

PHD DISSERTATION

Public Policy for Digital Terrestrial Television in the European Union. Comparative analysis of Sweden and Spain.

Author: Roberto Suárez Candel

Department of Communication, Pompeu Fabra University (Barcelona)

Supervisors: Dr. Carles Llorens Maluquer

Department of Audiovisual Communication and Advertising
Autonomous University of Barcelona

Dra. Mònica Terribas i Sala
Department of Communication
Pompeu Fabra University

Date of public defense: September 30th, 2009

Grade: Excellent cum Laude

ABSTRACT

This PhD dissertation analyses public policy dealing with the implementation of Digital Terrestrial Television. The main objectives of the research carried out were: determining the appropriateness of public intervention, analysing what its main tendencies are and identifying which strategies and policy mechanisms are the most effective ones in order to complete the switchover at the terrestrial platform.

In the first part, a theoretical framework regarding public policy for the media is defined. In addition, the repercussions of digitalisation on the television system are analysed. In the second part of the dissertation, the research focuses on the policies carried out by the European Union's Institutions in order to assess how supranational actions condition the Member States' initiatives by means of defining a reference framework. Following that, the cases of Sweden and Spain are compared. Both countries have been pioneers concerning DTT implementation within the European context. Their rich experiences provide useful lessons for other countries that have to confront the digital transition of terrestrial broadcasting in the next few years.

KEYWORDS: Digital Terrestrial Television, Public Policy, Comparative Analysis, European Union, Sweden, Spain.