



Histories of Public Service Broadcasters on the Web

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This edited volume details multiple and dynamic histories of relations between public service broadcasters and the World Wide Web. What does it mean to be a national broadcaster in a global communications environment? What are the commercial and public service pressures that were brought to bear when public service broadcasters implemented web services? How did «one-to-many» broadcasters adapt to the «many-to-many» medium of the internet? The thematic organisation of this collection addresses such major issues, while each chapter offers a particular historical account of relations between public service broadcasters and the World Wide Web.

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