

## "Muito barulho por nada"? O streaming no futebol brasileiro

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Analítica

The derby between Atlético-PR and Coritiba played on 1st March 2017 attracted Brazilian mass media attention because it was the first exclusive live streaming match in Brazilian football. However, despite the strong interesting of media and fans in that game, there is no paper about the impacts it could provide to the Brazilian football market. The live streaming sports have been broadcasting since several years, but the earliest papers only date around a decade ago. Moreover, there are just few papers about this issue nowadays and no one in the Brazilian context. Thus, the purpose of the present article is to introduce this topic in the Brazilian scientific literature as well as discuss some positive and negative points this broadcast platform shall affect the Brazilian football market. At the same time, the present paper aims to stimulate further researches about this issue in Brazil

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