

Contents

Foreword	vii
Members of the Euromedia Research Group	ix
List of Abbreviations	xi
Part I Setting the Scene	
1 From Structure to Dynamics	1
2 A Framework for Analysis of Media Change in Europe in the 1990s	8
Part II Crossing Borders	
3 The Building of Media Empires	26
4 Regulation of Media at the European Level	42
5 The Technology Factor	57
6 Television Content: Dallasification of Culture?	75
Part III Pressures on National Systems	
7 Public Broadcasting in a State of Flux	101
8 Public Service Broadcasting: Reactions to Competition	116
9 Small States in the Shadow of Giants	129
Part IV Media Localism	
10 The Global Village Stays Local	143
11 Models of Local Media Development	154
12 Regulation of Media at the Local Level	179
Part V Conclusion	
13 Wake up, Europe!	190
Index	201