



Régimen jurídico y mercado de la televisión de pago en España (Manuales) (Spanish Edition)

Ángel García Castillejo

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El mercado de la televisión de pago, o mejor dicho, el de los contenidos audiovisuales de pago, observa un crecimiento prácticamente constante a lo largo de las últimas décadas. Con este texto se pretende acercar al lector profesional y estudioso, un análisis del fenómeno de los contenidos audiovisuales de pago, entre los que se encuentra la denominada en su día como "la televisión para ricos". Este submercado, inserto en el mercado más amplio del audiovisual, genera una actividad económica incluso mayor en algunos países que la de la televisión comercial en abierto. Bajo estas premisas se abordan en este texto, para el caso del mercado español, los distintos medios, plataformas, tecnologías y contenidos audiovisuales para el modelo de negocio de pago, siempre teniendo presente el contexto más global del conjunto del sector audiovisual. A la vez, se es testigo de la evolución «convergente» de este sector con el de las comunicaciones electrónicas, y por tanto se advierten las profundas transformaciones que el modelo de pago experimenta y, con ello, una cada vez mayor segmentación de los contenidos "Premium" y su mayor accesibilidad tecnológica y económica para capas cada vez más amplias de la sociedad.

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