

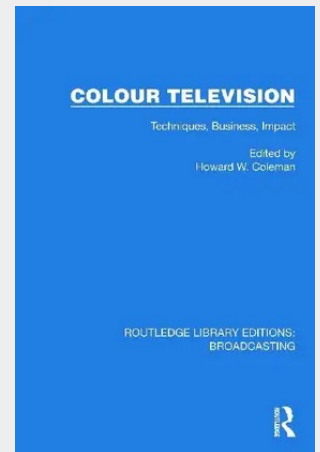
Coleman

Colour Television

Techniques, Business, Impact

Colour Television (1968) examines the rapid growth of colour television in the 1960s as technological advances enabled programmes to be effectively transmitted in colour for the first time. It looks at the technologies involved, the differences in programme-making that colour required, the audience response, and the changes in advertising and network systems that colour broadcasting brought about.

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