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Adaptation of PSB to new media and the Sarkozy reforms
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Media ownership rules
External audiovisual policy; Conclusion; 7. The European Union: agent of deregulation or reregulation?; Analytical framework; Policy-making in the European Union's fragmented, multi-level system of governance; Negative integration: the Television Without Frontiers Directive (TWFD); Modest positive integration: EU quotas and subsidies; The revision of the TWFD: the 2007 Audiovisual Media Services Directive (AVMSD); International trade and cultural diversity: the EU shield; Failed positive integration: EU media ownership regulation; EU state aid policy
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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
