

Contents

<i>Foreword: Public Service Broadcasters and the Web: Interplay of Convenience, Necessity, and Challenge</i> Nicholas W. Jankowski	xi
<i>Introduction: Histories of Public Service Broadcasters on the Web: Thematic Concerns</i> Maureen Burns & Niels Brügger	xvii

PART ONE. WHAT'S NEW ABOUT ONLINE NEWS?

1. <i>When Public Service Is the Name of the Game: The Evolution of British and Spanish Public Service Broadcasters in Online Journalism</i> An Nguyen & Alberto García	1
2. <i>The Second Digital Wave: BBC News Online, Embedded Video and the iPlayer</i> Einar Thorsen	17
3. <i>NPR Online: Public Service Communication at the Center of National Public Radio</i> Nikki Usher, Patricia Riley & Vikki Porter	31

PART TWO. COMMERCIAL VS PUBLIC

4. *Protecting the Brand: A History of ABC Online News-as-Commodity* 49
Maureen Burns
5. *RTE Online: Public Objectives and Commercial Imperatives* 62
Kenneth Murphy
6. *Between Public Service and Commercial Venture: The Norwegian Broadcasting Corporation on the Web 1994–2000* 75
Hallvard Moe

PART THREE. A PERFECT MATCH? IDEALS, POLICIES AND PRACTICES OF PUBLIC SERVICE BROADCASTERS ON THE WEB

7. *The Idea of Public Service in the Early History of DR Online* 91
Niels Brügger
8. “... [and] They Formed Themselves into a Single Unit”: *The Development of the Israeli Broadcasting Authority Website* 105
Amit M. Schejter & Merav Katz-Kimchi
9. *Southern European Public Service Broadcasters Expanding Online: A Policy Study of RAI and RTVE’s Online Activities* 118
Benedetta Brevini

PART FOUR. LOCAL, NATIONAL, INTERNATIONAL, GLOBAL?

10. *Public Media and the Web in the U.S.: The Case of Vocalo* 135
Meghan Grosse & David W. Park
11. *Regional Radio and Online Media Production: An Australian Broadcasting Corporation Case Study* 148
Anne Dunn

12. *Canadian Content, Public Broadcasting and the Internet: 163
CBC's Online Strategy 1995–2000*
Brian O'Neill & Michael J. Murphy

**PART FIVE. TALKING BACK TO AUNTY: INTERACTIVITY AND
PUBLIC SERVICE BROADCASTING SITES**

13. *Vox Populi, Vox Dei: ABC Online and the Risks 177
of Dialogic Interaction*
Fiona Martin

14. *User Participation at the Danish Broadcasting 193
Corporation 1998–2010: Changing Patterns*
Anja Bechmann

15. *From Broadcast to Networked Journalism: The Case 207
of Al-Jazeera English*
Shawn Powers

Contributors 221

Index 227