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Nota di contenuto	1. Introduction by Terry Flew & Fiona R. Martin -- 2.Can Journalism Survive in the Age of Platform Monopolies? Confronting Facebook's Negative Externalities by Victor Pickard -- 3. Platforms and the Press: Regulatory Interventions to Address an Imbalance of Power by Philip M. Napoli & Asa Royal -- 4. EU Digital Services Act: The White Hope of Intermediary Regulation by Amélie P. Heldt -- 5. Holding the Line: Responsibility, Digital Citizenship and the Platforms by Lelia Green and Viet Tho Le -- 6. Regulating platforms' algorithmic brand culture: the instructive case of alcohol marketers on social media by Nicholas Carah & Sven Brodmerkel -- 7. Digital Platforms as Policy Actors by Pawel Popiel -- 8. Global platforms and local networks: an institutional account of the Australian news media bargaining code by James Meese & Edward Hurcombe -- 9. Regulating Chinese and North American Digital Media in Australia: Facebook and WeChat as Case Studies by Chunmeizi Su.-10. State actor policy and regulation across the platform-SVOD divide by Stuart Cunningham & Oliver Eklund -- 11. Regulating discoverability in subscription video-on-demand services by

Ramon Lobato & Alexa Scarlata -- 12. The Broken Internet and Platform Regulation: Promises and Perils by Winseck Dwayne -- 13. Self-regulation and discretion by Nicholas Suzor & Rosalie Gillet -- 14 Beyond the Paradox of Trust and Digital Platforms: Populism and the Reshaping of Internet Regulations by Terry Flew.

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## Sommario/riassunto

"When it comes to the governance of digital platforms, the question of who is regulating whom is now serious enough that scholars have begun to refer to governments as platforms, too. This volume provides a valuable sampling of how this problem looks from the side of government [...]" - Sandra Braman, author of *Change of State: Information, Policy, and Power*; Texas A&M University "This illuminating collection challenges not only the rule-setting powers of the global digital platforms, but also many of the key assumptions which media and internet studies scholars bring to the field." - Julian Thomas, RMIT University, Australia This Open Access volume provides an in-depth exploration of global policy and governance issues related to digital platform regulation. With an international ensemble of contributors, the volume has at its heart the question: what would actually be involved in digital platform regulation?'. Once a specialised and niche field within internet and digital media studies, internet governance has in recent years moved to the forefront of policy debate. In the wake of scandals such as Cambridge Analytica and the global 'techlash' against digital monopolies, platform studies are undergoing a critical turn, but there is a greater need to connect such analysis to questions of public policy. This volume does just that, through a rich array of chapters concretely exploring the operation and influence of digital platforms and their related policy concerns. A wide variety of digital communication platforms are explored, including social media, content portals, search engines and app stores. An important and timely work, 'Digital Platform Regulation' provides valuable insights into new global platform-orientated policy reforms, supplying an important resource to researchers everywhere seeking to engage with policymakers in the debate about the power of digital platforms and how to address it. Terry Flew is Professor of Digital Communications and Culture at The University of Sydney. He is the author of 14 books, including *Regulating Platforms* (2021) and *Understanding Global Media* (2018). Fiona R. Martin is Associate Professor in Online and Convergent Media at the University of Sydney, Australia. She is the author of *Mediating the Conversation* (2022), co-author of *Sharing News Online* (2019) and co-author and editor of *The Value of Public Service Media* (2014).

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