

# Benni's BSD

- Operates Brazil's largest digital TV website
- Engaged in the further education of digital TV antenna installers
- Planning his own IPTV channel all about digital technology
- Living his dream with his own worldwide radio station

# Always Active When it Has to Do with Digital TV



■ Marcus Bernardini, aka Benni, in his garden. In the background is his 5.0-meter antenna as well as his 1.5-meter dish. Benni is the operator of the [www.portalbsd.com.br](http://www.portalbsd.com.br) website that focuses on satellite interests in Brazil.



■ Benni installed antennas on this tower for the reception of terrestrial channels. The offset antenna provides him wireless Internet.

What does a radio announcer do when his hobby is digital technology? Exactly, he creates a digital TV website, starts his own radio channel and is seriously thinking about starting his own IPTV channel all about digital technology. At least these are the areas in which Marcus Bernardini (you can just call him 'Benni') is very active. It turns out that his website [www.portalbsd.com.br](http://www.portalbsd.com.br) is the largest source of information for satellite enthusiasts in Brazil and because of this we decided to find out more about it.

'Benni' lives in the city of Jundiaí which is located 58 km out of the capital São Paulo in southeastern Brazil. But

there's more to his home than just the satellite dishes on the outside; he also has an entire room in his house that is a fully functional audio studio. From here he operates his own Internet radio station that can be heard around the world at [www.radiobsd.com.br](http://www.radiobsd.com.br) and is also transmitted via satellite on via some Brazilian cable networks. Since he was a radio announcer for many years, he is quite familiar with jingles and announcing so that his program comes across as being very professional.

But his radio station is just a hobby for him. "I love this music and with my own radio station I have fulfilled my dream. But it's not financially profit-

able", admits Benni. He worked for many years as an announcer at the local radio station; he produced jingles and read off ads on the air. He earned good money and founded his own production company with some partners. In 2010, however, he burned himself out and decided to turn his live around. He handed over control of his company to his partners and only occasionally jumps in as a spokesman. As he sees it, his main job now is to promote his website [www.portalbsd.com.br](http://www.portalbsd.com.br).

"In the year 2000 I became really interested in satellite reception", remembers Benni. "Back then I already had a satellite system with a 2.85-me-

ter diameter dish that I used to receive popular Brazilian TV channels." The changeover from plain TV viewer to TV hobbyist came when he read a report covering digitalization and at the same time stumbled on a group of satellite enthusiasts that called themselves "Brasilsat Digital" and is still active today as an Internet discussion group. "I learned quite a lot from them and became very fascinated with satellite reception." Benni realized that, "back then there were no websites that gave you information on satellites, TV channels and reception equipment for Brazil."

That led to the start of his own website. "In the meantime we have grown dramatically. There are 15,000 members in our forum; our information databases are constantly being kept up to date by roughly 10 helping hands." An important component of his website is the answers provided to technical questions. "Our members answer technical questions quickly and as detailed as possible", says Benni referring to the users of his website.

Over the years Benni has built up some good contacts with Brazilian satellite dealers. "Many of these companies have banner ads with us and this gives us the means to continue to expand our website." Benni has a dream to start his own IPTV channel that would deal with the subject of digital technology. "We have already produced the first set of videos, for example, marking the occasion of digital TV trade shows here in Sao Paulo." If you visit the website [www.portalbsd.com.br](http://www.portalbsd.com.br) you can view the videos. "Our work places great emphasis on providing digital technology information to installers and we are planning a 'Distance Learning' series. The most important elements of digital TV technology would be presented in short videos."

Benni has a lot of plans. His activities always revolve around the subject of digital TV. He gets closer to his goal with every passing day: "This will be the headquarters for audio and video technology information." It's an ambitious goal and Benni is always a step closer to it with the help of his friends.

■ Benni in his control room. From here he runs his BSD website "Brasil Sat Digital" with his direct collaborators Danilo (Webmaster), Valdecir, Crispim, André, Gilson and Richard. More than 10 indirect collaborators update daily the technical data.





■ Benni can be seen here in his element. He is an announcer by trade and has been operating his own 24-hour Internet radio station BSD from his home since 2008. It can be heard around the world at [www.radiobsd.com.br](http://www.radiobsd.com.br)