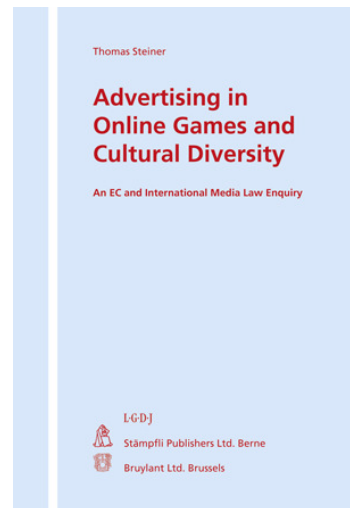


**Advertising in Online Games and Cultural Diversity. An EC and International Media Law Enquiry**, Stämpfli Publishers, Berne/Bruylant, Brussels, 2010

The central thesis of this book is that robust and effective governance of in-game advertising and cultural diversity could evolve in non-hierarchical networks of rulemaking. These would rely on relationships of mutual recognition, observation, stimulation, readjustment and cooperation of public and private governance in a decentralised rulemaking network. Governments and the relevant international institutions and organisations should guide and assist self-regulatory bodies of the online games industry in achieving the set objectives for the governance of in-game advertising.



"Thomas Steiner's impressive book emerged from research undertaken at the i-call (International Communications and Art Law Lucerne) research centre of the University of Lucerne. It creatively combines insights from business model analysis of new media, sociological jurisprudence and legal doctrine to propose a novel governance model that would produce incentives for the private sector to protect cultural diversity in online games."

*Prof. Christoph Beat Graber, Head of i-call, Faculty of Law, University of Lucerne*

"The governance of online games and in-game advertising is a fascinating topic which will be increasingly central to information society policy and Internet regulation. Policy-makers neglecting this important theme will be caught in the cold. Steiner's book makes an excellent contribution to the debate and will be an inspiring read for academics and regulators alike."

*Dr. Sacha Wunsch-Vincent, Economist, Information and Communication Policy Division, OECD and Professor, Sciences Po (Paris)*