



Revista de Comunicación Digital

## CALL FOR PAPERS: DÍGITOS JOURNAL – 12th ISSUE (2026)

Monographic section:

### The Platformisation of the Public Audiovisual Communication Service: Challenges and Perspectives in the Data Age

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The platformisation of public audiovisual communication service represents a significant change in the way public media are structured and operate (Debrett, 2009; Evens & Donders, 2018; Cañedo and Segovia, 2021; Cañedo et al., 2023). This process involves the integration of advanced digital tools and the use of data, the raw material of platform capitalism (Srniczek, 2016), which allows them to improve their reach, efficiency and relevance. In this sense, the new communication paradigm plays a key role in the relationship of these media with their stakeholders, from the audience to their employees (Bruun & Lassen, 2023; Cañedo et al., 2024; Rodríguez-Castro et al., 2024), which poses some challenges.

These companies must uphold the public service mission in a context characterised by business models that prioritise economic profitability and the algorithmic viralisation of content over the common good and the principle of diversity (Sørensen, 2020; D'Arma et al., 2021; Martin, 2021; Reviglio, 2021; Bonini & Mazzoli, 2022). In addition, they face the challenge of ensuring a diverse media diet that moves away from hyper-specialised offerings (Sørensen & Hutchinson, 2018; Van den Bulck & Moe, 2018; Bodó et al., 2019), respects user privacy (Murschetz, 2020) and creates public value for the

citizens they serve through elements such as media literacy, civic participation or territorial cohesion (Cañedo & Rodríguez-Castro, 2024).

This is where the Internet public service comes into play, which in the platformised scenario is directly linked to the audiovisual public communication service in its quest for equitable and universal access to communication and in the fight against the risks associated with the data age (Fuchs & Unterburger, 2021; Musello, 2021 and 2024). Therefore, it is important to promote cooperative strategies between the two approaches to contribute to the development of a digital infrastructure that serves the common good.

For all these reasons, this special issue of *Dígitos*, which deals with the platformisation of the public audiovisual communication service from the critical theoretical perspective of the political economy of communication, invites submissions of theoretical essays and empirical research papers that address the object of study from multi- and interdisciplinary perspectives linked to the social sciences. Priority lines of research include, but are not limited to, the following:

- Theoretical reflections on the process of platformisation of the public audiovisual communication service
- Studies on regulation, governance or economics of public service platforms
- Studies on the process of public media platformization in peripheral contexts or in the Global South
- Analysis of the impact of platformisation on the individual, social and economic value provided by public service audiovisual corporations
- Studies on sustainable business models for public service media in the context of platform capitalism
- Studies on accessibility and digital divide in the process of platformisation of public service audiovisual media
- Critical studies on professional routines and labour of public service audiovisual communication in the context of platform capitalism
- Audience studies related to the consumption of public service content via platforms
- Studies on data management and algorithmic recommendations in the context of public service audiovisual communication
- Analysis of the narrative strategies used by public service media on social media platforms
- Studies on digital culture, literacy and public service audiovisual communication

- Proposals for methodological innovations in the study of the platformisation of the public audiovisual communication service
- Studies and theoretical reflections on the public service Internet

## Submissions

Proposals should be submitted through the journal's OJS platform:

<https://revistadigitos.com/index.php/digitos>.

Originals will be accepted until **20 December 2025**. The monograph will be published in May 2026. In order to submit, you must have a user account on the journal's platform.

*Dígitos* awards a pre-doctoral research prize to the best article published in any section of the journal. Check the guidelines on the website.

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