



IPTV and Internet Video: Expanding the Reach of Television Broadcasting (NAB Executive Technology Briefings)

Wes Simpson, Howard Greenfield

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IPTV and Internet Video clearly explains and demystifies the functions, markets, and future impact of this exploding technology. This book contains an overview of hardware, software, and Internet technologies, case studies, and covers a range of products and services. It is a guide to help leaders master the key trends and drivers transforming the world of broadcast television and the Web. Each piece of the puzzle is discussed in detail, from head ends, Web portals and VOD servers through advanced IP networks, DSLAMs and xDSL lines to viewers' set-top boxes and multimedia PCs. You'll get a working knowledge of IPTV, enabling both non-technical and technical professionals to accurately analyze the emerging technology and business opportunities. Written by two leading digital media experts with, each with 25 years technology development experience and global insight, this book also looks ahead to IPTV's rapid deployment and future growth.

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