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### **BROADCASTING LAW: A COMPARATIVE STUDY**

**Eric Barendt. Oxford, Clarendon Press, 1993**

This book is the first comparative study of the regulation of radio and television. After an historical introduction it discusses the law in the United Kingdom, France, Germany, Italy and the United States and also contains a chapter on European Community legislation. The author concentrates on the central regulatory questions: the relationship of public and private broadcasting, the scope and enforcement of program standards, the application of anti-trust laws, and the access of political parties, groups, and individuals to the media. The book intends to show how there is, in many respects, a common European approach to broadcasting regulation, which contrasts sharply with the free market position in the United States, and also points out that the freedom of broadcasters is less well protected by UK law than by law in other European countries.

### **PAYING FOR BROADCASTING: THE HANDBOOK**

**Tim Congdon et al. London, Routledge, 1992**

This book discusses the major issue facing British broadcasting how it is to be funded. While there is agreement that audiences want quality, diversity, home-grown entertainment, comprehensive cultural coverage and reliable information, there is little agreement about how these needs are to be met and what balance is required between commercial and public broadcasting to ensure they are satisfied. The book draws on examples from Britain and other worldwide broadcasting markets, explores the histories of and projects future possibilities for the revenues available from different sources: advertising and sponsorship, subscription,

program sales and co-production and various kinds of public funding.

### **REMAPPING THE AUSTRALIAN TELEVISION SYSTEM**

**Elizabeth Jacka. Melbourne, CIRCI, 1993**

This paper attempts to outline 'the really difficult nexus' of television as an industry and a culture. Taking into account recent changes in broadcasting including changes in ownership, funding crises, programming priorities and pricing, changes in regulation and the introduction of the Broadcasting Services Act, it provides a conceptual framework for evaluating Australian television's structure, its function and the changed regulatory regimes. The paper also suggests that questions of national identity may change with the introduction of narrowcasting for television, producing spaces for 'alternative voices', in a new map of Australian broadcasting. The author believes the funding and structural issues brought about by the changes of the last decade will persist, pressuring the Australian Broadcasting Corporation and the Special Broadcasting Service in unexpected ways.

### **TELECOMMUNICATIONS AND BROADCASTING: CONVERGENCE OR COLLISION?**

**Paris, OECD, c1992**

From a technical perspective, the convergence between telecommunications and broadcasting now appears to be inevitable as both industries move towards digital standards. But from a policy perspective, convergence is not inevitable and may not be desirable. This report analyses the evidence for convergence, examines the policy questions which arise and presents a country-by-country review of current regulation in this field. It concludes that while policy-makers can afford to 'let

the market decide', they must also be prepared to take on a new role in establishing regulatory principles for network sharing and interconnection.

### **MIND: MEDIA INDUSTRY IN EUROPE**

**Edited by Antonia Pilate. London, John Libbey, 1993**

This volume examines the current state of communications in Europe. It focuses on elements such as the analysis of the economic infrastructure; the whole range of operational facets (technology, legislation, development of uses and organisational structures) which exert an influence on this infrastructure; the awareness that the communication industry now incorporates, within a single competitive arena, activities and occupations which were for a long time separate and distant. The book is part of a commitment by the Italian Institute of Media Economics to publish a series of volumes indicating trends and key developments each year in the media system.

### **INTERNATIONAL TELEVISION CO-PRODUCTION: FROM ACCESS TO SUCCESS**

**Carla B Johnston. Boston, Focal Press, 1992**

The purpose of this book is to explain the legal, political, economic and technical challenges of international co-production. It details methods of overcoming and harnessing cultural and professional differences between international production personnel. It aims to help readers identify and finance successful co-productions and negotiate distribution agreements. It attempts to prepare media professionals for the global television marketplace of the 1990s and the next century. The book features resource lists of contacts and organisations active in international television.

