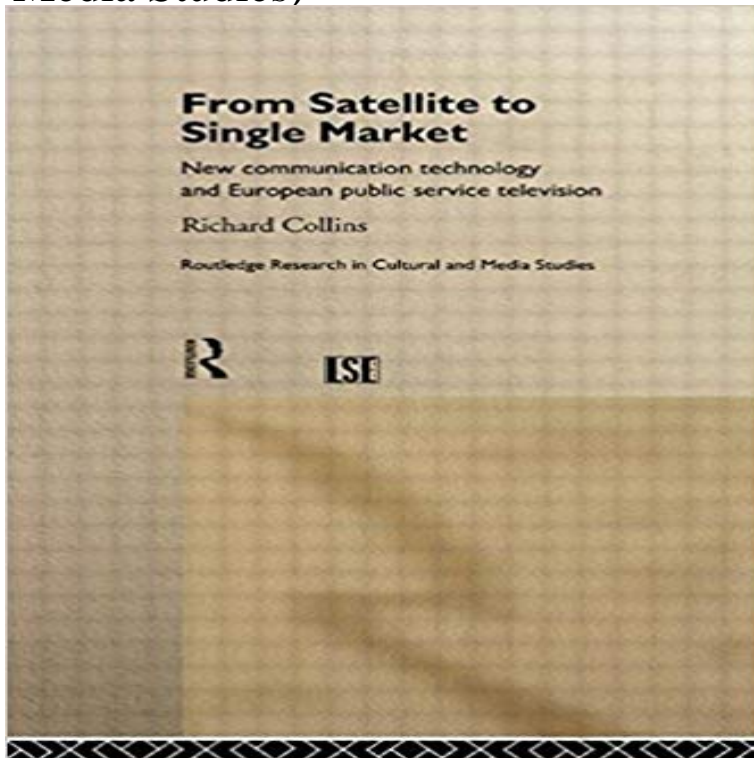


## From Satellite to Single Market: New Communication Technology and European Public Service Television (Routledge Research in Cultural and Media Studies)



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.

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