

Contents

<i>List of Figures and Tables</i>	viii
<i>Foreword</i>	x
<i>Notes on Contributors</i>	xi
1 Introduction: European Media Policy as a Complex Maze of Actors, Regulatory Instruments and Interests <i>Karen Donders, Jan Loisen and Caroline Pauwels</i>	1
Part I Key Concepts and Theoretical Approaches	
2 Analyzing European Media Policy: Stakeholders and Advocacy Coalitions <i>Hilde Van den Bulck and Karen Donders</i>	19
3 Convergence, Co-evolution and Complexity in European Communications Policy <i>Michael Latzer</i>	36
4 Identity and Diversity in European Media Policy: Crisis Changes Everything(?) <i>Katharine Sarikakis</i>	54
5 Old and New Issues in Media Economics <i>Pieter Ballon</i>	70
6 Between Economic Objectives and Public Remit: Positive and Negative Integration in European Media Policy <i>Eva Nowak</i>	96
Part II The Development of European Media Policy	
7 Genesis and Rationales for European Intervention in Media <i>Caroline Pauwels</i>	113
8 Focal Points of European Media Policy from Inception till Present: <i>Plus ça change?</i> <i>Maria Michalis</i>	128

9	Another People: Communication Policy and the Europe of Citizens <i>Graham Murdock</i>	143
10	Television, Cohesion and the EU <i>Richard Collins</i>	172
11	The Cultural Facet of the EU Media Policy: Matching Rhetoric to Reality? <i>Evangelia Psychogiopoulou</i>	187
12	Here Comes the Revolution – the European Digital Agenda <i>Robin Mansell</i>	202
13	The ECJ as Agenda Setter in European Audiovisual Media Policy <i>Amedeo Arena</i>	218
14	Small States and European Media Policy <i>Josef Trappel</i>	239
Part III Sector-Specific Policies		
15	Convergence and the Diversity of European Television Systems <i>André Lange</i>	257
16	The Television Without Frontiers Directive <i>Irini Katsirea</i>	297
17	Audiovisual Media Services 3.0: (Re)defining the Scope of European Broadcasting Law in a Converging and Connected Media Environment <i>Peggy Valcke and Jef Ausloos</i>	312
18	The Best Defense is a Good Offense: Putting the European in European-Level Film Support <i>Sophie De Vinck</i>	329
19	Of High Hopes and High Deficit: An Overview of Europe's HDTV Policy and Reflections: Towards the Future of HDTV <i>Nils Walravens and Caroline Pauwels</i>	345
20	Radio Spectrum Policy in the EU: Concepts, Trends, Issues <i>Simon Delaere and Cristina Cullell-March</i>	360
21	'Are You Sure/That We Are Awake?': European Media Policy and Copyright <i>Fiona Macmillan</i>	382

Part IV Competition Policies

- 22 The Reasons for Intervention through Competition Policy 405
Herbert Ungerer
- 23 European State-Aid Control and PSB: Competition Policy
Clashing or Matching with Public Interest Objectives? 426
Karen Donders and Hallvard Moe
- 24 The Impact of EU Competition Policy on the Sale of Sports Media
Rights: Trends and Developments at the National Level 442
Ben Van Rompuy
- 25 Pluralism, Media Mergers and European Merger Control 461
Petros Iosifidis

Part V International Aspects of European Media Policy

- 26 Trade versus Culture: The Policy of Cultural Exception
and the WTO 479
Mira Burri
- 27 European Media Policy and Cultural Diversity at the
International Level: The EU's Role in Fostering the
Implementation of the 2005 UNESCO Convention 493
Lilian Richieri Hanania and Hélène Ruiz Fabri
- 28 Mainstreaming Culture in EU External Relations through
Protocols on Cultural Cooperation: Fostering or Faltering
Cultural Diversity? 509
Jan Loisen
- 29 The European Audiovisual Policy Goes Abroad: The Case of
Inter-regional Cooperation with Mercosur 526
Daniele Canedo and Carmina Crusafon
- Index* 542