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Adaptation of PSB to new media and the Sarkozy reforms  
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## Sommario/riassunto

In the face of globalization and new media technologies, can policy makers and regulators withstand deregulatory pressures on the 'cultural policy toolkit' for television? This comparative study provides an interdisciplinary investigation of trends in audiovisual regulation, with the focus on television and new media. It considers pressures for deregulation and for policy in this field to prioritise market development and economic goals rather than traditional cultural and democratic objectives, notably public service content, the promotion of national and local culture, media pluralism and

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