

Introduction

The extensive and intense transformation of the audiovisual industry as a result of the impact of certain factors such as technological convergence, digitalisation, the spread of the Internet and the appearance of web 2.0, among others, has forced us to extensively rethink the legal regulation of audiovisual media and services. After a long period of consultation, in December 2007 the European Union finally adopted the new Audiovisual Media Services Directive which, without abandoning the guiding principles of the old Television Without Frontiers Directive (1989), aims to adapt the regulatory framework in Europe to the new structural changes. At the lower level of the member States, these changes mean that the frameworks of audiovisual regulation and of the distribution of powers between the public and private sector or between territories also need to be adapted. In Catalonia, the legislator has made a significant effort in this area over the last few years, while Spain's efforts have only managed to reform state radio and television, with state laws on audiovisual communication and the creation of a state audiovisual authority being postponed.

The aim of this edition of *Quaderns* has been to gather together work by highly qualified experts in order to provide a state of the art for this area and a critical evaluation of the main changes in audiovisual regulation of the last few years. The importance of the new European Directive is the subject that starts this monograph, written by Monica Ariño, advisor to the British broadcasting regulator Ofcom (“Online video content: Regulation 2.0? An analysis within the context of the new Audiovisual Media Services Directive”). Lecturer Antoni Bayona presents a conscientious analysis of the contribution and innovation provided by Catalan legislation from 2000 to 2007 (“Catalan audiovisual legislation: present and future”). With regard to debates on regulation in Spain, lecturer José Carlos Laguna de Paz (“‘Twenty years is nothing’ in television regulation”) and lecturer Andrés Boix Palop (“Transformations in the media ecosystem and new patterns of the administrative regulation of audiovisual communication”) argue their respective positions. From a more general perspective, the monograph concludes with an article by researcher Laura Gómez Bustos “The UNESCO convention on cultural diversity and the law of the World Trade Organisation: conflict or complementarity?” and the thought-provoking work by lecturer Marc Carrillo entitled “Internet: the law's response to virtual public space”.

In the miscellaneous section of the “Observatory”, we offer various articles from different lines of media research in Catalonia: “News production on television”, by Rosario de Mateo, Laura Bergés and Marta Sabater; “The models of love in TV fictional series. Case study: *Porca misèria*”, by Pilar Medina, Miquel Rodrigo, Sue Aran, Rosa-Àuria Munté and Joan Tharrats; “Television schedules in the transition to the 21st century”, by Jordi A. Jauset, and “The debt of Sogecable and Prisa: analysis and genesis of a high risk global business strategy”, by Núria Almiron.

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