

Following Brazil

Portuguese speakers can use Bloomberg News's new local language service to track events in Latin America's biggest market. **By LAURA PRICE**

BRAZIL'S STREETS may fall silent at 10 p.m. on Oct. 2, the night before the country's first-round 2010 presidential election. A curfew is supposed to stop the motorcades, marches and parades of open-top buses blaring campaign jingles from loudspeakers that have traditionally been part of Brazil's campaign season.

The two main candidates to succeed President Luiz Inacio Lula da Silva are using a different tool this year to connect with voters in Latin America's largest economy: Twitter.

Opposition candidate Jose Serra often writes 140-character messages at 3 a.m. to his 370,000 "followers" on the social media site. In an interview with TV network RBS, the former governor of Sao Paulo state said his early-morning messages are a result of having trouble sleeping. Dilma Rousseff, Lula's chosen successor and former chief of staff, has racked up about half the number of Serra's followers on Twitter.

You can access Rousseff's tweets on the Bloomberg Professional service. Type BIO DILMA ROUSSEFF <Go> 1 <Go> and click on the blue Twitter icon on her Profile page. Rousseff's messages are in Portuguese. To display a list of the postings, click on the arrow to the right of Lang and select Portuguese.

For real-time headlines on the election and other

Brazilian news from Bloomberg's new Portuguese-language service, type NH PBN <Go>. For news on the elections, type STNI BRELECTIONS <Go>.

To add additional languages such as Portuguese to your defaults, type NRC <Go> for the News/Research Sources Preferences function. Click on Edit My Languages. Next, click on the box to the left of a language you want to add and type 1 <Go> to save.

In an Ibope poll published on Aug. 16, Rousseff was ahead with support from 43 percent of voters.

Serra had 32 percent, while Former Environment Minister Marina Silva, who also uses Twitter and other social media, was backed

by 8 percent of those surveyed. Lula, who doesn't have a Twitter account, isn't eligible for a consecutive third term after holding office for eight years.

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According to a poll in April by Nielsen Co., 86 percent of Brazilians with access to the Internet visited a social networking site or blog, topping the survey. Italy, Spain, Japan, the U.S. and the U.K. all trailed the Latin American country.

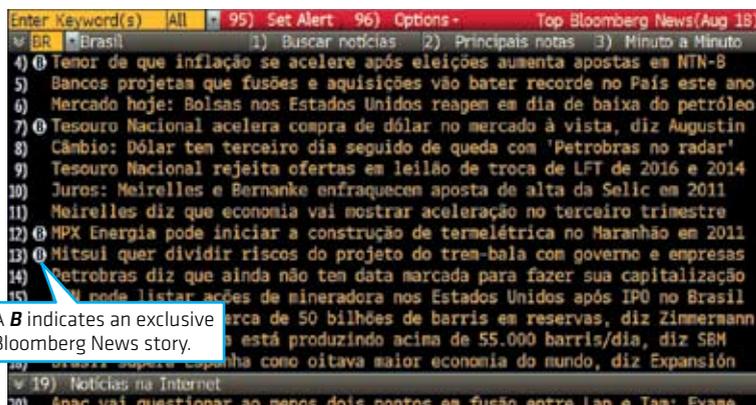
Because Brazil plans to spend 5.8 billion reais (\$3.3 billion) to expand broadband Internet access across the nation, social media such as Twitter are likely to become more important in Brazil. **B**

Tip Box

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