
Introduction

We present the latest issue of *Quaderns del CAC*, which explores the phenomenon of Over-the-top or OTT audiovisual services. This label covers audiovisual services that provide television and video content accessible directly via the internet and includes a wide range of diverse activities such as simply streaming the signal of a standard TV channel in parallel to its usual distribution, access to already broadcast programmes or “catch-up” TV, *a la carte* or on-demand access and also repositories of films, TV programmes, user-generated and mixed content, online TV channels, video blogs and video-based social media.

This multiplicity of content accessible online via any device with a screen and internet connection has brought about many different forms consumption and opened the door to new activities by both traditional providers and the new players entering the market, of all sizes: from large conglomerates to initiatives by communities, interest groups and even individuals. The changes resulting from such practices are altering the value chain for audiovisuals, as well as how audiences are measured and content accessed and monetised.

These and other aspects, in their most global or specific forms, are present in the texts that make up this issue. To start, in *Strategies and regulations of OTT: lessons from the US (2005-2015)* **Vincent Bullich** and **Thomas Guignard** use the experience of the most mature OTT market, namely the US, to explore the dimension of strategic changes for the whole of the audiovisual sector, be it in production or in the consumption of content that lies at the heart of the system. They note the growth in OTT at the same time as identifying its particular features, such as the strategic value of Big Data and original content, and wonder about new potential advertising sources. The authors also discuss the challenges resulting from this new scenario for regulations originally designed for lineal television, whose health, by the way, they confirm. In her work entitled *OTT platforms distributing media content: a threat for the free-to-air TV duopoly in Spain?*, **Marta Albújar Villarrubia** analyses the distinct characteristics of the hyper-concentrated Spanish market and its impact on the prospects of implementing OTT services, also comparing this with the key features of the system implemented in the United States. **Idoia Portilla** and **Mercedes Medina**, in *Monetization strategies and audience data in online video. The case of Atresmedia*, study the practices of a communication group by focusing on its need to monetise the content it provides online and the audience data required to achieve this. The study by **Pablo Gómez-Domínguez** and **Reinald Besalú Casademont**, entitled *Social and mobile TV in Catalonia. Audience and interaction in Catalan TV broadcasters' corporate mobile apps and social networks' profiles*, provides an analysis of one of the most marked changes in TV's relationship with the internet, namely social television, and explore the case of Catalonia, illustrating the mechanisms in place for participation and the role of the mobile phone in this process. Finally, in *Opera's audiovisual strategy on the internet: towards a search for new media audiences*, **Isabel Villanueva Benito** explains to what extent the need for content lies at the centre of the relationship between audiovisuals and the internet and how this demand gives an artistic discipline which, to date, had been limited to restricted circuits, the chance to circulate globally.

In the article section, **Carlos López-Olano** in *Developments in the legal framework of Radiotelevisió Valenciana (RTVV). Future prospects*, analyses the legal framework of a television experience at the level of autonomous community that was “liquidated” by political powers, offering a series of conclusions to bear in mind to avoid repeating former mistakes. **Matilde Delgado**, **Belén Monclús** and **Sheila Guerrero**, in *Reality TV as an experimental laboratory for new forms to integrate advertising within generalist DTT channels in Spain*, discuss the growth in new types of advertising appearing in Spanish programming and the different ways used to insert advertising, resulting in programming with dispersed advertising, also exploring reality TV as fertile ground for experimentation.

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