CHAPTER 3 MARKETING IN WESTERN EUROPE	45
EUROPEAN MARKET	47
United States Corporate Presence in Europe Media Conglomerates	43 51
CHAPTER 4 TELEVISION BROADCASTING MARKET	55
INTRODUCTION	57
MEASURES AFFECTING INTERNATIONAL TRADE AND TV PROGRAMS	50
DEREGULATION AND PRIVITIZATION	62
Broadcast Deregulation in France Broadcast Deregulation in the United Kingdom	63 66
ADVERTIZING ON TELEVISION	. 67
TELEVISION BROADCASTING	68
Official Coproduction Agreements	73
TV PROGRAMMING	73
TV DRAMA PROGRAMS	82
FRANCE TV BROADCASTING	35
French Government Measures	100
THE DUBBING ISSUE	104
BRITISH TV BROADCASTING	110
WEST GERMANY TV BROADCASTING	118
Public Television Networks Marketing to German Television	118 123
SPAIN AND PORTUGAL TV BROADCASTING	126
ITALIAN TV BROADCASTING	128
GOVERNMENT ASSISTANCE FOR EXPORT MARKETING IN BROADCASTING	136