

Current and Emerging Issues in the Audiovisual Industry



This book focuses on the challenges of competition in television broadcasting markets. How is the evolution from a two-sided market to platform economics reshaping competition in television broadcasting? How are new market dynamics changing competition for content creation and acquisition and the revenue streams? Will content remain the king? Or will new competitive dynamics undermine the sustainable creation of high quality content, especially in small media markets? Are there audiences satisfied with the new contents? Is the television broadcasting sector internationalizing further? What is the impact thereof on the sector? What is the role for competition policy in fostering cross-border distribution of audiovisual works? How should the on-going merger and acquisition activity between content and distribution markets be addressed?

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