

**DIGITALAC**

# Digital Audiovisual Communication

Audiovisual Communication Department



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA



## 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.  
PhD in Information Sciences University Complutense of Madrid.  
Degree in Information Sciences, University Complutense of Madrid.

**Dr. Josefina Sánchez Martínez**  
*Research Head*



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

**Dr. Beatriz Correyero Ruiz**  
*Researcher*



## 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*



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 image building*



*Strategy and image building*



*The music industry*



*Audiovisual industries and new  
technology*



*Online audiovisual media*



*Digital terrestrial television: Implan TDT*

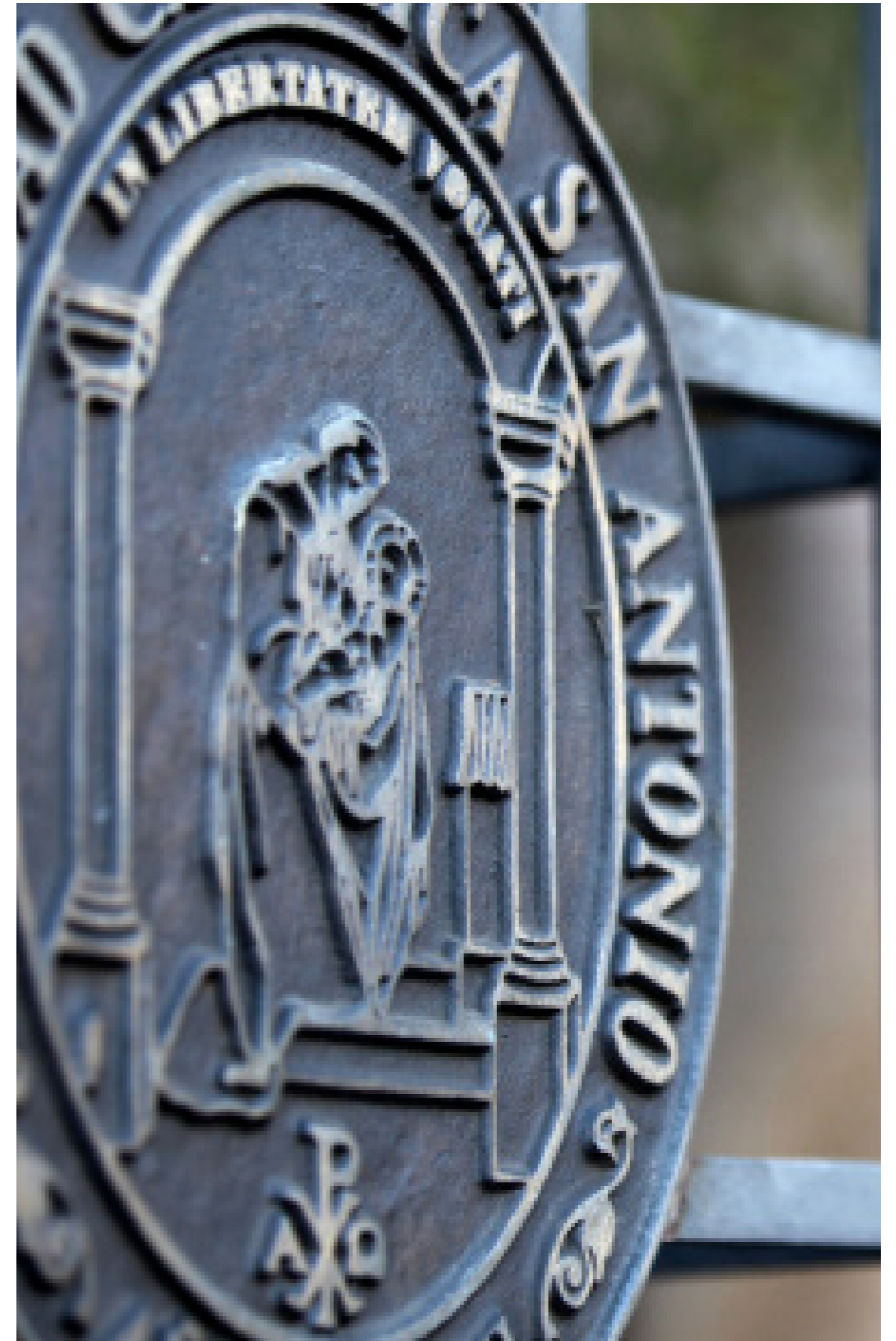
## WHAT IS THE OPRI

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:





# UCAM

---

## OPRI

 International  
Project Office

**OPRI**

**International Project Office UCAM**  
Vice-rectorate of Research

**Catholic University of Saint Anthony**  
Los Jerónimos Campus, 30107 Guadalupe (Murcia)  
Phone number: (+34 )968 278 712  
[opri@ucam.edu](mailto:opri@ucam.edu)  
[www.investigacion.ucam.edu/opri](http://www.investigacion.ucam.edu/opri)