



**A NEW RELEASE OF THE  
MEDIA MARKETS MONOGRAPHS  
Programming and Direct Viewer Payment  
for Television. The case of Canal Plus  
Spain.**

*Mónica Herrero*

**Table of contents:**

1. Introduction and concepts
2. Essentials of direct payment for television
3. The programming of a pay-television channel
4. The relationship with the audience
5. The pay television channel as a transition model to the multichannel offer

Dear Colleague,

I would like to introduce you the fourth issue of the Media Markets Monographs, a biannual publication edited by the Media Management Department of the University of Navarra, School of Communication. This fourth book is authored by Professor Mónica Herrero, who discuss about the Pay-television market.

If you are interested in receiving the Monograph, fill in the card below including the way of payment you prefer, and return it to the address indicated. If your prefer, send directly this information to my email ([csadaba@unav.es](mailto:csadaba@unav.es)), and we will send you the copy.

Yours sincerely

Charo Sádaba  
Editor

---

**PREPAYMENT FORM**

Name

Institution

Address

City

Zip Code

Country

Phone

E-mail

I would like to receive Programming and Direct Viewer Payment for Television. The case of Canal Plus Spain, M. Herrero. (25 €)

I would like to receive Media Concentration in the European Market. New Trends and Challenges, A. Sánchez Tabernero and Miguel Carvajal. (25 €)

I would like to receive Time and Information Market: The Case of Spain, A. Arrese. (25 €)

I would like to receive The Economic and Financial Press Market: Origins and Development. A. Nieto. (25€)

Please, keep me informed of future editions of the Media Markets Monographs.

**Forms of payment**

US\$ check payable to Servicio de Publicaciones de la Universidad de Navarra S.A.

Credit Card:  VISA  MASTERCARD

N Valid until

Cardholder

Date

Signature

Please, mail this form to: Media Markets Monographs, Media Markets Department, School of Communication, University of Navarra. 31080 Pamplona, Spain. Or fax it to: +34 948425636.