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Descrizione fisica	1 online resource (XVI, 132 p. 21 illus. in color.)
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Soggetti	Electrical engineering Signal processing Image processing Speech processing systems Management Industrial management Optical data processing Communications Engineering, Networks Signal, Image and Speech Processing Innovation/Technology Management Image Processing and Computer Vision
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The Broadcasting Ecosystem -- Distribution Options -- Regulatory Framework -- Changing Habits and Expectations -- Technology Developments -- Scope of Broadcasting -- Strategic Considerations -- Broadcasting in Uncharted Waters -- References -- List of Figures -- List of Tables -- List of Acronyms -- Index.
Sommario/riassunto	This book discusses opportunities for broadcasters that arise with the advent of broadband networks, both fixed and mobile. It discusses how the traditional way of distributing audio-visual content over broadcasting networks has been complemented by the usage of broadband networks. The author shows how this also gives the possibility to offer new types of interactive or so-called nonlinear services. The book illustrates how change in distribution technology is

accelerating the need for broadcasters around the world to adapt their content distribution strategy and how it will impact the portfolios of content they offer. Outlines the shift in broadcast content distribution paradigms and related strategic issues Provides an overview of the new broadcasting ecosystem encompassing new types of content, user habits, expectations, and devices Discusses complementary usage of different distribution technologies and platforms.

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