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## **Histories of Public Service Broadcasters Online**

Despite their reputations as old fashioned, monolithic and stodgy organisations, public service broadcasters have frequently been the creative and technological innovators of their respective media environments. In many countries, for example, the public service broadcaster was the first media organisation to create a significant online presence. The histories of public service broadcasters online reveal remarkable interconnections between their approaches to 'old' and 'new' media — in policies, ethics, and practices. The online services of public service broadcasters have been very successful, both in terms of user numbers and for the changes that they have generated within their institutions. In many instances online services have become as important as radio and television, and have reinvigorated relationships between public service organizations and their audiences. This book will argue that the histories of online services are crucial to any understanding of the recent past and the potential of public service broadcasters in digital media; and to digital media more generally.