Contents

Chapter 1: Introduction 1
Natascha Just & Manuel Puppis

Chapter 2: Communication Policy Research: Looking Back, Moving Forward 9
Natascha Just & Manuel Puppis

PART I: NEW THEORIES 31

Chapter 3: Prospects and Pitfalls of Douglass North's New Institutional Economics Approach for Global Media Policy Research 33
Jan Loisen

Chapter 4: 'It's the Idea, Stupid!' How Ideas Challenge Broadcasting Liberalization 55
Matthias Künzler

Chapter 5: The Accountability and Legitimacy of Regulatory Agencies in the Communication Sector 75
Manuel Puppis & Martino Maggetti

Chapter 6: Change and Divergence in Regulatory Regimes: A Comparative Study of Product Placement Regulation 95
Avshalom Ginosar

Chapter 7: Technologies as Institutions: Rethinking the Role of Technology in Media Governance Constellations 117
Christian Katzenbach

Chapter 8: Veto Players and the Regulation of Media Pluralism: A New Paradigm for Media Policy Research? 139
Ulrike Klinger

PART II: NEW METHODS 155

Chapter 9: A Political Scientist's Contribution to the Comparative Study of Media Systems in Europe: A Response to Hallin and Mancini 157
Peter Humphreys

Chapter 10: What We Talk about When We Talk about Document Analysis 177
Kari Karppinen & Hallvard Moe

Chapter 11: Qualitative Network Analysis: An Approach to Communication Policy Studies 195
Maria Löblich & Senta Pfaff-Rüdiger

Chapter 12: Towards a Media Policy Process Analysis Model and Its Methodological Implications 217
Hilde Van den Bulck

PART III: NEW SUBJECTS 233

Convergence

Chapter 13: Battle of the Paradigms: Defining the Object and Objectives of Media/Communication Policy 237
Karol Jakubowicz

Chapter 14: Content Control and Digital Television: Policy, Technology and Industry 261
Andrew T. Kenyon, Julian Thomas & Jason Bosland

Chapter 15: Regulating and Monitoring Online Activities of Public Service Broadcasters: The Case of Switzerland 277
Natascha Just, Michael Latzer & Florian Saurwein

State Aid

Chapter 16: Conditional Access for Public Service Broadcasting to New Media Platforms: EU State-Aid Policy vis-à-vis Public Service Broadcasting - the Dutch Case 301
Jo Bardoel & Marit Vochteloo

Chapter 17: Film Support in the EU: The Uteca Case and the Future Challenges for the 'Main Characters' 317
Lucia Bellucci

Chapter 18: New Approaches to the Development of Telecommunications Infrastructures in Europe? The Evolution of European Union Policy for Next-Generation Networks 335
Seamus Simpson

Participation, Power & the Role of Gender

Chapter 19: Public Service Television in European Union Countries: Old Issues, New Challenges in the 'East' and the 'West' 355
Peter Bajomi-Lazar, Vaclav Stetka & Miklós Sükösd

Chapter 20: Civil Society and Media Governance: A Participatory Approach 381
Pietro Rossi & Werner A. Meier

Chapter 21: Stepping Out of the Comfort Zone: Unfolding Gender Conscious Research for Communication and Cultural Policy Theory 401
Katharine Sarikakis

Notes on Contributors 419