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Economic performance of the Spanish regional public service broadcasters according to the political party in government: An empirical analysis (1995–2016)

Abstract

This article analyses and quantifies the influence that the political party ruling the regional government has upon the economic performance of the corresponding public service broadcaster. An analysis of the economic performance of regional broadcasting companies was undertaken over the period from 1995 to 2016, studying variables such as expenses per employee, total expenses, total assets, ROA, assets turnover and total share; and their relationship with the political party ruling in the region. The correlation analysis, based on the Kruskal–Wallis test, confirms the political parties' influence on the broadcasting entities' management approach. The results obtained indicate that there are significant differences in economic performance depending on the political party (Partido Popular, Spanish Socialist Workers Party and nationalist–regionalist parties) which governs the Autonomous Community, and suggest research areas of interest in order to examine in greater detail the impact of these parties in each case.

Keywords

Governance, regional television, public television, political party, economic performance.

1. Introduction

Regional public service broadcasters in Spain originated with the passing of Spanish Law 46/1983, of December the 26th, which regulated the third television channel at the beginning of the 1980s. Since their creation, they

have contributed significantly to the democratic development of Spanish society. In addition, they have helped invigorate local cultural industries and generated economic development in their respective regions (Fernández Quijada, 2009; Guimerá & Blasco Gil, 2012).

However, these public entities have been called into question regarding various issues such as their high cost, the independence of their content with respect to the corresponding regional political government, and their management of production activities (Muñoz, 2011; Campos, 2012; Artero *et al.*, 2015; Olmo & Navarro, 2015). In addition, audiences have decreased significantly over time. From the beginning of the 90s until the year 2016 viewership figures declined significantly, from an audience share of 15.6% to 7.4% (Kantar Media, 2016). In other words, there has been a decrease of more than 100%.

Numerous investigations carried out in different knowledge areas such as journalism, audiovisual communications, sociology and media economics have looked at regional public service broadcasters in Spain over recent decades. In the latter area –media economics–, there is a growing body of knowledge which analyses and outlines the influence of the economic policies of regional governments on the behaviour and economic performance of regional public service broadcasters (Casado, 2005; Miguel de Bustos & Casado, 2012; Marzal *et al.*, 2015; Casado *et al.*, 2016). However, these studies do not differentiate based on the orientation of the political party which governs the Autonomous Community and which, as such, oversees the production activity of the public television entities.

In light of this situation, the principal aim of this study is to analyse and quantify the influence that the political party which oversees the regional television networks has on their behaviour and economic performance. The empirical study covers a period of time with several ruling governments.

The paper is structured as follows: Section 2 consists of a review of the literature concerning the governance and economic management of regional public service broadcasters in Spain. Following this, the variables under study and the characteristics of the sample are outlined. The results are presented in Section 4. Finally, Section 5 covers conclusions, limitations and future areas of research.

2. Governance and economic management of regional public service broadcasters in Spain

The regional broadcasters are public companies whose management and administration falls under the control, through different instruments and mechanisms, of the regional government which is democratically elected by the citizens of the Autonomous Community where the broadcast entity is located (Fernández Alonso & Fernández Viso, 2012). Since their launch in the early 1980s, during a period of development and consolidation of democracy in Spain, these companies have contributed to regional economic development by revitalising the local audiovisual industry and creating jobs (Fernández Quijada, 2009; Guimerá & Blasco Gil, 2012). At present, once the Valencia regional entity concluded activity, 12 of the 17 Autonomous Communities count on, at least, one regional public service television channel.

The governance style of public service broadcasters can be shaped by means of four different models: governmental, professional, parliamentary and corporate (Hallin & Mancini, 2008). The first model –governmental–, is characterised by the governing political party exercising strict and substantial control over the management of the television network. In order to exercise this control, the political parties appoint managers whose loyalty to the party is more important than their professional competence. Radio Televisión Española (RTVE, Spanish Radio Television) used this governance model until the passing of Spanish Law 17/2006, of June the 5th, which deals with state-owned radio and television.

The professional model involves managing the public service entity in a very different way. Professionals with extensive experience in the sector are responsible for their management. From this perspective, responsibilities relating to audiovisual monitoring, approval and regulation are assigned by the political parties to experts that are considered impartial and that have extensive knowledge and competence in the area of audiovisual production. This is the case with the public service broadcasters in the United Kingdom and the United States.

There are also notable differences regarding management between the parliamentary and corporate models. The corporate model is characterised by the existence of a diverse array of people who play a part in the management of the broadcast services. It is considered a very democratic model (Humphreys, 1996) in which various groups (professional, societal, etc.), along with representatives of the ruling political parties, analyse and make joint decisions regarding production at the public service network. Public service television in

Holland has opted for this model of management. Finally, in the parliamentary model, management decisions are taken by means of negotiations arising from the Parliament where the network is located. Thus the political parties, according to their representation in parliament, make the decisions regarding the management of the television network. This is the model which governs the activity of Spanish public service broadcasters at national (RTVE) and regional level: Euskal Irrati Telebista (EiTB), Corporación Catalana de Medios Audiovisuales (CCMA), Corporación Radio y Televisión de Galicia (CRTVG), Radio y Televisión de Andalucía (RTVA), Radio Televisión Madrid S.A, Radio Televisión Canaria, Radiotelevisión de Castilla-La Mancha (RTVCM), Ens Públic de Radiotelevisió de les Illes Balears (EPRTVIB), Radiotelevisión del Principado de Asturias (RTPA), Corporación Extremeña de Medios Audiovisuales (CEXMA), Corporación Aragonesa de Radio y Televisión (CARTV) and Radiotelevisión de la Región de Murcia (RTRM) (Fernández Alonso & Fernández Viso, 2012).

Various theoretical and empirical studies have analysed the economic management and administration of regional broadcasters in Spain over recent decades. In order to do this, researchers have analysed different variables and used different methodologies and approaches. Some of the variables that have been considered in the literature are the professional, business and political profile of the directors, presidents and boards of directors of the regional entities (López Cepeda, 2012), the input-output ratio necessary to achieve production efficiency (Campos & Velasco, 2013; Artero *et al.*, 2015), the influence of the management model (classic or outsourced) used by the channel on the economic performance obtained (Fernández Alonso, 2002; Cuesta, 2011; López Vidales *et al.*, 2012; Orive *et al.*, 2016) and the effects that regional public policies have on the activity of regional broadcasters (Miguel de Bustos & Casado, 2012; Marzal *et al.*, 2015; Casado *et al.*, 2016).

The research conducted by López Cepeda (2012) analysed the professional profiles of the managers of regional broadcasters using different variables and indicators. A questionnaire was sent to more than 200 members of the boards of directors of the networks. The results of the study show significant differences in these profiles depending on the regional public service entity analysed.

In the research undertaken by Campos and Velasco (2013), they determined by means of Data Envelopment Analysis (DEA) that certain regional broadcasters are not efficient in the management of their resources. These networks include the regional public service entities of Aragon, Valencia, Galicia, the Canary Islands, Asturias and Madrid. Later, Artero *et al.* (2015) confirmed these results and proposed some performance measures in order to address the inefficiency in production management based on variation of inputs. To this end, they suggested that certain networks needed to considerably reduce their external expenses and implement actions aimed at increasing their audience share.

The literature has addressed the effects of the management model (classic or outsourced) used by regional broadcasters in order to manage production (Fernández Alonso, 2002; López Vidales *et al.*, 2012). Sánchez and Sarabia (2012), from a theoretical perspective, pointed out that the outsourcing of part of the network's value chain can lead to a reduction in costs and debt at the public service broadcaster. However, this management model can result in a loss of internal capital and asymmetric relations within and outside the broadcast entity (Cuesta, 2011). Recently, Orive *et al.* (2016) used an empirical approach to determine that the management model implemented influences the economic performance and the productivity levels achieved by the regional broadcasters. As such, broadcasters that utilise a management model based on outsourcing part of their value chain require fewer assets and public subsidies for each audience share point they achieve. In addition, these networks have less financial losses.

With regard to the influence of the regional administrations' economic policies on regional broadcaster activity, the work of Miguel De Bustos & Casado (2012), which included contributions from numerous researchers, highlighted the inefficiency of certain policies

which hinder the sustainability of various television networks. The authors thus underscored aspects related to governance, budget control and political independence in production decisions. Later, the work of Marzal *et al.*, (2015) analysed the causes and consequences of the deep economic and political crisis which many regional broadcasters found themselves in. The authors emphasise that significant changes in the networks' management policies were necessary in order to increase the credibility of the entities and improve the results of the networks.

Recently, research carried out by Casado *et al.*, (2016) analysed the impact of decisions to reduce public spending on regional broadcasters. The results of their research quantified these effects, showing a significant loss of employment and a considerable reduction in the turnovers of the companies in the audiovisual sector.

However, from the review of the literature, it can be seen that the economic and political behaviour of the regional broadcasters is not homogeneous. In fact, in recent years, certain networks have had to shut down (for example, the Valencia broadcasting entity), lay off staff (Telemadrid) or they have seen a notable decrease in their audience (Canal Sur). However, other networks have consolidated and increased their audience (Canal Extremadura) or improved their financial performance (Aragón TV).

Moreover, the literature has not analysed the influence of the political party's orientation on the economic management of the broadcasting networks. Three different groups of political parties have governed and managed regional administrations during recent decades. The Partido Popular (PP), ideologically conservative and supportive of liberal economic policies, the Spanish Socialist Workers Party (PSOE in the Spanish acronym), which has a progressive and social democratic ideology, and the nationalist–regionalist parties (NAC) of each Autonomous Community. To the latter group belong the Basque Nationalist Party (PNV), Convergència i Unió (CIU), Foro Asturias and Coalición Canaria (CC). All of these are ideologically conservative and have a strong sense of their own regional identity.

3. Variables under study and sample characteristics

Audiovisual corporations and, in particular, television broadcasters are complex organisations in terms of their economic and financial structures. In order to analyse and evaluate the economic performance of public service broadcasters, the literature distinguishes between three classes of variable (Picard, 2003; Orive *et al.*, 2016). These variables are: market share, financial variables and productivity measurement variables. Data relating to operating income, total assets, number of employees, expenditure on material, expenditure on personnel, economic performance and the aggregate audience share of the corporation's channels have thus been collated as variables under study.

Given this starting point, the study of the economic performance of the audiovisual corporations and broadcast entities over time presents significant limitations and challenges, related to their particular economic structure and the impact that subsidies from the public sector have on their income and economic performance. Furthermore, over the two decades under research there have been major changes in the field of accounting (the adoption of the new General Accounting Plan of 2007, for example), organisational restructuring and changes in ownership, and different taxation schemes (pro-rata VAT, for example), among others. These changes have had an obvious effect on the annual accounts of the organisations studied, especially with regard to figures dealing with income and profits.

In addition, the worldwide economic and financial crisis of 2008–2012 had a significant impact on broadcast corporations and entities, especially in Spain, both as regards the amount of subsidies and income received, and employee numbers and volume of expenditure.

Finally, it is difficult to study the economic and financial behaviour of the country's different audiovisual corporations taken on an equal footing, without bearing in mind significant socio-political considerations such as the number of potential viewers, the

political and cultural mandate upon which they were founded and to which they must respond, and other particular conditions that affect only some of the organisations, such as broadcasting in various languages.

The problems outlined have been taken into account when designing the methodology to be used in the proposed analysis, and their influence has been minimised by the decision to focus on relative trends instead of on absolute values. In order to study the impact that the particular political orientation of the regional government has had on economic performance, it was decided to incorporate the relative year on year trend changes for each variable under study, such as percentage increase or decrease, thus eliminating the distorting effect of absolute values. Specifically, the main aspects of the methodological design employed are the following:

- The use of the variables 'result' and 'income' as variables under study was discarded, replacing them with ROA and Asset Turnover ratios, which better facilitate the comparative study of year on year trends.
- The analysis of the relative trends for each organisation is incorporated, calculating the positive or negative percentage change observed year on year, for each of the variables under study. In this way the effects of legislative changes, accounting practices and the different organisational structure of the organisations, on the variables selected for study (expenditure, number of employees, the ratios previously mentioned) is limited.
- In the same way, given the impossibility of determining what percentage of the corporations' total costs, employees, assets and income corresponds solely to the broadcast entities, the year on year study of relative trends allows for assessment of the evolution of these variables in each organisation, assuming that the aforementioned percentage does not change significantly.
- The 'audience share' variable has been taken into account in aggregate form, as the total of all the networks present in each region.

The analysis of the aforementioned variables covers the period between 1996 (the first year for which sufficient data is available) and 2016 (the last year for which complete data is available). A longitudinal analysis was performed, covering more than 20 years for the entities created in the final decades of the last century and the first decade of the current century (see Table 1). The data was obtained by way of the Annual Accounts of the 13 regional public service broadcasters and completed using the SABI (Iberian Balance Sheets Analysis System) economic and financial database.

From a statistical point of view, each year for each corporation represents one case in the sample, linked to the dependent variable 'political orientation in the regional government' of that year (PP (1), PSOE (2) or Regional/ Nationalist (3)), such that the total sample covers 214 cases.

Political orientation being the dependent variable, defined as the political party in the regional government in each year, the variables under study for each of these years and audiovisual corporation/ television broadcasting entities, are the following, shown in Table 2.

Table 1: Year the regional public service broadcaster was created.

Organisation	Commencement of broadcasting	Political Party in government	No. of cases
Euskal Irrati Telebista	1982	1996-2009 NAC. 2010-2012 PSOE 2013-2016 NAC.	21
Corporación Catalana de Medios Audiovisuales (CCMA)	1983	1996-2002 NAC. 2003-2009 PSOE 2010-2016 NAC.	21
Corporación Radio e Televisión de Galicia (CRTV)	1985	1996-2005 PP 2006-2009 PSOE 2010-2016 PP	21
Radio y Televisión de Andalucía (RTVA)	1989	1996-2016 PSOE	21
Radiotelevisió Valenciana (RTVV)	1989	1996-2013 PP	21
Radio Televisión Madrid S.A	1989	1996-2016 PP	21
Radio Televisión Canaria	1999	1999-2016 NAC.	18
Radiotelevisión de Castilla-La Mancha (RTVCM)	2001	2002-2011 PSOE 2012-2015 PP 2016 PSOE	15
Ens Públic de Radiotelevisió de les Illes Balears (EPRTVIB)	2005	2006-2011 PSOE 2012-2015 PP 2016 PSOE	11
Radiotelevisión del Principado de Asturias (RTPA)	2005	2006-2011 PSOE 2012 REG. 2013-2016 PSOE	11
Corporación Extremeña de Medios Audiovisuales (CEXMA)	2006	2006-2011 PSOE 2012-2015 PP 2016 PSOE	11
Corporación Aragonesa de Radio y Televisión (CARTV)	2006	2006-2011 PSOE 2012-2015 PP 2016 PSOE	11
Radiotelevisión de la Región de Murcia (RTRM)	2006	2006-2016 PP	11

Source: Own elaboration.

Table 2: Variables under study.

Organisation	Autonomous Region x1				Autonomous Region x2				...	Autonomous Region x13			
	2016	2015	...	1995	2016	2015	...	1995		2016	2015	...	1995
(V1) Political party	P ₁₋₃												
(V2) Expenditure / employee (G1)	Absolute and relative value = $(G1_{200x}-G1_{200x-1})/G1_{200x-1}$												
(V3) Total expenses (G2)	Absolute and relative value = $(G2_{200x}-G2_{200x-1})/G2_{200x-1}$												
(V4) Total assets (A)	Absolute and relative value = $(A_{200x}-A_{200x-1})/A_{200x-1}$												
(V5) ROA (R1)	Absolute and relative value = $(R1_{200x}-ER1_{200x-1})/R1_{200x-1}$												
(V6) Asset Turnover (R2)	Absolute and relative value = $(R2_{200x}-R2_{200x-1})/R2_{200x-1}$												
(V7) Share total (ST)	Absolute and relative value = $(ST_{200x}-ST_{200x-1})/ST_{200x-1}$												

4. Results

With the objective of quantifying and empirically analysing the variables in relation to the political party in government in each Autonomous Community (PP, PSOE or a nationalist-regionalist party), a descriptive analysis of the variables under study was first undertaken. Subsequently, a Kruskal-Wallis contrast was carried out. The reason for choosing this non-parametric test was determined by the characteristics of the sample, which does not meet the requirement of normality, nor are the variances for the analysed variables homogeneous. To achieve these objectives, the SPSS 22.0 statistical program was used.

4.1. Descriptive analysis of the variables

Table 3 presents the average values for each variable under study. The results thus indicate that the highest level of expenditure per employee tends to occur in regions with socialist governments, while the highest levels of total expenditure, volume of assets and asset turnover can be found in communities with nationalist or regional governments.

In the communities with PP governments, however, the greater return on investment (ROA) stands out, despite the fact that the regional broadcasters administered by nationalist-regionalist party governments have a much higher operating income than the networks overseen by PP or PSOE governments. In fact, the amount of operating income of broadcasters managed by nationalist or regionalist parties is more than double that of broadcasters that operate under populist governments. Although these results must be assessed with caution, taking into account the particular income structures of the broadcasting entities, which are closely linked to public subsidies, and the frequent occurrence of negative ROAs as a direct consequence of equally negative results; the observed trend suggests the probability of political influence on economic management, which varies depending on the political party in power. The higher level of expenditure and income (taking into account that the latter depends heavily on public subsidies) observed in communities with nationalist or regionalist governments can be explained by particular features, such as the commitment to a second official language, with the consequent increase in production costs, or that they look to forge a stronger socio-cultural relationship with their audience. In fact, networks managed by the nationalist-regionalist parties obtained a greater total audience share than the other two network groups, with a difference of more than 2.5 audience share points. This result is especially evident in communities where one or more television networks broadcast in the regional language.

Table 3: Descriptive analysis of the variables.

Variable under study and political party	N	Mean	Standard Deviation	Minimum	Maximum	
Expenditure per employee (in euro)	PP	86	48,654.47	33,496.54	27,712	338,426
	PSOE	77	53,937.01	19,971.61	21,882	119,218
	Nationalists	51	47,643.10	8,506.32	29,640	67,494
	Total	214	50,314.17	24,791.58	21,882	338,426
Total expenses (in euro)	PP	86	78,545,431.74	58,491,806.11	1,407,722	216,719,333
	PSOE	77	75,007,380.88	54,630,175.46	9,696,444	214,694,532
	Nationalists	47	104,096,423.55	70,408,100.52	19,666,821	232,963,235
	Total	210	82,966,701.74	60,823,976.39	1,407,722	232,963,235
Total assets	PP	86	68,229,388.23	45,081,691.82	3,947,367	216,655,103
	PSOE	77	77,713,133.60	77,562,787.84	8,502,291	339,881,990
	Nationalists	49	109,186,595.55	96,202,531.20	7,044,967	357,789,882
	Total	212	81,140,480.46	73,115,664.03	3,947,367	357,789,882
ROA	PP	86	-0.81	0.61	-2.16	0.16
	PSOE	72	-0.70	0.62	-2.17	0.02
	Nationalists	49	-0.50	0.76	-3.31	0.00
	Total	207	-0.70	0.66	-3.31	0.16
Turnover of assets	PP	86	0.54	0.46	0.00	1.70
	PSOE	77	0.88	0.72	0.03	2.97
	Nationalists	49	1.18	0.74	0.05	3.19
	Total	212	0.81	0.68	0.00	3.19
Total audience share	PP	85	11.46	6.35	0.00	22.20
	PSOE	75	12.29	6.45	1.70	26.10
	Nationalists	51	15.61	6.68	5.40	29.30
	Total	211	12.76	6.65	0.00	29.30

4.2. Kruskal-Wallis Contrast

In the expenses section, non-parametric tests confirm the correlation between the political party in the regional government and the variables of 'Expenditure per employee' and 'Total expenses', as well as the regional networks' ratio of total Audience Share. Thus the hypothesis of independence for the year on year variation ratio of expenditure per employee cannot be refuted, nor that for the year on year variation ratio of total audience share. A similar analysis of the variables linked to the assets and income of the different entities yielded the following results, in which the dependence between the ROA and the ratio of asset turnover and the political party in the regional government is confirmed. However, dependence with volume of assets or the year on year variation of this was not confirmed.

Table 4: Non-parametric test.

	Null hypothesis	Test	Sig.	Decision
1	The distribution of expenditure per employee (V2) is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.005	Reject the null hypothesis
2	The distribution of expenses (V3) is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.042	Reject the null hypothesis
3	The distribution of total assets (V4) is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.86	Do not reject the null hypothesis
4	The distribution of ROA (V5) is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.018	Reject the null hypothesis
5	The distribution of asset turnover (V6) is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.000	Reject the null hypothesis
6	The distribution of total audience share (V7) is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.008	Reject the null hypothesis
7	The distribution of variation of total audience share is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.212	Do not reject the null hypothesis
8	The distribution of variation of total assets is the same across the political party categories (V1)	Kruskal-Wallis test for independent samples	0.735	Do not reject the null hypothesis

Asymptotic significances are shown. The significance level is 0.05.

Table 5 shows the results of the Kruskal-Wallis contrast for the three groups of broadcasters depending on the political party in power. As can be seen, there are significant differences for different economic variables depending on the political party in government in the Autonomous Community.

Table 5: Kruskal-Wallis Test.

Variable under study	Expenditure per employee	Total expenses	Total assets	ROA	Turnover of assets
Chi-squared	10.557	6.333	3.364	8.183	26.010
g.l	2	2	2	2	2
Asymptotic sig.	0.005	0.042	0.86	0.017	0.000
Variable under study	Annual variation in expenditure per employee	Annual variation in total expenditure	Annual variation in total assets	Total audience share	Annual variation in audience share
Chi-squared	0.189	0.563	0.617	9.641	2.983
g.l	2	2	2	2	2
Asymptotic sig.	0.910	0.755	0.734	0.008	0.225

a) Kruskal Wallis test. b) Cluster variable: political party.

The previously mentioned features which are specific to the broadcasting sector and the management model of the audiovisual corporations, significantly limit the accuracy of the comparative analysis of the economic–financial variables, since these can be affected by specific circumstances at the legislative, accounting and cultural levels. Notwithstanding the foregoing, the statistical analysis shows the correlation between the political party in the regional government and the ratio of expenditure per employee and total volume of expenditure, as well as the return on investment (ROA) and asset turnover.

5. Conclusions

Since their creation in the 1980s, regional public service broadcasters in Spain have contributed to economic, social and cultural development in their respective territories. Throughout their history, different political parties (Partido Popular, Spanish Workers Socialist Party and nationalist–regionalist parties in each Autonomous Community) have overseen the administration and management of these public service entities, and their decisions have governed the activity of the television networks.

The literature on media economics has analysed the effects of regional public policies on the activity of regional broadcasting networks. However, the difference of the effects depending on the orientation of the political party that is in government in the Autonomous Community has not been examined.

In light of this situation, this research analysed and quantified the influence that the political party running the regional public service broadcasters has on various economic variables that determine the productive activity of the broadcast entities. The analysis covers the period between 1995 and 2016, and takes in the many changes that have taken place in the accounting, legal and economic fields during that period.

The results of the work indicate that the political party in government has a significant influence on the economic performance of the broadcast entities, especially in the cases of expenditure per employee, total expenditure, ROA, and asset turnover, as well as on the total audience share.

In particular, the differences observed in the economic performance of the regional networks administered by nationalist–regionalist parties could be explained by the fact that the mission of these parties is not only to compete with the national television networks, but also to promote the broadcast of content strongly linked to the socio–cultural environment of the particular Autonomous Community, and the production of such content in other languages.

In the context of the broadcast entities overseen by the PSOE and the PP, the highest values were observed for the variables of expenditure per employee in the former case and for ROA in the latter, which could suggest that these parties influence the focus of the broadcasters' management model, prioritising working conditions or organisational profitability respectively. However, the specific casuistry of the broadcast entities, the decisions made in circumstances that arise from legislative changes or the economic crisis, and also the context in which these have operated during the period under investigation suggest that an in–depth study of each case might be useful to confirm and measure the scope of the results obtained in this study. The high standard deviations observed for many of the variables analysed in certain television network groups, especially among the broadcast entities overseen by the Partido Popular, suggest, in fact, a large dispersion in the behaviour of television networks within the same group.

Consequently, an interesting area of future research could be an analysis of the economic differences between the television networks within each group, together with an extension of this research to other comparable contexts such as local broadcasters or the different European national broadcasters.

Among the factors considered as limitations of this study, it should be taken into account that for the years when there was a change of political party in government in the Autonomous Community, the economic data of that year was credited to the party that was in government at the beginning of the year. In addition, governments made up of coalitions of several parties were not considered as an analysis group, and data relating to that year was credited to the party that presided over the Autonomous Community.

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