



Broadcasting in the European Union: The Role of Public Interest in Competition Analysis (Paperback)

By Ingrid Nitsche

T.M.C. Asser Press, Netherlands, 2002. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Broadcasting in the European Union: The Role of Public Interest in Competition Analysis explores whether and to what extent EC Competition law promotes media pluralism and how broadcasting's public service and commercial interests can be reconciled in Europe, where public and economic competition have traditionally been defined as distinct concepts. It employs a multi-disciplinary approach to identify how the term public interest is used by different actors. Publicists, it is believed, compete on words, not on products or prices. Against the background of increased commercialisation, this book takes a different point of view. It identifies how EC law and the case law of the European Courts balance public interest considerations with economic competition on media markets. It also contrasts various policy options and examines issues from EC merger control to the marketing of sports rights. This book offers the first comprehensive application of competition analysis to European broadcasting.



READ ONLINE
[3.61 MB]

Reviews

This published pdf is fantastic. Sure, it really is enjoy, continue to an amazing and interesting literature. I found out this publication from my dad and i suggested this pdf to learn.

-- **Burdette Buckridge**

This ebook is very gripping and intriguing. I have got read through and i also am confident that i will gonna read through yet again again down the road. Its been written in an extremely straightforward way and it is merely right after i finished reading this book through which actually altered me, alter the way i really believe.

-- **Noble Hagenes**