
While I welcomed the publication of Edward Buscumbe's *British Television: a...*
Reader in 2000, I was struck by its tendency to prioritize the BBC at the expense of other British television channels. Even a chapter concerned with the origins and arrival of ITV seemed more interested in the impact it had on the BBC than with the new television channel itself. So I was pleased to see the publication of this new academic book entirely devoted to independent television, appropriately enough in its fiftieth year. Of course, a volume of just over two hundred pages cannot give you a comprehensive account of the channel; for that you will need to turn to...
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