Burns, Maureen / Brügger, Niels (eds.)

Histories of Public Service Broadcasters on the Web

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Book synopsis

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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About the author(s)/editor(s)

Maureen Burns is Lecturer in Media and Cultural Studies and convenes the media studies major at the University of Queensland, Australia. Her previous book *ABC Online: Becoming the ABC* detailed a history of the first five years of online services at the Australian Broadcasting Corporation.
Niels Brügger is Associate Professor and Head of The Centre for Internet Research at Aarhus University, Denmark. His primary research interest is web history, and he is writing a history of the Danish Broadcasting Corporation's website dr.dk. His latest edited book, *Web History* (Peter Lang, 2010), puts the emerging field of web history on the agenda of internet research.

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Reviews

«This book represents an extremely useful and timely contribution to our understanding of both the history of the web, and PSB's contribution to it. More than this, it presents a thorough overview and analysis of experience beyond the heartlands of PSB; and PSB's activities in areas which are often contested by its commercial rivals. We need to remember that the Web has a history and that PSB's engagement with the digital age is core for its survival. This book reminds us why PSB is still relevant.» (Jeanette Steemers, Co-Director of the Communications and Media Research Institute in the School of Media, Arts and Design at the University of Westminster)

«'Histories of Public Service Broadcasters on the Web' offers a thoughtful, detailed review of the development, challenges and implications of Internet-based public service broadcasting. Its international reach makes it especially useful to scholars engaged in comparative research, and offers historians and policy analysts of all stripes a great foundation for thinking through issues in this area.» (Patrick Parsons, Don Davis Professor of Ethics, College of Communications, Penn State University)

«This fascinating book offers a critical, genuinely international perspective on Internet transformations in contemporary media. Its pioneering authors convincingly establish that public service broadcasters - once an endangered species - are pivotal to how societies negotiate the marvels and perils the Internet brings. Required reading for media scholars, broadcasting and policymakers alike.» (Gerard Goggin, Professor of Media and Communications, University of Sydney)

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