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Nota di contenuto	Cover; Pluralism, Politics and the Marketplace: The Regulation of German Broadcasting; Copyright; Contents; Preface; Acknowledgements; Glossary of terms and abbreviations; 1. The philosophies of broadcasting pluralism; From Allied control to public broadcasting duopoly; The concept of pluralism in the Federal Republic; Party policies and the new broadcasting technologies; Rulings on broadcasting by the Federal Constitutional Court; The road to the 1987 Inter-Land Treaty; 2. The regulation of signal distribution; Broadcasting under Allied rule The 1961 judgement of the Federal Constitutional CourtThe impact of the DBP's cable and satellite policies; The DBP/Lander relationship; The DBP and its relations with the broadcasters; Liberalisation of the DBP and changes to its broadcasting distribution monopoly; 3. The regulatory structures for public and private broadcasting; Organisation and control of the public broadcasting corporations; The structure of the private broadcasting sector; Programming obligations in the public and private sectors; 4. From legislative theory to regulatory practice;

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Controlling organisational pluralismControlling editorial pluralism; Pluralism regulation versus economic regulation; The effectiveness of the regulatory authorities; 5. Alternative forms of broadcasting in the FRG; Social representation in mainstream radio output; The alternative 'professional' radio spectrum; Open access channels; Public commitment to alternative broadcasting; 6. The regulation of the market; The regulation of access to audiences; The regulation of broadcasting finance; Ownership and concentration regulation; Broadcasting and federal anti-cartel legislation

Right of access to public eventsThe balance between public and private broadcasting; 7. The European dimension; The TV Directive; Copyright; EC competition policy; EC audiovisual policy: Towards a comprehensive media order?; Audiovisual or competition policy?; Political versus economic regulation; 8. Broadcasting regulation in the five new Lander; The legal framework and its implications; Distribution issues; Changes to the competitive situation; Options for the future; Towards integration; 9. Conclusion: Beyond balanced pluralism; Public/private relations: Three paradigms

Programming changesPolitical responses; Towards regulatory unification?; Towards regulatory fragmentation?; Proposals for change; Towards a new European order; Appendices; Notes; Select bibliography; Further reading-English-language literature; Index

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### Sommario/riassunto

Since the mid-1980s, broadcasting in the Federal Republic of Germany has been extensively re-regulated. The traditional duopoly of the public broadcasters Ard and ZDF has been challenged by new private networks in both radio and television. In two historic judgements handed down in 1986 and 1987, the Federal Constitutional Court set out terms for a new dual order of private and public broadcasting. But how were the guidelines of the court interpreted in practice? Pluralism, Politics and the Marketplace traces the economic and political influences which shaped the emergence of a pl

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