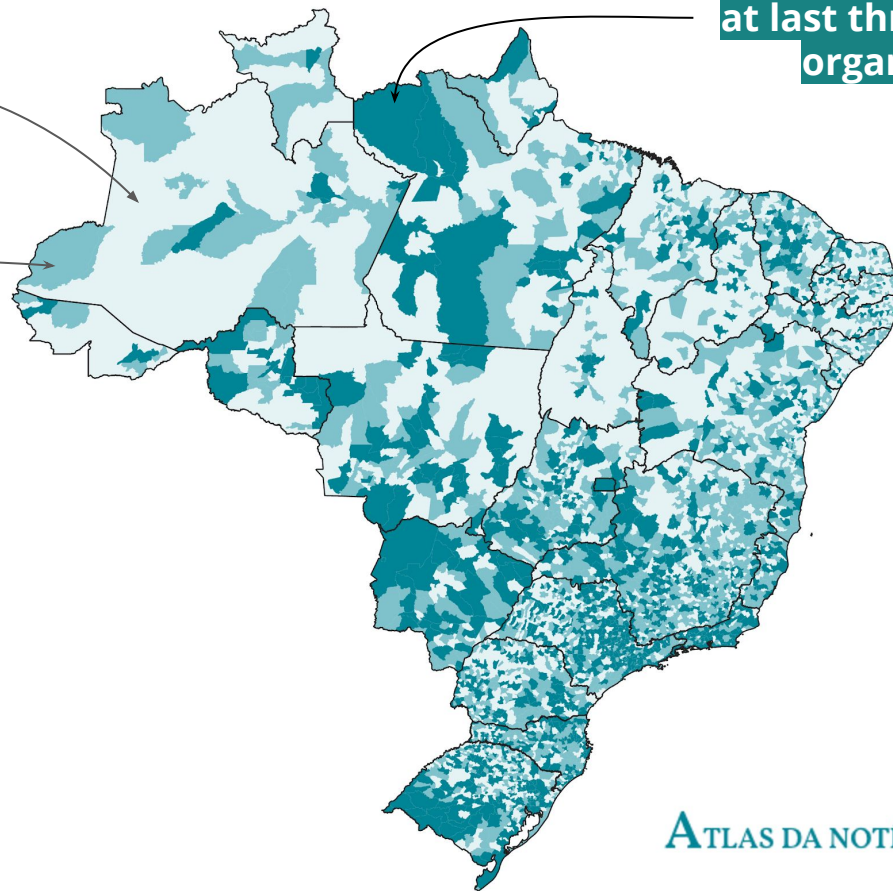
30% of municipalities*
have 1 or 2 news vehicles.
They are home to
34 million

* Proportion of the total de 5,570 municipalities ([IBGE](#))

**Municipalities with
at last three news
organizations**

News deserts

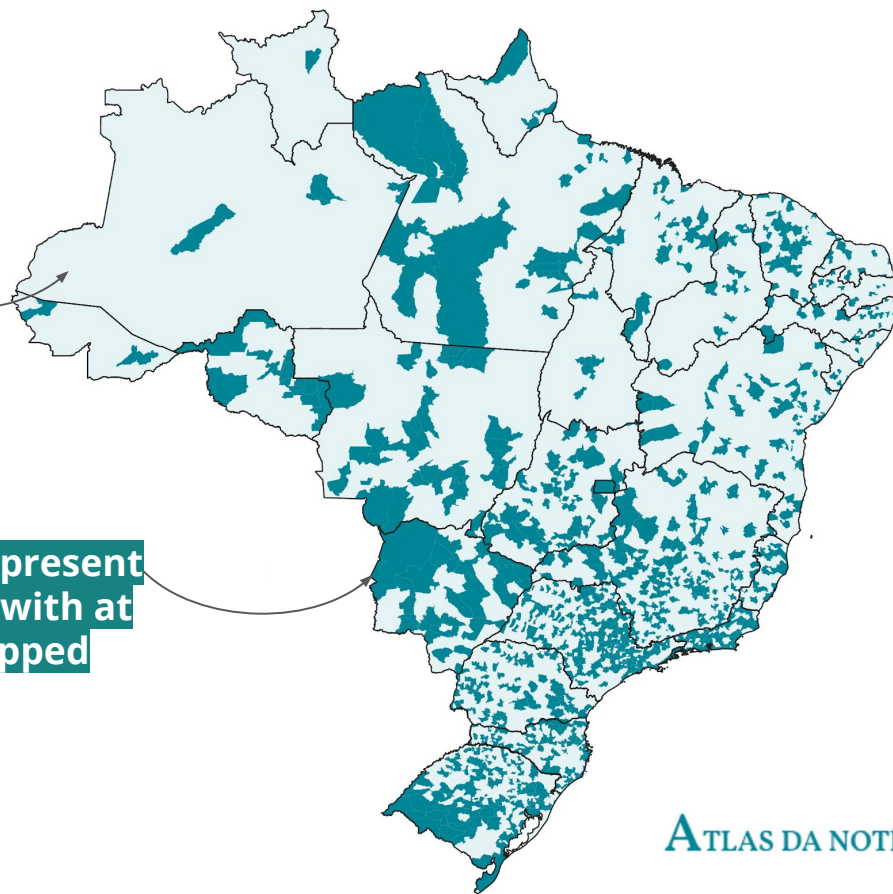
**Almost news
deserts**



ATLAS DA NOTÍCIA

Blank areas represent
both news deserts and
almost news deserts

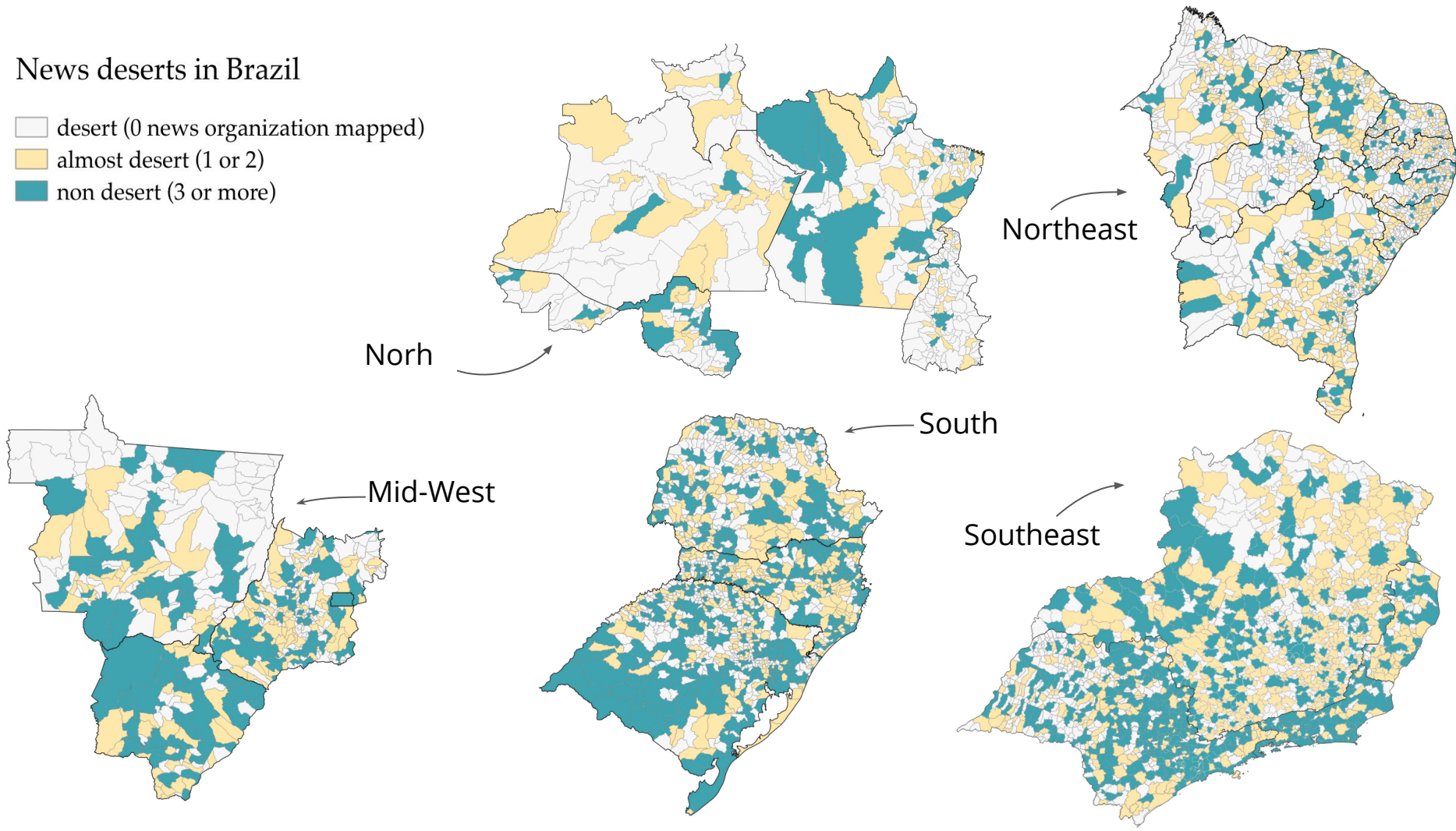
Green areas represent
municipalities with at
least three mapped
news vehicle



64 million Brazilians – 31%
of national population –
live in *news deserts*
or *almost deserts*

News deserts in Brazil

- desert (0 news organization mapped)
- almost desert (1 or 2)
- non desert (3 or more)



Closure of news vehicles

We have mapped the
closure of 81 news vehicles
since 2011

State	Closures*
SP	31
MG	27
RJ	9
RS	4
PR	2
SC	2
AC	1
AL	1
AM	1
PB	1
PE	1
RO	1

Note: traceable mapped closures since 2011.

* Sources: Atlas da Notícia 2.0 crowdsourcing and ANJ data ([Table](#))

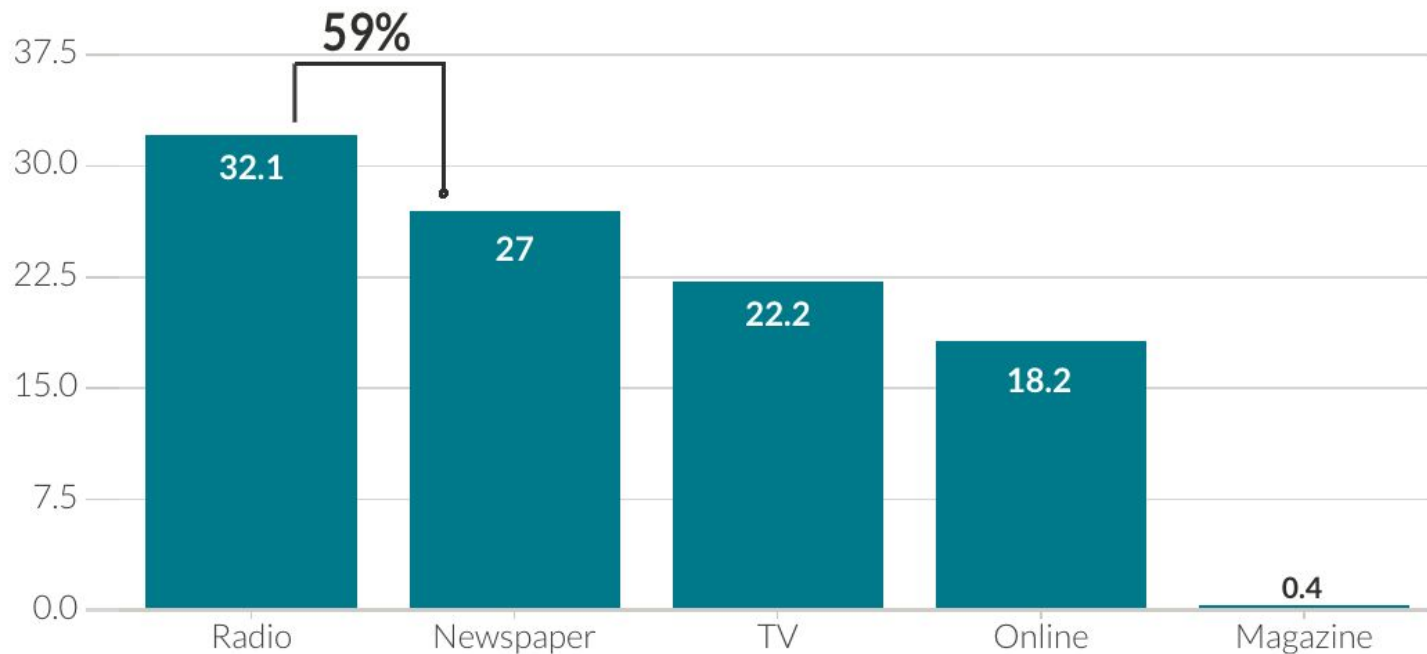
Analysis

Atlas 2.0 key findings

> Beyond the three largest news producers municipalities (Rio de Janeiro-São Paulo-Brasília), the main news media formats are radio and print

News Atlas in Brazil

Percentage of newspapers, news websites, magazines, radio and TV networks over total base of news organizations mapped in Brazil



Source: Atlas da Notícia

ATLAS DA NOTÍCIA

The digital format prevails in the largest news media producers:

67% of news vehicles in São Paulo

62% in Rio de Janeiro

45% in the Federal District

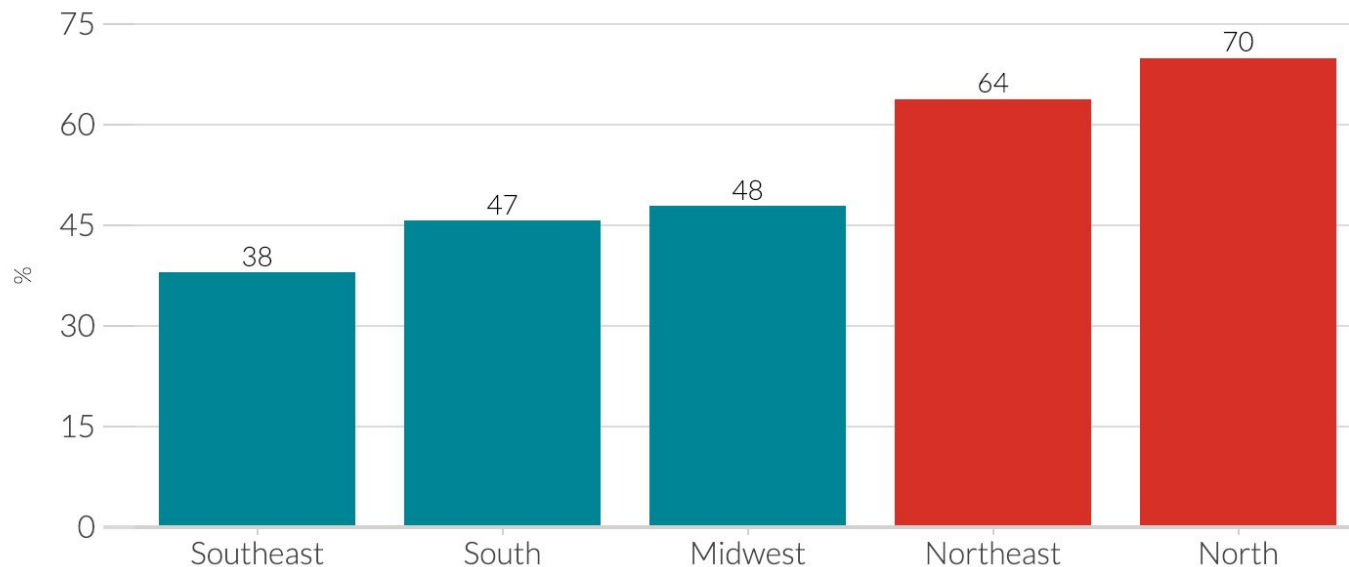
Population average:

News deserts > ~11 k hab.

Non deserts > ~65 k hab.

News deserts in Brazil per region

Ratio of municipalities with no news organization mapped (% of total municipalities per region)



Source: Atlas da Notícia

ATLAS DA NOTÍCIA

Corrections and update policies

- Atlas da Notícia 2.0 has been carried out by a network of five regional researchers who analyzed the data provided by volunteer collaborators through our crowdsourcing campaign under the oversight of Volt Data Lab
- The resulting mapping brings the best possible panorama with detailed information on the existence, medium type and periodicity of news vehicles in Brazil
- Since this is a new database, figures should be considered as estimates, given the changing nature of the Brazilian media landscape, marked by closures and the creation of new vehicles
- As our project advances, we will refine our database, identifying new vehicles and removing those who do not fit our methodology (closed and non-journalistic vehicles)
- We welcome [corrections](#) and [data updates](#). Our next edition (November 2019) will incorporate the new information to be verified by our team

The team

Projor's team

Angela Pimenta, President - Projor

President of Projor since July 2015, she holds a Master's in Journalism from Columbia University and coordinates the News Atlas project. She is also the executive-coordinator of Projeto Credibilidade, the Brazilian chapter of the Trust Project. She was previously a senior editor for Exame magazine in Brasília (2007-2011) and representative of the Online News Association in Brazil (2009-2014).

Adriana Garcia, Operations Director - Projor

Digital media consultant, she holds a Master's from the University of São Paulo (USP) and was a J.S. Knight Fellow at Stanford University (2013). She worked for Reuters News Agency and various Brazilian news outlets for more than two decades and was Digital Communications director for Rio2016 Olympic Games. Founder of Orbital Media, a discussion hub about innovation in Journalism.

Pedro Varoni, Editorial Director - Observatorio da Imprensa

A journalist, professor and academic researcher, he holds a PhD in Linguistics from the Federal University of São Carlos (UFSCar), in the state of São Paulo. He joined EPTV and was Journalism Director at TV Sergipe. His last corporate position was general director at state-owned company Empresa Brasileira de Comunicação (EBC) in 2016. He is responsible for the content published at Observatório da Imprensa website.

Francisco Belda, Board Member - Projor

A journalist, professor at the Social Communication Department at the São Paulo State University (Unesp) and the academic coordinator of Projeto Credibilidade. Reporter, editor, manager, and director of news companies, he is also visiting scholar at Brandeis University (Massachusetts, U.S.). He earned a PhD in Production Engineering and a master's in Communication Science at University of São Paulo (USP).

Regional researchers

Marcela Donini (South)

Journalist based in Porto Alegre with market experience since 2004, she holds a bachelor degree from the Federal University of Rio Grande do Sul (UFRGS). He went through the newspaper Zero Hora and the content agencies Cartola and Fronteira. As a freelancer, he has written for the magazines piauí, Superinteressante and Galileo, and portals Ig, Veja and Terra. She holds a Master in Social Communication and a specialist in Digital Journalism and Teaching Theories and Practices. She teaches at ESPM-Sul's journalism faculty, where she also coordinates the experimental journalism agency. She is co-founder of Farol Jornalismo, an independent journalism production and research initiative. Email: marcela@faroljornalismo.com

Dubes Sônego (Southeast)

Journalist, holds a bachelor degree from the Federal University of Santa Catarina (UFSC). In 19 years of experience, has worked for theses outlets: Gazeta Mercantil, Valor Econômico, Meio & Mensagem, Foco Magazine, América Economia, Brasil Econômico, iG and Época Negócios. He currently works as a freelancer. He is also an amateur photographer and is enrolled in the Languages program at University of São Paulo (USP). Email: dsonegojunior@gmail.com

Jéssica Botelho (North)

Journalist and researcher. She heads Ajuri Agency (a project accelerated by the New Ventures Lab of Chicas Poderosas), master's candidate in the Graduate Program in Communication Sciences of the Federal University of Amazonas and collaborator in the Center for Audiovisual. She works on issues focused on journalism and digital issues in the Amazonian perspective. She is the ambassador of Youth Safernet Brasil in Amazonas and a member of the Youth Observatory of the Internet Society and a member of the Internet Governance School of CGI.Br and the InternetLab School for Journalists. Email: jessicabotelho@agenciaajuri.com

Regional researchers (Cont.)

Loraine França (Midwest)

Graduada em Jornalismo pela Universidade Federal de Mato Grosso do Sul (UFMS). Autora da grande reportagem multimídia “Eles vivem no meio da rodovia”. Foi produtora na TV MS Record e repórter na Rádio Educativa UFMS. Atualmente, é repórter na Rádio CBN Campo Grande. Pesquisadora no Laboratório de Investigação em Jornalismo, Direitos Humanos e Narrativas Complexas. (GRIOT/UFMS/CNPq).

Mariama Correia (Northeast)

She has worked for more than three years as a reporter for Folha de Pernambuco economics beat. She has also contributed to vehicles Veja Comer e Beber (Editora Abril), The Intercept Brazil portal and Draft Project. She has taken courses in data journalism from Abraji (Brazilian Association of Investigative Journalism), fact-checking and digital media (Kings Brighton). Currently writes for investigative journalism collective Marco Zero Content.

Operational Team

Sérgio Spagnuolo, Editor - Volt Data Lab

Data journalist, Founder and head of Volt Data Lab, a data driven news agency. Holds a Master's in International Relations and Human Rights from PUC/SP and is a regular contributor to Aos Fatos, a fact-checking platform. In 2016, he was a Tow-Knight Center for Entrepreneurial Journalism. He has worked for news agencies Reuters and Mergermarket and has contributed to magazines AméricaEconomia, Época Negócios, IstoÉ Dinheiro e Capital Aberto, and to news portals piauí, Yahoo News, Jota, Estadão.com, UOL and Último Segundo. He also worked at the United Nations Development Program (UNDP) as a communications officer for the World Center for Sustainable Development (Centro RIO +).

Renata Hirota, Data Analyst - Volt Data Lab

She holds a bachelor degree in Journalism from The São Paulo University (USP) and is currently a statistics student at the same institution. She has lived in Spain, Portugal and the US contributing to various news agencies and travel magazines. At Volt Data Lab, she works as a data journalist with relevant input for the News Atlas, among other projects requiring analytical skills.

Angélica Martins, Journalist - Volt Data Lab

An economic journalist focused on fiscal policy and based in Rio de Janeiro, with experience in daily newspapers. She has also contributed to magazines as Capital Aberto. At Volt Data Lab, her data work is focused on data aggregation, scraping, cleaning and organization.

<https://www.atlas.jor.br/en/>

All data can be downloaded in Github (Portuguese-only) - [link](#)