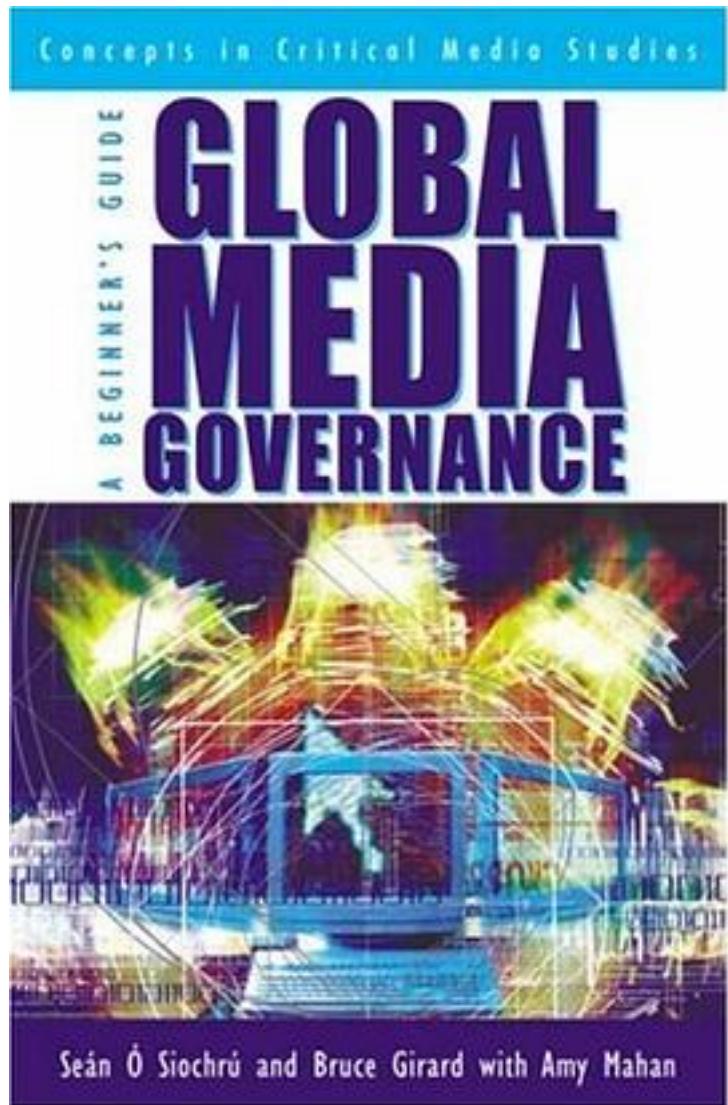


Global Media Governance



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This book is a primer on media governance at a global level and the key influencing forces and organizations, such as ITU, WTO, UNESCO, WIPO, and ICANN. Governance oversees regulation, and questions addressed here include: Why do we regulate the various media at all? What currently are the major forms of global regulation, and how do they work? Who participates in, and who benefits from, media regulatory and governance structures? And what are the trends? Anyone interested in the media and its progressively rising influence over so many dimensions of society will sooner or later find themselves confronted with these questions. This book does not pretend to answer all the questions, but it raises key ones and points in directions where more complete answers can be found. Published in cooperation with UNRISD.

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