



Wi Brazil: An Introduction

André Lemos and Fabio B. Josgrilberg

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It is a great pleasure to present *Wi: Journal of Mobile Media*'s third issue. What differentiates it from previous issues is its focus on a single country, namely, Brazil. More importantly, with views, cases and theoretical discussions made by Brazilian researchers and artists.

To have the Brazilian mobile media scenario presented by Brazilian authors is unique because it brings to light a Latin American perspective which would otherwise remain hidden for the vast majority of the English speaking audience. Furthermore, this issue is evidence of how *Wi*'s network is expanding its diversity and dialogue.

Brazil, as Eduardo Pellanda's piece shows, is full of paradoxes. The country has a significant local market, but also one of the most expensive price basket of telecommunications services (fixed telephony, mobile telephony and broadband). Under such conditions, recent official figures indicate the existence of almost 158 million mobile phone subscriptions, but only 20% of urban homes with Internet access (CETIC.BR, 2009; ITU, 2009). Other local challenges are also faced in this issue with special attention to surveillance matters (Fernanda Bruno), spectrum management policies (Sérgio Amadeu da Silveira) and municipal wireless networks (Fabio B. Josgrilberg).

Despite local economic, political and technological challenges, mobile media in Brazil is also a fruitful ground for innovative projects. The possibilities of locative media is explored by André

Lemos and Lucas Bambozzi. Gilson Schwartz presents how mobile media is helping to reinvent social relations in São Paulo's traffic. In his article, Fernando Firmino da Silva discusses how mobile media is changing Brazilian journalism. Finally, we have Lucia Santaella's piece, shedding light on some possible theoretical developments being brought about by the emergence of mobile media.

We would like to thank Wi's staff for all the editorial support, especially Kim Sawchuk, who first imagined this special edition. Looking forward to keep the dialogue going and we wish you all a good reading.

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André Lemos
Fabio B. Josgrilberg
Guest Editors

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