

A wireless communications network (100) includes roving subscriber-stations (114) and base stations (110) receiving broadcast programs from a content server. A subscriber-station evaluates (618, 620) whether a desired program is available from a subject base station. According to this evaluation, the subscriber-station takes steps to (1) receive the desired program on a shared channel for reception by multiple subscriber-stations (816), or (2) initiate (804, 720) base station delivery (724) of the desired program to the subscriber-station on an individual channel. Responsive to a message from a subject subscriber-station identifying a desired program, a base station either (1) continues (819) transmitting the desired program upon a shared channel, (2) starts (816) transmitting the desired program on a shared channel, or (3) sends the subject subscriber-station a channel assignment message and commences transmission (722) of the desired program on the assigned individual channel.