



Call for Papers

Cuadernos del Audiovisual

| Consejo Audiovisual de Andalucía

Nº 15 – 2026 | Second stage

Monographic:

***“Influencers and new forms of content production in the
audiovisual and advertising fields”***

Deadline for submissions: 31 de octubre de 2025

Presentation

Cuadernos del Audiovisual | CAA invites the submission of texts for the monograph ‘Influencers and new forms of content production in the audiovisual and advertising field’, the deadline for receipt of which is 31 October 2025.

Cuadernos del Audiovisual | CAA is a digital research journal published by the Audiovisual Council of Andalusia whose objectives are the dissemination of scientific articles related to the functions determined in its Law of creation.¹ with a special interest in content related to the impact of communication in the following areas: regulation of audiovisual media, political pluralism, protection of minors, young people and senior citizens, discriminatory content media literacy, gender equality, regulations and current legislation on audiovisual and advertising and cultural identity, among others.

¹LAW 1/2004, of 17 December, on the creation of the Audiovisual Council of Andalusia. Boletín Oficial de la Junta de Andalucía, number 254, 30 December 2004. Amended by art. 15 of Law 2/2019, of 26 June. Ref. BOE-A-2019-11576 <https://www.juntadeandalucia.es/boja/boletines/2004/254/d/updf/d1.pdf>



Cuadernos del Audiovisual | CAA is a biannual scientific journal published in digital format. It arises from the interest in transferring knowledge to society about its fields of work and to act as a bridge between academia, the professional field, the audiovisual industry and other institutions and audiovisual regulatory bodies.

With a clear vocation of national and international scope and developed from Andalusia, the publication is open to professionals, teachers and researchers from all count. **Cuadernos del Audiovisual |CAA** aims to cover a broad spectrum of topics within studies linked to the social impact and scope of the audiovisual media of radio, television and any other sound or image transmission system, regardless of the form of broadcasting or technology used.

Cuadernos del Audiovisual | CAA publishes scientific articles, essays and reports with the aim of being a platform that promotes debate. It aims to bring together outstanding research in the areas of operation of the Audiovisual Council of Andalusia from a variety of perspectives, both theoretical and empirical or applied. Methodological rigour and research results are requirements for the review and publication of originals. The publication is open access and free of charge for the reading public and there is no charge for submitting articles or for the editorial process.

Cuadernos del Audiovisual | CAA is inspired by the principles of freedom of expression, the right to honour and privacy, truthful information, dissemination and communication, equality and non-discrimination, and the compatibility of these principles with those of pluralism and objectivity in the audiovisual sector.

Monographic “Influencers and new forms of content production in the audiovisual and advertising field”

Approach

Cuadernos del Audiovisual | CAA opens its call for articles for issue 15 of its second stage in research journal format with the theme of ‘Influencers and new forms of content production in the audiovisual and advertising field’.

The CAA, as the independent audiovisual authority responsible for ensuring respect for constitutional and statutory rights, freedoms and values in the audiovisual media in Andalusia, as well as compliance with current audiovisual and advertising regulations, undertook a line of work aimed at highlighting the value of responsible influencing. To this end, it has been organising the 'Andalusia Influences' forum, highlighting the need to encourage and promote a positive influence, especially in its projection on children and young people. Experts in digital communication and creators of independent content on the Internet have participated in these forums with the aim of showing an ethical, transparent, committed and honest activity in this field.

The aim has been to set up a space for reflection on positive and responsible influence in different areas, but especially those linked to safeguarding the rights of minors, young people and senior citizens and other groups in need of greater protection, in terms of audiovisual content and advertising in the media as well as on the Internet and social networks.

In 2020, the Association for the Self-Regulation of Commercial Communication (AUTOCONTROL), with the support of the Spanish Association of Advertisers (AEA), established the first regulation of social media advertising by influencers by publishing a Code of Conduct (Code on the use of influencers in advertising). The aim of this code is to ensure that digital content or mentions made by influencers have the character of advertising. Binding rules were also established for all members. The increasing complexity of the sector and the need for consumer protection required more detailed and binding regulation.

Subsequently, Law 13/2022 of 7 July, the General Law on Audiovisual Communication, and Royal Decree 444/2024 of 30 April, in force since 2 May 2024, established the legal framework regulating the activity of influencers in Spain. In particular, Article 94 of Law 13/2022 introduces the obligations of 'users of special relevance' who use video sharing services on platforms, and Royal Decree 444/2024 develops these precepts by defining the applicable criteria and requirements.

Thus, Royal Decree 444/2024 regulates the requirements for the purposes of being considered a 'user of special relevance' of video sharing services through platforms (including the so-called 'vloggers', 'influencers' or 'content creators') and establishes the precise definition. These concepts are key to the regulation of this new figure, given that they carry out their activity in competition with other agents in the audiovisual and advertising market.

It is applicable to those users, whether natural or legal persons, of video exchange services through a platform that simultaneously meet the requirements set

out in Article 94.2 of Law 13/2022 of 7 July. The main requirements established to be considered a user of special relevance in the current legal framework are as follows:

1. Significant annual income (art. 3): the influencer must generate annual income of more than 300,000 euros derived from their activity on the platform.
2. Significant audience (art. 4.1 a): it must have a significant audience that cumulatively meets the following requirements:
 - 1 million followers on a single video platform (previous calendar year).
 - 2 million followers on all its video platforms combined.
 - Minimum activity (art. 4.1 b): must have posted or shared at least 24 videos in the previous year, irrespective of the length of the video.
3. Registration: users who use these video exchange services through the platform and meet the requirements must register, within two months, in the State Register of Audiovisual Providers (first section) as users of special relevance.

Taking into account the need to protect consumers as well as to define the responsibility of influencers and to create a fairer and more competitive environment for actors in the audiovisual sector, it can be said that this decree represents a step forward in the regulation of a sector that until now lacked a specific regulatory framework in Spain.

A Draft Bill of the Organic Law Regulating the Right of Rectification, which includes influencers, has also recently been approved. This law seeks to guarantee the right to rectification for citizens affected by false or inaccurate information. This is the fourth initiative derived from the Action Plan for Democracy, which seeks to reinforce both the right to truthful information and the right to honour.

This Draft Bill of the Organic Law Regulating the Right of Rectification will replace the current law dating from 1984 in order to guarantee this right in the current context of new information technologies, making it possible to publicly correct false or inaccurate information that causes harm to individuals. The draft bill extends the scope of the right of rectification to media outlets, digital platforms and influencers with more than 100,000 followers on a single platform or 200,000 followers on several platforms. It also establishes that these media and platforms must offer accessible mechanisms to exercise this right. In addition, it eliminates the requirement to address the editor of the media outlet and requires that the rectification be disseminated in full and with similar relevance to the original publication, including a notice and a link between the rectification and the initial information in digital media. It also strengthens the rights of persons with disabilities

and relatives of the deceased affected by information, extending the deadline for requesting the rectification from seven to ten days, while maintaining the free dissemination of the information.

The growing importance of influencers and their increasingly prominent presence in the audiovisual media and social networks are the basis of this call for articles in issue 15 of the CAA's Cuadernos del Audiovisual.

Questions

Research papers are invited which are preferably related to the following issues:

- Users of particular relevance: studies on the audiovisual and advertising content produced and disseminated as well as on the responsibility for this content and the impact on the public and consumers.
- Work on the impact on public opinion of the production of content by influencers: audiences, viralisation of content, fake news, disinformation.
- The role of influencers in today's societies: ethical considerations, biases and problems associated with their actions affecting children, young people and the elderly, as well as vulnerable groups.
- Research on legal and regulatory instruments as well as on codes of conduct, relevant provisions and jurisprudence related to this issue both in Spain and in international contexts.
- Influencers and technological and digital contexts: research work related to the use of Artificial Intelligence, disinformation, emerging technologies, algorithms.
- Methodological approaches to the study of responsible influence: good practices, educational-communicative perspectives, audience advocacy.
- Research on influencers and gender equality.
- Obligations of high-profile users of video-sharing platform services: research on the current situation and future perspectives.

- Work on high-profile users and influence on children and adolescents: consumption, credibility and leadership, protection measures to safeguard minors in the digital and AI environment, educommunication.
- Research focused on the diagnoses and consequences of the role of influencers and new advertising strategies.
- Articles on influencer profiles (by age, population groups, cultural environments, etc.) and digital strategies. Works that help to understand the uses, attitudes and behaviours associated with the content produced both in audiovisual and advertising media and through social networks.
- Research that broadly connects the role of influencers and the production and consumption of content with journalism, advertising and audiovisual communication.

Instructions and submission of proposals

- The editorial standards of the [Cuadernos del Audiovisual | CAA](#) to be followed
- Submission of proposals for the Monograph through the OJS Platform.
- Web portal of the [Cuadernos del Audiovisual | CAA](#)

All articles submitted must be original and unpublished and must not be under review by other publications. They will be subject to the double blind peer review process and the publication undertakes to inform the authors of the positive or negative result of the evaluation within a maximum period of two months of their submission. Contributions must be submitted in accordance with the journal's style guidelines.