Record Nr. UNINA9910777023303321 Autore Starks Michael <1944-> **Titolo** Switching to digital television [[electronic resource]]: UK public policy and the market / / Michael Starks Pubbl/distr/stampa Bristol, UK; Chicago, Intellect, 2007 **ISBN** 1-281-18738-0 9786611187385 1-84150-988-4 Descrizione fisica 1 online resource (266 p.) Disciplina 621.38807 Soggetti Television broadcasting policy - Great Britain Digital television - Great Britain Inglese Lingua di pubblicazione **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Includes bibliographical references (p. 236-241) and index. Nota di bibliografia Nota di contenuto Front Cover: Preliminary Pages: Contents: Acknowledgements: Preface: Chapter One: Public Policy and the Market: Chapter Two: Who Wants Digital Terrestrial Television?; Chapter Three: Digital = Pay TV?; Chapter Four: Shipwreck and Rescue; Chapter Five: Charting a New Course; Chapter Six: Politics and Responsibilities: Chapter Seven: Consumers are Voters; Chapter Eight: International Perspective; Chapter Nine: The Bigger Picture; Chapter Ten: Mapping Digital Switchover; Notes; Select Bibliography; List of Abbreviations; Index; Back Cover Between 2008 and 2012 the UK plans to turn off its conventional Sommario/riassunto analogue terrestrial television and switch fully to digital TV. This is part of a trend across all the technologically advanced nations of the world. The city of Berlin led the way in 2003. The Netherlands became the first country to switch fully in 2006. Digital television was launched in the UK in 1998. Its growth has been dramatic and by no means smooth. The decision to switch fully is, at its heart, a political one: governments

and regulators manage terrestrial spectrum and are ultimately

responsible for switchover policy. Swi