

DIGITALAC

Digital Audiovisual Communication



UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA

Audiovisual Communication Department



GENERAL DESCRIPTION

DIGITALAC studies the new tendencies of the audiovisual industry in the digital era in different areas.

The research group has followed-up the whole implementation of the Digital Terrestrial Television in the Region of Murcia, conducting several studies on the penetration of this system and behavior studies among citizens in respect to this implementation. The contents and interaction models with DTT is also among their field of expertise as well as the study of technology convergence between the main platforms.

DIGITALAC studies the Multiplatform audiovisual communication in all their aspects, from the contents creation to the market and industry assessment. UCAM offers a Master Degree on Multiplatform Management and Audiovisual Production, based on the knowledge and expertise on this field.

Some Partners:



Universidad Nacional de Educación a Distancia





PRINCIPAL MEMBERS



Audiovisual Communication Department Professor,
Catholic University of Murcia.
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Degree in Information Sciences, University Complutense of Madrid.

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Research Head



Audiovisual Communication Department Professor,
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PhD Information Sciences, Complutense of Madrid University.
Master in Audiovisual Production, Complutense of Madrid University.
Degree in Modern Philology: French, University of Murcia.
Degree in Communication Sciences, University Complutense of Madrid.

Dr. Isabel Sarabia Andúgar
Researcher



Audiovisual Communication Department Professor, Catholic University of Murcia.
PhD in Audiovisual Communication, Catholic University of Murcia.
Master in History and Aesthetics of Cinematography, Valladolid University.
Master in Communication Direction, Catholic University of Murcia.
Degree Audiovisual Communications, Catholic University of Murcia.

Dr. Ángel Pablo Cano Gómez
Researcher



Journalism Department Professor, Catholic University of Murcia.
PhD in Information Sciences, University Complutense of Madrid.
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Dr. Beatriz Correyero Ruiz
Researcher

<http://investigacion.ucam.edu/grupos/digitalac/es/composicion>



SELECTED RESEARCH PROJECTS



2017

Tele-Encounters

Field: Communication
Call: Creative Europe
Leader: Teatrul "George Ciprian" (RO)



2014

Competences and Training in Communication for employment in the Digital Economy

Field: Communication
Call: Ministry of Economy and Competitiveness
Leader: Complutense University of Madrid



2013

Transformation of Autonomous Television: weakening of public service and prospects for technological development

Field: Television
Call: Ministry of Economy and Competitiveness
Leader: University of Navarra



2009-2011

Impact of the Internet on the redefinition of the public service of Spanish autonomous public television channels

Field: Internet
Call: Ministry of Science and Technology
Leader: Pais Vasco University

<http://investigacion.ucam.edu/grupos/digitalac/es/produccion-cientifica>



SELECTED RESEARCH LINES



Local communication and proximity



New storage systems for digital context



Narrative and digital content



*Multi audio-visual platform:
management, production and
dissemination*



*Dissemination of technological
innovations*



Communication and tourist industries



Social and media brain



SELECTED RESEARCH LINES



Strategy and imagine building



Strategy and image building



The music industry



*Audiovisual industries and new
technology*



Online audiovisual media



Digital terrestrial television: Implan TDT

WHAT IS THE OPRI

The International Project Office (OPRI) is an office linked to the Vice-rectorate of Research, and is responsible for the management of international research projects at UCAM.

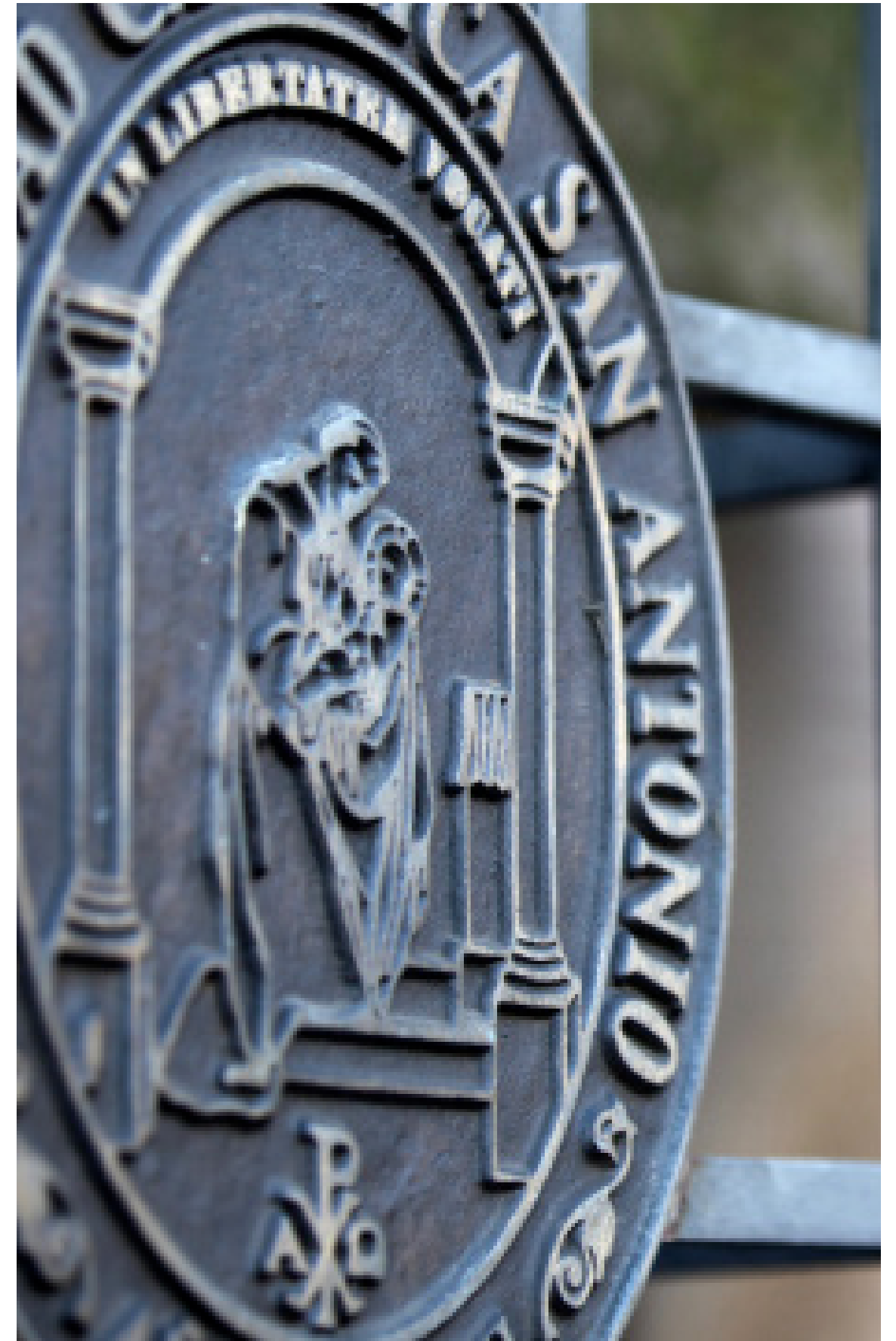
The OPRI was founded to strengthen the collaboration between our partners all around the world in the field of research. The unit was established in 2012 and has built strong alliances in 36 countries in which the university has to date participated in 41 projects.

The internationalization of the Catholic University of Saint Anthony, through the OPRI, is directed towards all of the university community, researchers as well as students. A total of 160 students have participated already in projects in a variety of countries all over the continent.

CALLS:



<http://investigacion.ucam.edu/opri>





UCAM

OPRI

International
Project Office



OPRI

International Project Office UCAM
Vice-rectorate of Research

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