

including the aforementioned news format, as well as the (perhaps more trivial) tradition of ending the breakfast programme's transmission at 9.25am, created in order to give enough time for the transmitters to be changed to the regional ITV stations (Craig). However it most importantly created competition within the television broadcasting industry, improving quality as well as establishing the requirement of public broadcasting actually meeting the desires of its public audience. This is best summarised by the *Daily Mail* in an article reflecting on the battle between the BBC and ITV, published in February 1957: "the BBC will have to abandon the ivory towers for the beaches! People prefer fun!" (Curran, Seaton: 2010: 156)

1953 words

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