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| 1. Record Nr. | UNINA9910449895003321 |
| Autore | Collins Richard <1946-, > |
| Titolo | From satellite to single market : new communication technology and European Public Service television / / Richard Collins |
| Pubbl/distr/stampa | London ; ; New York : , : Routledge, , 1998 |
| ISBN | 1-134-68128-3 1-280-15781-X 0-203-98424-2 |
| Descrizione fisica | 1 online resource (248 p.) |
| Collana | Routledge research in cultural and media studies |
| Disciplina | 384.55/094 |
| Soggetti | Public television - European Union countries - History Direct broadcast satellite television - European Union countries - History Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references (p. 273-285) and index. |
| Nota di contenuto | BOOK COVER; HALF-TITLE; TITLE; COPYRIGHT; DEDICATION; CONTENTS; TABLES; PREFACE; ACRONYMS; INTRODUCTION; 1 EUROPEAN CULTURE AND IDENTITY; 2 THE EUROPEAN BROADCASTING UNION; 3 PUBLIC SERVICE BROADCASTING; 4 EURIKON: THE DEVELOPMENT OF PAN-EUROPEAN TELEVISION; 5 EURIKON PROGRAMMING; 6 FROM EURIKON TO EUROPA; 7 EUROPA: THE CASTLE IN THE AIR; 8 EUROSPOORT AND EURONEWS; 9 THE LANGUAGE FACTOR; 10 THE AUDIENCE FOR PAN-EUROPEAN TELEVISION; CONCLUSION; APPENDIX I Why Eurikon and why not? Speculations on motives; APPENDIX II Pan-European institutions ¹ ; NOTES; BIBLIOGRAPHY; INDEX |
| Sommario/riassunto | Richard Collins explores public service television's role in fostering pan-European cultural identity. Based on extensive primary research, interviews with participants and analysis of key European programmes, this book documents the growth of the public service satellite television network which was backed by the European Union, and its eventual alliance with Rupert Murdoch's commercial Sky network. |