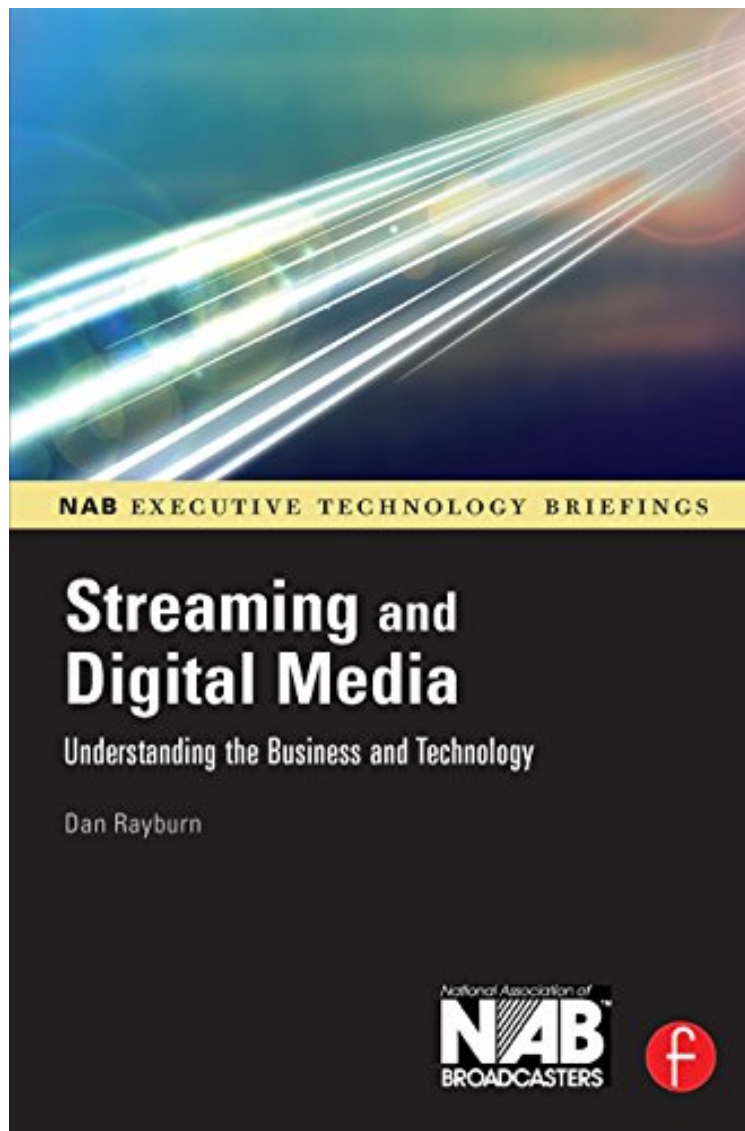


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what you need to know from a business perspective. It doesn't take a one-size-fits-all approach. It makes you ask what your business needs are and then looks at how streaming media can help fulfill those needs. Simple and straightforward. Case studies are interesting addition and a helpful glossary is included.

Streaming and Digital Media gives you a concise and direct analysis to understand a scalable, profitable venture, as well as the common and hidden pitfalls to avoid in your business. By focusing on both the business implications and technical differences between online video and traditional broadcast distribution, you will learn how to gain significant time-to-market and cost-saving advantages by effectively using streaming and digital media technologies. As part of the NAB Executive Technology Briefing series, the book is geared towards the manager or executive and no technical prerequisite is required. You can quickly learn the technical speak as well as the market and business implications. **New In The Book:** - Consumer generated content and portals- Distribution of full-length video content- New distribution outlets for delivering content (Sling, TiVO, IPTV)- Addition of Flash streaming technology and Podcasting- Up-to-date market research and data- New industry pricing data

Previous edition reviews - total of 10 reviews, all 5 stars. Sample below: ***** (5 star) Excellent intro to the business of streaming media, September 19, 2005 er: M. E. Rich (Seattle, Washington) - See all my reviews There are far too few books out on the subject of streaming media, especially ones that are up to date after "the dot bomb" of a couple years back. Dan Rayburn's book is an excellent introduction to the industry for anyone trying to get his or her bearings. The study included in the appendix is also quite helpful and timely. ***** (5 star) Excellent Read, September 30, 2005 er: Rick Peurifoy (Denver, CO USA) - See all my reviews As President/CEO of my own company, I found this book invaluable. I've read other streaming video books and this roadmap for efficient and effective video delivery is the best I've read. The emphasis on ROI in the context of "cutting edge" technologies was perhaps the most beneficial attribute of the book to my company. That said, the A-Z mechanics of implementing streaming video or improving one's existing streaming video business model were extremely informative. I highly recommend this book to anyone considering digital media or to those currently using the technology with thoughts of streamlining and economizing their existing video delivery process. Dan Rayburn a guy worth listening to! ***** (5 star) Required Reading..., September 28, 2005 er: Christopher Kelly (New York, NY United States) - See all my reviews **About the Author** Dan Rayburn has thirteen years of high profile experience launching and growing successful technology companies specifically in the streaming and digital media sector and co-founded one of the industry's first streaming media webcasting production companies. He is recognized as "the voice of the streaming media industry" and is Executive Vice President for StreamingMedia.com, a diversified news media company with a mission to serve and educate the streaming media industry. He is a sought after speaker, writer, publisher, consultant and industry entrepreneur to corporations and industry vendors and his work has been featured in print and online by nearly every major media outlet. He provides economic, financial, and business strategy consulting to law firms, corporations, and government agencies regarding litigation cases involving video over IP and digital media patents and provides independent, unbiased, industry specific data on key investment sectors in the digital media, IPTV and wireless industries to institutional money managers.