

Transformations of Guatemalan television (1986-2017): From analog to multiplatform television

Transformaciones de la televisión en Guatemala (1986-2017): de la televisión analógica a la multiplataforma digital

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Abstract

Guatemalan television goes through three stages that start with the promotion of private commercial television and the annulment of public television, the proliferation of foreign content in programming and later, the digital transformation of communication with the consequent expansion of entertainment and changes in social communication. The present text reflects on the particularities of programming and its contents, describes the effects of digitization in television system and delves into the political and business influences in a technology framework of multiplatform communication. The results achieved demonstrate the necessity to drive reforms in three ways, first regulate the usufructuary law of television channels and all related with Digital Terrestrial Television, improve the quality of national programming television and ensure the Internet access an regulate its use.

Keywords

Commercial television; communicational platforms; contents programming; convergence with Internet; political and business impact.

Resumen

La televisión guatemalteca pasa por tres etapas que parten con el fomento de la televisión privada comercial y la anulación de la televisión pública, continúa con la proliferación de contenidos extranjeros en la programación y, más tarde, la transformación digital de la comunicación con la consecuente ampliación de la oferta televisiva y los cambios en la comunicación social. El texto presente reflexiona sobre las particularidades de la programación y los contenidos televisivos, describe los efectos de la digitalización de la televisión y profundiza en la incidencia política empresarial en un marco comunicacional multiplataforma. El resultado alcanzado demuestra la necesidad de impulsar cambios en las leyes usufructuarias de los canales de televisión nacional y lo relacionado con la Televisión Digital Terrestre, promover la calidad de la programación de la televisión nacional y asegurar el acceso a Internet y la regulación de su uso.

Palabras clave

Televisión comercial, plataformas comunicacionales, programación de contenidos, convergencia con Internet, incidencia político empresarial.

1. Introduction

Television in Guatemala has many technical, legislative, business and content production particularities that would be difficult to separate in order to understand the way in which it develops. Thus, entertainment and information that it has contributed in the last 3 decades (1986–2017) has gone changing little by little, while maintaining elements that lead to a rather unbalanced progress. The most reviewed element throughout the period of analysis is the relationship of the politicians in office with those who have the licenses for the four channels of public transmission, and that translates into a monopolized trend and poor quality programming, keeping them in competition with other television groups and digital platforms that make more effort to bring less partial programming to TV viewers.

Our main objective is to identify the TV transformations in a framework of political, business, and technological influences, via a current contextualization, in which you will see the political-commercial scheme, the offer of TV programming and the change in model with the digital transformation and the convergence of the internet. Specific objectives are: a) describe the political incidences that have affected the development of public and private television b) see the privatizing role of the television that private generic content carriers promote in detriment to public television; y c) see the effects of the digital transformation of TV in social communication processes.

We ask ourselves the following question: How has TV in Guatemala progressed, from the democratic opening in 1985, through the signing of the peace agreements in 1996, the concentration of the rights to licensing for television and the technological impact on production and national dissemination in the 21st century? In that same environment, we will also have to respond to: What entertainment content do the channels offer? How is the news information and how does it promote respon-

se to user demands in times of multi-platform communication?

The hypothesis is that television has progressed in terms of widening the commercial TV spectrum, but not in the push and functioning of TV content with educational, informative, and entertainment interests. Specificities marked by political-commercial incidences, and, in the midst of which, the convergence with the internet and access on multiple platforms have given it a progression more in tune with social needs.

2. Theoretical framework

In order to draw our referential map of analysis, we start with a conceptual discussion in three steps. First, the relationships between politicians and businessmen focused on the direction of the political economy of the communication, widely defined with different tendencies and study guidelines, among which the following definition by Vincent Mosco goes in line with our analysis: “strictly speaking, political economy is the study of the social relations, particularly the relations of power, that mutually make up the production, distribution and consumption of resources, including communication resources” (2006: 59).

Therefore, we use the two lines that professors Gomez and Sanchez establish after a collection of concepts and lines of research, determined by the impact of global capitalism in the cultural and information industries, ideas that draw a profile of action: the first, in the search of the economic nature of communication media and communicative systems, and their relation with the wider social structure; and the second, in the specific observation of how property, finance mechanisms (for example, marketing) and public policies influence content and behavior of the media (Gomez & Sanchez, 2014: 4).

For better understanding, Cesar Bolaño gives us a clear example:

We highlight that action by political groups to manage a sliver of state apparatus (...) The articulation between the interests of the state and the interest of specific private groups takes place directly via a complex network of information in which the possibility of corruption is always present (2013: 46).

The political economy of communication reflects on the environment of digitalization, convergence and business models that emerge from within the industrial sector, but also over other lines, in which there should be a diverse environment to provide strategies for contemporary societies within capitalism (Gomez & Sanchez).

Digital media convergence of television with internet is expressed in a transition of a traditional model to a more current model. A merger in which there is flow, contents, platforms, cooperation between media industries and migratory audience behavior (Jenkins, 2008: 14). We would like to highlight the meanings: technological, communicative, regulatory, content and professional expressive (Villanueva, 2016: 169-173). We have analyzed the role of the user and the new ways of consuming content and interacting (Sanchez & Ibar, 2015), the products and challenges as an industry (Drula, 2015), the discursive hybridations (Marzal, 2013), the new professional profiles (Barrios & Zambrano, 2015), the forms of communication (Velasquez, 2013) and the new regulatory contexts (Crettaz, J. 2016), among many more.

Without a doubt, "the convergence has gone defining itself to be a deeply complex and multi-disciplinary concept" (Sanchez & Ibar, 2015: 88). Gonzalez Romo et. al (2014) also note that "the media convergence conforms a paradigm in which you can say that the digitalization of the media and the change of the communicational paradigm are a palpable and undeniable fact. The novelty and freshness of the new scenario draws a rich, confusing panorama with potential".

In light of this, we must consider the multiple communication platforms and transmedia narrative, communication process derived from the convergence of the television with internet. Henry Jenkins, Carlos Scolari, Kevin Moloney and many researchers have determined the applications of transmedia narrative in entertainment and journalism. Fortunately for this study, Carmen Peñafiel analyzes transmedia informative stories and narrows the concept to "in that story or news whose content is fractioned intentionally on different platforms and supports, whether digital or not, with the objective that absolute comprehension can only be obtained by going to each one of these supports" (2016).

In our analysis, the transmedia narrative is palpable in news information and is where the television is best reinvented, mainly because it is the most important production, and it allows you to stay on the multiplatform cutting edge. Peñafiel talks about the media need and of the strategy to implicate the audience freely, motivating it to see support after support, with the purpose of taking a tour and becomes involved in the dissemination of the content. Guatemalan TV has adapted to the multiplatform in which Twitter, Facebook and WhatsApp allow users to interact and define a TV reality of interaction, especially in the informative environment.

We move on to a third axis that is much more traditional. This is the informative and entertainment proposal of the channels, that as mentioned in the previous argument allow us to pertinently and adequately explain the results that also interpret the logics of the programming (Gomez Escalonilla, 2002).

3. Methodological Strategy

The present qualitative study is obtained via the following phases: a) reflection on academic literature related to the topic, legislative documentation and the journalistic documents relevant to supporting the progress of pri-

vate and public television b) description and analysis of channels 3, 7, Guatevision, Canal Antigua, Azteca Guate and their respective programming, using a sample of the listings of the week February 20 – 26, 2017 d) inquiry into the internet platforms of each channel in order to see the evolution of its social role and the scope of the use of technologies which they have.

The samples of the TV programming and digital platforms are taken from 2017, the year in which this article is written and we analyze the objective and the content. The objective refers to inform, educate and entertain; and the content refers to reality, fiction, sports, variety, music or religion, category to which each program belongs. The variables used are: origin of the domestic or international production and the content category. Technique of observation, visualization and quantification of the previous categories brings us to a description of each one of the channels and helps us to not only determine a clear view of the programming, but rather contribute to understanding the political-commercial incidence. The same observation and quantification technique is performed on digital platforms Twitter and Facebook of the informative programs, as well as general interest content.

4. Results

4.1. Transformation of Guatemalan Television

4.1.1. Socioeconomic Context

The country has a population of over 16 million, of which 50% live in urban areas and the other half live in rural areas. The average age is less than 30 years. Guatemala takes the 125th place out of 188 on the Human Development Index. Its economy is the smallest in Central America, but it is one of the highest in terms of inequality in access to wealth. The

economically active population is over 6 million of which 69.8% work in the informal sector, whether in commerce or agriculture (National Employment and Income Survey, 2016). The monthly per capita income coming from a salary or revenue, ranges from USD162 to USD753. In terms of TV content, 63% say that TV is the main source of information and entertainment, 14% use the radio, the rest do not use communication media. Social networks and internet are used by 1% (National Life Conditions Survey, 2014).

4.1.2. Evolution of Commercial Television

Guatemalan television, in the beginning, created public and private, but basically develops the private sector. At the end of the 50s, after the rushed attempt to establish public TV via Channel 8 emerged, one after the other, channels 3, 7, 11 and 13. All showed Mexican programs and some of their very own production that satisfied TV viewers until multichannel cable TV arrived (1985) and the traditional channels began to lose little by little their audience numbers. At the same time, a monopoly of 4 channels formed and today they are administrated by Albavision. Channel 7 and its *Notisiete* news program (1987) are positioned as audience leaders, then *Telediario* of Channel 3 (1998). Regarding discussion, analysis and proposal, *Libre Encuentro* (1991) for more than a decade was the only opinion-forming program. Its contributions were relevant in the analysis of current issues, although it created controversy for the biased focus on many of the topics, as well as its ostentatious production (Lucas, 2009).

In the late 90s, in a more open social-political context complaints arose about the monopolistic tendency of the 4 channels, under the domain of Angel Gonzalez, owner of Albavision and that until today has strong ties with political figures in order to benefit mutually at the cost of government contracts. See the 2015 report of the International Commission Against Impunity in Guatemala (CICIG for its Spanish acronym). An important event occurs

during the administration of Alfonso Portillo (2000-2004), when the political decadence and the servility of the televised information leads to the creation of paid cable TV channels Guatevision and Canal Antigua in 2003 (Lucas, 2009: 153-165). The going on air of the first national news program on paid television shows evidence of a lack of commitment in informative material on behalf of Notisiete and Telediario, and marks a milestone in the news with the production and publication of more objective content. This, together with the proliferation of cable channels that sprang up in several cities and with their respective productions, becomes the new informative and entertainment option, capable of captivating some of the attention of the user that had migrated to cable television.

In 2008, Azteca Guate appears when the digitalization in production content is already a reality. Towards 2009, internet is positioning itself in the country and television begins to converge with internet via its web platforms. YouTube and Facebook begin to be common in digital entertainment and audiovisual information consumption. This year, the Rosenberg Case, a death announced via a video that circulated the internet shows that the platform is used. The users comment and share the news via Facebook, generating information and opinion. The informative work of Guatevision, Canal Antigua and Azteca Guate compared to the Albavision channels is now notably different, as it would continue to be with events like the 2015 crisis led to the fall of the administration of Otto Perez Molina. Also, Telediario, Notisiete, T13 Noticias and more recently TN23 avoid the information linking the boards of directors of Albavision to politicians accused (El Periódico, 2016).

4.1.3. The Power Behind Albavision

Angel Gonzalez has ties to all the politicians that prosper in power for over 3 decades now. In addition to TV channels, there are radio stations, and according to the report by the International Commission Against Impu-

nity in Guatemala (CICIG), he has contributed to and promoted corruption and impunity in Guatemala by financing political parties in exchange for millions of dollars in contracts from the state and protecting the monopoly of radio and television stations. The power of Gonzalez is such that he places people as government cabinet members and in the Congress to make sure that everyone wins (2015: 49). This goes as evidence of the voracious political economy of communication on its level of highest impunity after the Albornoz concept.

The clamor to do away with Gonzalez's power has grown bit by bit in the media as it goes on, and there is little doubt that the laws that regulate television have been made or modified at Gonzalez's request. Thus, in the framework of the Washington Consensus, the Foreign Investment Law (1998) and that concerning television and under market deregulation, the limiting of the State and the privatization of public goods directly benefits the Albavision Group. In addition, the Congress of the Republic via Decree No. 34/2012 reformed the General Telecommunications Law (1996) and allows Gonzalez to hurdle over the licensing of the television frequencies whenever he desires. Then you have to add the loss of the file that gave the renovation of the licensing to Channels 3 and 7 in 2011 and the documents that lay the groundwork to concession rights before the existence of the Superintendence of Telecommunications. The laws have been modified on those points that are incompatible with political commerce. Thus, each law that emerges is adapted and in other cases, a decree is created to strengthen the Albavision Group in terms of its business.

If we look to the future, the background information of the concentration of the media and the political context put objectivity in doubt and the regulation of public call for bids due to privileges that help Albavision, especially in regards to the national project for migration from analogue TV to Digital Terrestrial TV (DTT).

4.1.4. Postponement of public television

Previously we learned about the context of commercial television and the absence of public television, except for some programs that can define the interest for public audiovisuals. The national coverage TV channels 5 and 9 regained the society's attention, especially the indigenous and some politicians after signing the 1996 peace agreements. In 2000, Canal 5 became TV Maya and is destined to become a public multi-cultural channel in Guatemala. The first TV project is done with UNESCO, of which other projects followed with organizations like the Association for the Advancement of Social Sciences in Guatemala, who have produced since 2014 "Una Mirada Crítica Sobre Guatemala", but it continues to be little, with fleeting budgets. On one hand, Channel 9 transmits, as its only activity, the plenary sessions live, the control panel and other news from the Congress of the Republic of Guatemala.

With this fragility, the lack of public television is a result of the political will and decency. Its functions should be, as explained by Belen Irigazabal, produced in a way that is free of charge, complementary, and competitive, promoting human rights, making visible that which is invisible on commercial channels, general interest view on current issues and on information, that promotes the development of citizens, that focuses on childhood, but among its most important aspects, provide services of information and includes the minorities; a more European vision if you will (2013: 53-54). In defining times of Digital Terrestrial TV and the most interested society on the current national level, it is a good time to push the implementation of public television.

4.1.5. The technological context and its challenges

The change from analogue to digital technology means a great change in transmission quality and the reception of content, but the migration to DTT has yet to come in order to

completely digitalize the television service. Guatemala, as the rest of Central America, has plans to migrate to DTT in 2022, but today the growth of communication media web platforms and the emergence of alternative communication spaces prove the convergence of traditional broadcasting with the internet. Avila and Gutierrez (2013) conduct a review of the state of technology in the country and the technological and social goals that it must meet, concluding that although there are advances, the State does not cover the lack of access to the internet throughout the country, as priority #1.

In social material, the discussion of internet rights is just starting based on private proposals (Gonzalez, 2017), but the DTT returns as topic in the discussion because there is a need to publicly discuss a digital agenda, as well as everything related to connecting the country's municipalities and the need to advance discussions on responsible and controlled use of the internet. Another challenge is in the legalization of all cable companies that provide illegal service, a generalized practice that is done in over 50% of all companies that offer the service (Terra and Notimex: 2015). Without a doubt, the delay compared with other countries in the region is serious.

4.2. National televised programming

Thanks to technological innovations there has been an expansion in local and national television among VHF, UHF frequencies and cable channels, these being religious, commercial, public, news, cultural, university and sports channels. Guatevision, Azteca Guate and Canal Antigua have national coverage in the 22 departments where there is at least one local cable station.

In research on channel programming that we did 10 years ago (Lucas, 2009), we established that the foreign content was shown much more than that produced locally. Here we reviewed content and current news information to see its progress and convergence with the internet.

4.2.1. Analysis results of listings

The categories of analysis of listings from the week February 20 – 26, 2017 consist of defining the origin of the production and the types of content offered. In first place, there is 24-hour transmission on almost all channels. In other words, there are 168 hours of programming with local and foreign content that in some cases are re-run during the same week. We do not make a differentiation here because the quantity of hours per week is not our focus but rather the number of programs produced by each channel and day. Table 1 shows Guatevisión offers the largest amount of content produced in its studios or in those of its partners. Canal Antigua produces mainly informative and opinion programming and takes second place. The combined amount of what the rest of the channels produce equals that of Antigua and Guatevisión together.

Table 1.

Channels	Nationally- produced programming – hours per week	% nationally produced
Guatevisión	154 hours	92
Antigua	127 hours (3 hours without programming)	76
Canal 7	35.5 hours	21
Canal 3	28.5 hours	17
Azteca Guate	35.5 hours	21

Source: Author, based on channel information and mi.tv/gt/programación.

We follow the classification used by Gomez Escalonilla on television content types: fiction, game show, reality, news and political talk shows, variety: vehicles, real estate, cooking; interviews, culture, sports, musicals and religion. Canal Antigua and Guatevisión in terms of international programming offer current issue shows, news, interviews and soap operas. In terms of their own production, they offer kid TV games shows, national and international sports, sales services, religious content, cooking shows, comedy, musicals, modeling,

interviews, cultural, news and political talk shows. Channels 3, 7 and Azteca Guate produce news shows, morning shows and sports. The rest is international programming. Channel 3 produces a cooking show and one of interviews, differing from Channel 7. Most shows last half an hour.

Table 2.

Guatevisión, Antigua, Canales 3 and 7 Features % nationally produced	Features % nationally produced	
Own programming	News, game shows, current affairs, morning shows, sports, religious, music, and comedy	45
Foreign programming	Soap operas, news, current affairs and sports	55

Source: Author.

Together the channels produce 45% of all programming, doubling the production that Guatevisión, Channel 3 and Channel 7 did in 2006 (Lucas, 2009: 275). In other words, it has increased over 10 years, being 5 channels and it's worth noting that where there was more growth is in the news program production. Some 55% of programming continues to be international entertainment production.

No channel produces reports, with some exceptions, but there were none during the week of analysis. Channels 3 and 7, in contrast to the morning shows, do not produce audiovisual material except for the news programs. Guatevisión has a high percentage of television sales and Azteca Guate produces very little despite the success it had initially. Canal Antigua broadcasts various news shows throughout the day with more audience in the capital city than outside.

The most popular international television shows in Guatemala, especially on Channel 7, are the Latin American soap operas, whose recipe for success lies in narcotrafficking (Silva, 2014), power, heartbreak and poverty. They are shown during prime time and without a doubt are the content that gets the

most audience. Channel 3 produces “Combate”, a show where contestants must compete on obstacle courses, show mental ability and talent.

4.2.2. Informative programming, opinion and political talk shows

News information is the best example of television progress because they are almost the only content that the channels produce. Daily broadcasting on Canal Antigua is 9.5 hours of informative programming, including talk shows, interviews and analysis of current politics. Notisiete destines 4.5 hours and Telediario 5 hours, in both the morning news is the longest and features traffic reports, fundamental content and with a lot of audience to relieve the problems that those in the capital city face. Guatevisión produces 3 hours of daily informative programming, to which you must add the programs of analysis and opinion, satire, reporting and awareness on politics to make a total of 4.5 hours. Azteca Guate produces 3 hours of informative programming. Table 3 shows a comparison of the programs that each channel produces.

Table 3.

Channel	New and current affairs & Opinión talk shows
Guatevisión	Noticiero, Sin Reservas y Sin Filtro
Canal Antigua	Noticias a las 5,45, 7, 1 pm, 2 pm, 6 pm, 7 pm, 8 pm, 8.45 pm y 10 pm.
Canal 7	Notisiete
Canal 3	Telediario
Azteca Guate	Hechos Meridiano, Hechos de las 6, Hechos noche
TN23 Noticias(+2014)	Noticieros en distintos horario

Source: Author

TN23 Albavision News is channel exclusively dedicated to news. Its frequency is in UHF which covers the capital and is broadcasted by cable channels. It works via the website www.chapintv.com, news production matrix that then distributes to the other channels of the group.

In conclusion, the channels Antigua and Gua-

tevisión produce more shows on analysis, debate and opinion on current national issues; Guatevisión produces “Sin Reservas”, show of opinion of current issues, and “Sin Filtro”, a nighttime talk show on current issues. The news shows on Canal Antigua makes spaces in their broadcasting for this purpose. In 10 years the informative and opinion forming alternatives have advanced, while entertainment produced by the channels has been stagnant.

4.3. Television Convergence with the Internet

To analyze the transition of one media to another we are going to consider the variables of internet access available as reference. Thus, mobile telephone service is growing and therefore connection to the internet as well. For example, the Superintendencia of Telecommunications registered more than 16.5 million users in 2016 (Prensa Libre, 2016), the ENCOVI registers cellphone use at 82.4% of the population in 2014. Connection to the internet in homes reaches only 12.4%. The market research website Internet World Stats reports 5.3 million internet users in 2016 (a million more than in 2015), which comprises 30% of the population. The Economic Commission for Latin America indicates that between 2006 and 2013 the number of users grew by 50% (2016: 10). The data is scattered. Although it is recent, the dates don’t coincide. Therefore, basing it on cellphone use behavior, it seems unlikely that there are as many users as there are people and that in this sense they are connected to the internet. Herein lies the explanation that consumers, seeing a way to save on the price of services, acquire up to three telephone lines, thus altering the number of users.

Therefore, it is difficult to calculate the number of users of audiovisual media and understand consumption practices. However, some patterns can be established such as the type of consumers. One is the triple connection (home + work + mobile) and another that has cellphone connection and at home, users influenced by the dominio effect of society.

Another is the user that only uses public Internet services in the cybercafés whose numbers are also growing in the country's different municipalities. The previous information assures us that there is an increase in internet connection in urban and rural areas, although there are challenges in terms of technology, infrastructure, etc., outside the scope of this study.

4.3.1. Television, web platforms web and social networks

The metamorphosis of communication has left behind the radio or the television (public channels and cable), but rather, such media has been converging with internet for over a decade now. Public television continues to be the media with the largest coverage. Guatevisión, Azteca Guate and Antigua maintain their webpages, while los Channel 7 and Channel 3 (including their news shows) have dropped their individual webpages in favor of the platform www.chapintv.com, that standardizes the news information and organizes the programming of all the channels of the group, promoting it on social networks. The following table shows the number of people that like Notisiete. Telediario and Guatevisión channels, Antigua and Azteca Guate news, upon the latter not having a platform on Facebook or Twitter.

Table 4. Number of followers on social networks

Canales o noticiero	Facebook	Twitter
Notisiete	2 269 543	1 077 340
Telediario	1 404 534	856 891
Guatevisión	1 927 140	876 178
Antigua	596 188	354 719
Tv Azteca	193 584	277 057

Source: author, with data from social networks taken on 17/10/2017

Table 4 indicates that Notisiete has more followers on both networks, Guatevisión occu-

pies the second position following Telediario, while the rest of the programs and channels are way behind Notisiete. WhatsApp for its immediacy and innovation is also gaining ground in the news that personalize their link with the audience and that allow for sending informative reports, under the concept of user content generator. User numbers are large and will continue growing.

Now let's take a look at the Global Web Index of Central America which describes the use tendencies on social networks: read news and events (71%), communication with friends (56%), keep in touch with other people (43.9%), look for entertainment (38%) and spend free time (22.4%) (ILifebelt, 2016: 17). In this situation, the data is not broad enough for the needs of the analysis of Guatemala. However, you can reflect based on many research contexts, but above all use of the internet that is not exactly scarce and is growing.

Another reflection has to do with the percentage of people that communicate with friends, given that the current situation of the country, the surroundings and the world is implicit, as well as the sharing of entertainment and news videos; which would be a line of investigation to pursue, due to the importance that citizen participation has in the country's political context. A valuable source of information to know the users and their interests lies in content reproduction, commentary in the news, Facebook posts and Twitter tweets, sharing and approval after clicking on "like" on national interest topics or entertainment (actions on the rise).

Strategies of channels go hand in hand with technology and knowledge of their audiences, with which convergence is sure. For television, there are strategies that for now keep the consumer in front of the TV. In it we will also have to see the migration of traditional entertainment to digital entertainment, in which channels update and merge with the internet producing changes in the way they communicate with the audience.

In the communication processes framework

in a more open socio-political context that is more tolerant to criticism, information is in full growth, with research effort, immediate and comfortable access, which makes traditional media struggle to stay on the cutting edge. Likewise, social processes that occur are different and change the way in which politicians and businessmen support a conspiracy for personal benefit. Today we have growing list of online journals for research, opinion and proposals that are already "go-tos" for search and reference. Among these are: Plaza Pública, Nómada, Soy 502; informative blogs like El Salmón, Diario Digital, República GT; together with newspapers: Prensa Libre, El Periódico, Diario La Hora and others. All of them counterweight the effects of Albavision media, with an enormous national coverage.

Internet access and with it the use of social networks, information on webpages and the exchange of ideas and opinions, are one of the great advances of the new media context in Guatemala. In three decades, the possibility to inform and be informed, to communicate and be communicated to has widened. Entertainment has also grown, from traditional television, the numerous options on cable TV and user and audience interaction with audiovisual content. However, not has been positive in times of digital platforms. Channels also use networks to better the profile of public figures or manipulate the cause of the most belligerent users and platforms.

5. Conclusions

The key stages of TV evolution in the last decades offer us a conceptualization that allows us to see the current state and make a proposal on the areas in which television must improve. The following are the conclusions we have reached, based on the programming analysis, the informative content, convergence with internet and the television monopoly.

Firstly, production of audiovisual content has

progressed less than the development of commercial television. Forged in its over 60 years of programming international content and leaving aside the idea of public television, these productions will not have a bit of interest until the signing of the peace agreements in the country and the assignment of two channels with barely an operating budget, in clear manifestation of the lack of political interest.

Secondly, public television that has been failing since the beginning of the 80s as a monopoly positions itself more on the protection of political-commercial alliances with censurable motives, resulting in the national production limited to news shows with a tendency to promote impunity and corruption in the country.

Thirdly, the appearance in 2002 of Guatevisión and later Canal Antigua and Azteca Guatemala, among others, access to Internet and the convergence of media result in a more-normalized television and alternative to Albavision channels. The multiple platforms that show proof of the number of users on social networks and in which current information advances in amount and objectivity, goes permeating its socio-political reality in the population. News programs, talk shows and TV discussion are also a result of this transcendental media diversification. The same does not happen in the rest of the content, given that on all the channels there is a high percentage of foreign entertainment content, especially on Albavision.

Fourthly, increasing covering in the majority of the country's departments and municipalities show that access to the internet, despite poor conditions, happens. This, together with the implementation of Digital Terrestrial Television is the largest challenge, mostly due to the political-commercial conspiracy that is highly perceptible even today an poses a latent danger for citizen communication.

Finally, the transformation of television and the appearance of multiple platforms goes hand in hand with the social participation to build better communication in these times in

which it is convenient to study the role of the citizens and the pros and cons of the internet in Guatemala.

Notes

1. Albavision is a communication media network by affiliation. In Guatemala, it is made up of the 4 public TV channels. It has a 24-hour news channel, a news website, 13 radio stations and Alba theater circuit. The news radio channel with the most coverage is Sonora.

2. The assassination of Roberto Rosenberg in 2009 caused controversy both nationally and internationally for the posthumous video that appeared a day afterwards, in which he accuses the President of the Republic Alvaro Colom and other government officials of his disappearance. Attorney for businessman Khalil Musa, murdered some time before, Rosenberg denounces a theory on the murder of Musa which involves government officials that will also go

after him. The International Commission Against Impunity in Guatemala clarifies the crime in which it establishes that Rosenberg planned his murder.

3. The corruption case called "La Línea" caused a series of citizen protests via social networks, thus demonstrating that although traditional channels had a captive audience in the areas without cable television, they couldn't avoid the citizen indignation organized in a series of protests.

4. To have an idea of the growth of internet use and therefore of Facebook, between 1995 and 2014, the number of users was 22% of the population, but between 2014 and 2016 the percentage of users reached 40%. In other words, in only 2 years, it grew the same amount as in the previous 9 years (Melgar, 2016). /howwework/reports/ara

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How to quote:

Lucas-Cajas, C. (2017). Transformaciones de la televisión en Guatemala (1986-2017): de la televisión analógica a la multiplataforma digital. *Comunicación y Medios*, (36), 142-154.