

Stylianos Papathanassopoulos & Ralph Negrine

European MEDIA



'This book is about the important challenge that faces European citizens today: Is a process of Europeanization possible? Do European media exist? More precisely, can they exist? Assuming "that Europe continues to offer the best place for examining global media processes", Papatthanassopoulos and Negrine discuss in depth the homogenization process, offering evidence and data as to the structure of the European media systems, the role of new technologies and the policies that the European Union is implementing to facilitate the integration process. An indispensable book for all those who are interested in knowing where the European mass media are going.'

Paolo Mancini, Università di Perugia

'This book is commendable in that it covers the entire breadth of the European communications policy agenda and links it to more theoretical discussions of the public sphere, making it an easily accessible one-stop shop for the study of European communications.'

Alison Harcourt, Exeter University

'Two veteran watchers of the evolving European media landscape have put together a comprehensive and coherent account succinctly and clearly. It is especially strong in historical and political economic sense, but above all informative, relevant and as up to date as can ever be achieved at one moment. Strongly recommended as a text.'

Dennis McQuail,

Emeritus Professor, University of Amsterdam

'When two distinguished professors from different poles of the continent combine to produce a study of European media then the prospects are inviting. The product here amply fulfils the promise, Stylianos Papatthanassopoulos and Ralph Negrine bringing to readers deep knowledge of similarities and differences across European nations as well as an understanding of common problems and opportunities. Above all, Europe matters in the globalizing world we inhabit, and this book reveals how and why.'

Frank Webster, City University, London

European Media provides a clear, concise account of the structures, dynamics and realities of the changing face of media in Europe. It offers a timely and illuminating appraisal of the issues surrounding the development of new media in Europe and explores debates about the role of the media in the formation of a European public sphere and a European identity.

The book argues that Europe offers an ideal context for examining interactions between global, regional and national media processes, and its individual chapters consider the changing structure of the European media; the development of new media; the Europeanization of the media in the region; the challenges for the content; and audiences. Special emphasis is given to the transformation of political communication in Europe and the alleged emergence of a European public sphere and identity.

European Media: Structures, Policies and Identity is an invaluable text for courses on media and international studies as well as those dealing with European and national policy studies. It is also helpful to students, researchers and professionals in the media sector, since it combines hard facts with theoretical insight.

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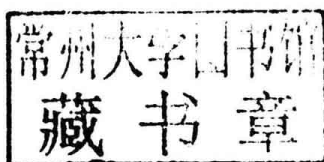
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European Media

Structures, Policies and Identity

STYLIANOS PAPATHANASSOPOULOS AND
RALPH NEGRINE



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European Media

Global Media and Communication

Arab Media, Noha Mellor, Khalil Rinnawi, Nabil Dajani and
Muhammad I. Ayish

European Media, Stylianos Papathanassopoulos and Ralph Negrine

Abbreviations

ACT	Association of Commercial Television in Europe
ADSL	asymmetrical digital subscriber line
AER	Association Européene des Radios
AMS	Audiovisual Media Services
ARD	Arbeitsgemeinschaft der Öffentlichrechtlichen Rundfunkanstalten der Bundesrepublik Deutschland
BBC	British Broadcasting Corporation
BSkyB	British Sky Broadcasting
CFI	Court of First Instance
CLT	Compagnie Luxembourgeoise de Télédiffusion
DAB	digital audio broadcasting
DMB	digital multimedia broadcasting
DMP	digital media player
DRM	digital rights management system
DSL	digital subscriber line
DTH	direct-to-home
DTT	digital terrestrial television
DVB	digital video broadcasting
DVB-H	digital video broadcasting - handheld
DVD	digital video disk
EBU	European Broadcasting Union
EC	European Commission
ECJ	European Court of Justice
EICTA	European Information and Communications Technology Industry Association
EPC	European Publishers Council
EU	European Union
GATS	General Agreement on Trade in Services
GDP	gross domestic product
GPS	global positioning system
HDTV	high definition TV
IDATE	Institut de l'Audiovisuel et des Télécommunications en Europe
IP	internet protocol

List of Abbreviations

IPTV	internet protocol television
ISDN	integrated services digital network
ISP	internet service provider
LAN	local area network
NOS	Nederlandse Omroep Stichting
Ofcom	Office of Communications
PDA	personal digital assistant
PSB	public service broadcasting
RAI	Radio Televisione Italiana
RTE	Radio Telefís Éireann
RTL	Radio Télévision Luxembourgeoise
RTVE	Radio Televisión Española
SHDSL	single-pair high-speed digital subscriber line
STB	set top box
TWF	Television without Frontiers
VCR	video cassette recorder
VDSL (VHDSL)	very-high-bitrate digital subscriber line
VHS	video home system
VoD	video-on-demand
VRT	Vlaamse Radio en Televisie
WIPO	World International Property Organization
WTN	World Television News

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and patience*

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Stelios Papathanassopoulos, Ralph Negrine

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