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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Cover; Contents; List of Figures and Tables; Foreword; Notes on Contributors; 1 Introduction: European Media Policy as a Complex Maze of Actors, Regulatory Instruments and Interests; Part I: Key Concepts and Theoretical Approaches; 2 Analyzing European Media Policy: Stakeholders and Advocacy Coalitions; 3 Convergence, Co-evolution and Complexity in European Communications Policy; 4 Identity and Diversity in European Media Policy: Crisis Changes Everything(?); 5 Old and New Issues in Media Economics

6 Between Economic Objectives and Public Remit: Positive and Negative Integration in European Media Policy; Part II The Development of European Media Policy; 8 Focal Points of European Media Policy from Inception till Present: Plus ça change?; 9 Another People: Communication Policy and the Europe of Citizens; 10 Television, Cohesion and the EU; 11 The Cultural Facet of the EU Media Policy: Matching Rhetoric to Reality?; 13 The ECJ as Agenda Setter in European Audiovisual Media Policy; 14 Small States and European Media Policy; Part III Sector-Specific Policies
15 Convergence and the Diversity of European Television Systems; 16 The Television Without Frontiers Directive; 17 Audiovisual Media Services 3.0: (Re)defining the Scope of European Broadcasting Law in a Converging and Connected Media Environment; 18 The Best Defense is a Good Offense: Putting the European in European-Level Film Support; 19 Of High Hopes and High Deficit: An Overview of Europe's HDTV Policy and Reflections: Towards the Future of HDTV; 20 Radio Spectrum Policy in the EU: Concepts, Trends, Issues; 21 'Are You Sure/That We Are Awake?': European Media Policy and Copyright
Part IV Competition Policies; 22 The Reasons for Intervention through Competition Policy; 23 European State-Aid Control and PSB: Competition Policy Clashing or Matching with Public Interest Objectives?; 24 The Impact of EU Competition Policy on the Sale of Sports Media Rights: Trends and Developments at the National Level; 25 Pluralism, Media Mergers and European Merger Control; Part V International Aspects of European Media Policy; 26 Trade versus Culture: The Policy of Cultural Exception and the WTO
27 European Media Policy and Cultural Diversity at the International Level: The EU's Role in Fostering the Implementation of the 2005 UNESCO Convention; 28 Mainstreaming Culture in EU External Relations through Protocols on Cultural Cooperation: Fostering or Faltering Cultural Diversity?; 29 The European Audiovisual Policy Goes Abroad: The Case of Inter-regional Cooperation with Mercosur; Index

Sommario/riassunto

Containing state-of-the-art contributions on the various domains of European media policies, this Handbook deals with theoretical approaches to European media policy: its historical development; specific policies for film, television, radio and the Internet; and international aspects of the fragmented policy domain.
