



La TV local ante el abismo de la televisión digital terrestre (Spanish Edition)

Fernando Fuente-Alba Cariola

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En un mundo globalizado volver al origen, a lo propio, se convierte en una necesidad. Las televisoras locales son un tremendo puente para conectar con la información y con la identidad cultural de la comunidad que los acoge. Sin embargo, la televisión local no siempre es valorada por las instituciones gubernamentales, no cuenta con subsidios especiales y muchas veces quedan al margen de recursos al tener una cobertura más restringida.

En este escenario donde la televisión generalista copa las pantallas, la televisión local tiene la gran oportunidad de reencantar a los espectadores, pero para ello tiene que asumir importantes desafíos. El más importante es la llegada de la Televisión Digital Terrestre, TDT, que apaga definitivamente la señal analógica y con ello a cientos de televisoras locales que, además de no tener recursos, no han sabido reinventarse frente al abismo tecnológico que los arrollará.

¿Qué hacer?, ¿cómo reaccionar frente a la avalancha?, ¿es sólo un tema de renovación de tecnología?, son algunas de las interrogantes que encuentran respuesta en este libro.

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