

KNOWLEDGE BASE · PUBLIC DOCUMENT

VoxStream shows and short segments: what they are and when they fit your radio

VPS & Servers

CODE

RLX-MZ-KB-2192

VERSION

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COUNTRY · LANGUAGE

Mozambique · English

Interweb Mozambique

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<https://www.meu.interweb.co.mz/knowledgebase/2192>



The short answer: shows (Programas) and **short segments** (Programetes) are ready-made VoxStream content that drops into your playlist on its own. Short segments last 1 to 3 minutes and are updated every day (news, sport, weather, trivia, faith messages, humour, health). Shows are longer blocks, up to about 1 to 2 hours (music shows, worship, sertanejo, top 10). **Be aware: they are produced in Brazil, in Brazilian Portuguese, and they talk about Brazil** (the weather forecast, for example, covers Brazilian regions). They also depend on the producer: a segment can change, pause or end without your radio doing anything. For a station outside Brazil, in Angola, Mozambique or anywhere else, the music shows and general topics can work; the news, weather and traffic cannot. And none of it suits a station that broadcasts in English.

What works for a station outside Brazil

Content	Does it fit?
Music shows, top 10, worship	Usually, yes. Music travels. Just check the style suits your audience: a sertanejo block is Brazilian country music, and a kizomba or marrabenta station may not want it.
Trivia, humour, health, faith messages	Often, yes, when the topic is general. Listen first: the accent and vocabulary are Brazilian, and a joke or a tip may refer to things that only exist there.
Sport	Carefully. It covers Brazilian sport and Brazilian teams. For your audience it may be just noise.
News	No. It is news from Brazil. Read out on your radio, it sounds like local news and it is not.
Weather and traffic	No. It is the weather and traffic of Brazilian cities and regions. Listeners trust the forecast, and it is not theirs.
A station in English or another language	No. All of this content is in Brazilian Portuguese.

Using it without confusing your listeners

1

Check your plan includes this content: not every feature is on every plan. If you do not see it in the panel, ask us before you count on it.

2

Listen to each segment before it goes on air. Listen over several days, because short segments change daily and today's topic is not tomorrow's.

3

Pick only the music shows and general topics, and leave out news, weather, traffic and anything that only talks about Brazil.

4

Schedule them in fixed slots (the top 10 on Saturday, a trivia segment mid-afternoon), as in **scheduling your radio on VoxStream**.

5

Do the local part yourself: your own news, weather and announcements are recorded at the station, as jingles or live (see **going live**).

6

Review now and then: if a segment disappears or changes tone, the schedule carries on with your music, but it is worth checking.

Do not build the whole station on this content. It depends on the producer's availability: it can change, be interrupted or stop existing, and that is not up to us or to you. The backbone of the schedule should be your music and your own content; shows and short segments are seasoning. And remember the station answers for what it puts on air, wherever it came from.

Want ready-made and local at the same time? Use a music show as the base and record your own time checks, forecast and news as short jingles. Listeners hear music made elsewhere and information from home.

Not sure whether a show or segment suits your station? Tell us the radio name, its audience and its country, and we will help you decide.

[Open a support ticket](#)

SEE ALSO

[Scheduling your radio on VoxStream: playlists, time announcements and jingles](#)

[SonicPanel or VoxStream: which streaming panel to choose for your radio](#)

[First steps with VoxStream: signing in and getting your radio on air](#)

[Going live on SonicPanel and VoxStream: BUTT, Mixxx or SAM with server, port and password](#)

[Online radio or video: which plan, and why an ordinary hosting plan is not it](#)

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