

Presentation

The issue of quality television is becoming one of the major topics of discussion among the different parties interested in this dominant medium of contemporary culture. In Europe, the stabilization of an integrated dual system of public and private networks is bringing increasing attention to the levels of quality that should be required in each case. Discussion about criteria that should define television quality is moving beyond professional and political circles to become a strategic point of discussion in which the first question is the very definition of television quality. What do we mean when we talk about quality in television?

The current issue of *Quaderns del CAC* attempts to provide a number of answers to these questions, gathering together specific contributions from young Catalan researchers. One such work is the article by Eva Pujades (“Quality Television and Pragmatism”), which she develops from her doctoral thesis to present a list of quality attributes according to different areas (television systems, programming, stations and programs). Next up is an extensive ethnographic study of discussions held with TV station managers, put together by Mònica Terribas (“Television Executives Discuss Quality in the Public and Private Sectors”) and commissioned by the CAC. Discussions about television quality in terms of the market and viewer satisfaction is the focus of the article by Xavier Cubeles (“Quality and Television: Considerations from the Market Perspective”). This section of the journal ends with an assessment of the balance of 25 years of a unique initiative, the International Public Television Screening Conference (INPUT), a discussion and validation space on television quality for directors and program-makers. The article entitled “Input, Practice in Favor of Quality Television” was commissioned to Gemma Larrègola.

In the Observatory section we offer a long conversation with one of Europe’s most important creators and promoters of quality, innovative television, Eckart Stein, who spent 25 years running the Das kleine Fernsehspiel workshop of Germany’s second-biggest public network, ZDF. The workshop has now been going for 40 years. Journalist, scriptwriter and professor Mercè Ibarz talks to him about his work and the enormous influence Das kleine Fernsehspiel has had around the world. Finally, in this issue we offer the first part of the Legal Journal, which will monitor regulations in the broadcasting sphere on an ongoing basis.

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