

A wireless communications network (100) includes various base stations (100) and subscriber-stations (114). The base stations each provide (602) broadcast content services to subscriber-stations over communication channels of one of the following types: 1) shared channels for use by multiple subscriber-stations, 2) individual channels each dedicated for use by an individual subscriber-station. In response to one or more prescribed condition changes (604), i.e. the number of subscriber-stations demanding a program changes, the level of transmit power used by the base station changes, or a change in another network condition occurs, there is a switch (606) in the type of communications channel used to provide broadcast content services to one or more given subscriber-stations.