Chapter 24

Digital Revolution in Latin America beyond Technologies

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ABSTRACT

The challenge of interactive digital television (iDTV) in Latin America is to give opportunity of technological access and participation to a significant parcel of the population whose main information source is (still analog) television. The increase in connected device possession and system digitalization has been modifying consumption habits of audiovisual content. Television is still the home center, but now it divides the attention with mobile phones, smartphones, tablets and laptops, delineating a consumption that is multitasking, portable, mobile etc., but not always linked (independent devices use), there are multi-platform services and products that allow this interaction, though. Several externalities must be considered, either the different stages of digital signal development and application, or the cultural diversity, laws, technological unfolding, education, and even the economic aspects of each country. The paper aims to provide demands of how to digitally include these millions of citizens who don’t have internet access.

INTRODUCTION

There is a social search for informational democratization in Latin America, but its accomplishment passes through diversified structural, social and political-cultural aspect. Technologies such as mobility, interactivity and connectivity combined with computer science and radio broadcasting are changing information consumption and production means in the continent. However, the distribution, integration, access and assimilation processes of these technologies by the society are conditioned to several factors, such as signal coverage, network capacity, speed, devices price, technical characteristics, and others.

A significant part of latin-american knowledge and evolution in communication is a result of the products that circulate through massive media
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