Abstract

This article deals with the challenges of digital earth television (tdt) that have confronted Spain during these last years. The author maintains that putting in motion this type of model has contributed to define a new frame of aperture and modification of the system and the audio visual culture, an achievement that, in a short lapse of time, foretells important structural transformations within the market and the audio visual industry of the Spanish State. Also, his paper analyzes the debate on the role of cultural policies and the future of the state system of radio and television, as well as the viability of the television industry in face of the over saturation of the number of competitive operators.