

FRANCÉS, M., FRANQUET, R., TORRES, G. (COORDS.)

*Los retos de la televisión pública ante la multidifusión digital.*

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Public service television in recent years has been marked by media convergence and efforts to adapt to the era of digital multicasting. This process of change has been aggravated by the social and health crisis caused by Covid-19 and the current geopolitical situation, which have increased distrust in the truthfulness, impartiality and objectivity of the information provided.

The book *The challenges of public television in the face of digital multicasting* (2022) introduces us to the paradigm shift of digital multicasting within the contemporary socio-cultural and geopolitical context, forcing us to consider new public policies for audiovisual communication and other strategies for transmitting transmedia content beyond traditional television. The coordinators of the volume, Miquel Francés, Rosa Franquet and Gabriel Torres, have extensive academic and research experience in studies on public television and changes in the different periods of information broadcasting. This book also praises and commemorates the long career and vocation of Enrique Bustamante in the fight for quality public service television.

Miquel Francés, one of the coordinators, opens the book with an introduction on the state of public television in a time of digital multicasting and the socio-political context in which we live, as well as outlining the points that will be dealt with in the book. Then, in two forewords by Patricia Corredor Lanas and Pedro Soler Rojas, Enrique Bustamante's intellectual biography is presented and his academic contribution is honoured, respectively.

The coordinators of the volume are a fine trio of authors who are highly experienced in the field of communication research and who have a broad knowledge of the subject under study, which can be easily observed in their contributions. The book has a logical and coherent narrative thread. It is divided into three parts that resemble the three traditional aspects of the audiovisual industry: public service television, contents and formats, and audiences.

The first section of the book refers to the structure, models and

trends of public television in Europe. The researcher Carmina Crusafon reviews the public television models and how they are evolving in this time of transformation towards an uncertain future of audiovisuals. Professor Emili Prado continues by explaining the importance that legacy media still have, despite the challenges presented by this convergent audiovisual ecosystem. The authors Miquel Francés and Àlvar Peris observe the flow of content production on Spanish public television in a context of low audiences, lack of truthful credibility, financial instability and worsening due to the arrival of the Covid-19 pandemic. Professor M<sup>a</sup> Trinidad García Leiva then analyses the prominence, discoverability and visibility of certain contents, and reflects on the processes and options for public service audiovisuals in order for the content to reach the public in the digital environment. The chapter closes with an inspection by Professor Germán Llorca-Abad regarding the concept of transmedia for television and the implications of incorporating a certain transmediality into the entire communication process of an audiovisual project.

The second section focuses on the creation and adaptation of content and formats in the era of digital multicasting. One of the coordinators, Gabriel Torres Espinoza, begins with a descriptive and somewhat prescriptive review of the contents and formats of public service, including products that have had more transnational relevance, such as Turkish soap operas. Rosa Franquet, also a coordinator of the volume, together with professors Belén Monclús and Núria García-Muñoz, contextualise televised information in democracies and critique its strategic value in certain historical periods. Dr. Lola Bañón Castellón studies the mainstreaming of news, according to the different programming time slots, especially entertainment. The author Beatriz Narbaiza Amillategi concludes the chapter with an approach to the contents and proposals on how to attract young audiences to television.

The third section refers to audience projection, audiences and social stratification. The researcher Joan Enric Úbeda contextualises the historical periods of public television up

to the current television consumption through devices other than television. Professors Carmen Peñafiel-Saiz and Lázaro Echeagaray-Eizaguirre review the adaptation of public television to the new audiovisual scenario, taking into account its commitment to public service and the audience's preferences. Doctors Guillermo Orozco Gómez and Darwin Franco Miguez look at trends in media consumption, focusing on the transition from traditional ratings to the power of algorithms. This section is complemented by a study on the representation of culture in public service television media by Professor Patricia Corredor Lanás, at a time when platforms have already become consolidated within the audiovisual industry and public service must continue to guarantee cultural diversity and democratic pluralism.

The book concludes with an epilogue by Professor Agustín García Matilla, who reflects on the opportunities and challenges for RTVE in this era of digital multicasting. The author contextualises the state of public television and reviews the main factors that have contributed to its deterioration, as well as adding an extensive interview with the director of the Corporation, José Manuel Pérez Tornero, in which some of the ideas for the future of RTVE are discussed. The epilogue also pays tribute to Enrique Bustamante's contribution to public television and offers a series of conclusions and recommendations for the future of the corporation.

The book *The challenges of public television in the face of digital multicasting* is a tribute to Enrique Bustamante and his extensive contribution to quality public service television. It also brings up to date the challenges of the multicasting era and incorporates the changes brought about by Covid-19 and the current geopolitical situation. Ultimately, the volume reflects on the new challenges facing public television in the face of digital multicasting in a highly competitive and complex panorama, and makes an academic proposal in which the potential and opportunities offered by the convergence of media are clearly shown.