

investment in television broadcasting, satellite and cable systems in Europe.

Among the trends that are occurring in the publishing industry, particularly in the periodical and newspaper sectors, is the high degree of corporate concentration coupled with a general concern about the potential loss of advertizing revenue which is migrating to the new electronic media with the advent of broadcast deregulation and privatization. The large publishers are now consolidating their market position while internationalizing their production by shifting their operations to contract printers in Asia because of lower wages and manufacturing costs. They are also diversifying into the new electronic media to regain any lost advertizing revenue and to retain some control of the new media forms in TV, cable, satellite, broadcasting and home video production.

At the technological level, the publishing industry is undergoing a revolution in its printing processes. In the pre-press composition stage, computers are having a widespread impact on typesetting and page composition systems that can also be linked to telecommunications and satellite networks for transnational production. In the presswork stage, new reproduction and printing technologies are coming to the fore with electronic scanning, colour separation equipment and improvements in printing techniques. In the post-press stage, new types of automated in-line finishing equipment are handling the binding, packaging and distribution of copies as a continuous process. It is no wonder that