
Introduction

The impact of the internet has radically affected all spheres of public and private life and especially the processes of audiovisual communication. Consequently, issues related to managing, deploying, regulating and controlling this powerful universal platform are arousing growing interest and debate on the part of various national and international bodies. Entitled “The internet, on the loose?”, this monograph of issue 37 [vol. XIV(2)] of *Quaderns del CAC* aims to provide its own modest contribution to reflect on the current situation of the internet and help to analyse and evaluate the new problems posed by its regulation and governance.

The guest author in this edition, the prestigious lawyer and professor from the Université de Montréal **Pierre Trudel**, looks at the regulation of the new media in his article “Internet risks management and paradigm shifts in the regulation of the audiovisual industry”. In his opinion, changes from the digital to the network era new risk factors need to be identified in the sense of Ulrich Beck, as well as adjusting new legislation to the requirements of public policies for cyberspace services and audiovisual programming.

The monograph starts with an article by **Antoni Elias** entitled “The internet and its governance”, exploring the problems of internet governance from three points of view: technical, economic and social, as well as proposing the supervision of the system by means of the shared interests of its three main players: states, civil society and the market. **Josep Maria Carbonell** proposes and argues for ten principles inspired by the social-liberal model, under the title “For a regulation of multimedia communication networks that serves the public interest: ten principles”. **Pierre-François Docquir** tackles “The challenges of net neutrality”, believing that this principle must be established as a reaction against discriminatory treatment on the most efficient communication platform and proposing that its implementation should be monitored. For their part, **Artemi Rallo** and **Ricard Martínez** deal with the normative requirements of media firms setting up a social network in “Protecting personal data and social networks: media obligations”. In “Wikileaks, a tool”, **Xavier Batalla** examines this phenomenon of mass leaks via the internet and classifies this as a new transgression that, for journalism and diplomacy, has turned a formerly artisanal practice into a mass produced one. In his article entitled “The concept of net neutrality and the tension between public regulation and the private self-regulation of networks”, **Joan Barata** questions some of the common points regarding net neutrality, asks about its legal nature and proposes lines of discussion to regulate it. **Raquel Xalabarder** focuses her article, entitled “Intellectual property in the digital world: an extinct monopoly?”, on how digital technology makes traditional concepts such as author, work or the exploitation of rights problematic and examines currently debated issues in P2P systems, private copying and *creative commons* licences. Finally, **Carles Alonso** reviews the general scenario of internet regulation in “Governing the internet, towards common regulation”, identifying the key elements in the current debate with a view to achieving a free, equal and shared internet.

In the “Articles” section, this edition includes the following contributions: **Elena Añaños** presents the findings of a study on the visual attention of young and older people regarding unconventional advertising formats that appear on television programmes (“Visual impact and eye fixation of unconventional advertising (UCA) on television among young people and the elderly”). **Maria Gutiérrez**, **Elisabet Garcia** and **Manel Mateu**, based on a study carried out on the local media in five Catalan municipalities, draw critical conclusions regarding significant deficiencies in the coverage of immigrant groups (“The perception of groups of foreigners on local radio and television”). **Francesc Alías**, **Joan Claudi Socoró** and **Ignasi Iriondo** review the degree of implementation of voice synthesis systems in Catalonia and propose lines of research into their viability in the creation of audiovisual productions (“Applying automatic speech generation techniques to audiovisual production”). Finally, **David Fernández-Quijada** and **Federica Alborch** end the section with a field study in which they argue that local Catalan television has little capacity to act as a pull for the audiovisual industry and that new strategies of action need to be undertaken (“Audiovisual clusters and public local television: the end of the mirage”).

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