Contents

	List of illustrations	viii
	Acknowledgements approximation	ix
1	What is the schedule, and why study it?	1
2	The schedule as a TV genre: theoretical approach	17
3	Communicative characteristics of the on-air schedule	37
4	The implied viewer of 'continuity'	57
5	The changing production culture	74
6	Dilemmas in multi-platform scheduling	90
7	Digital television	105
	Index	117