



Streaming Media Demystified

By Michael Topic



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The experts predict that the opening of broadcast Internet connections and 3G wireless capabilities will drive the adoption of streaming media to 75 per cent of all broadcasting and e-commerce firms by the end of 2003. Author Mark Topic offers the fast, reliable, and painless way to get the lowdown on the streaming video over the Internet (both wired and wireless) - he thoroughly examines the technologies, protocols, and business models on this next giant happening in the world of video and telecom. It includes Internet protocols for delivering streaming media, and audio and video compression schemes. It covers MPEG-4 and MPEG-7, discusses digital rights management, and details Metadata.

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Editorial Review

From the Back Cover

- * **New Standards, Schemes, Protocols**
- * **Implementation Musts**
- * **MPEG-4, MPEG-7**

With uncommon skill, Michael Topic's excellent guide takes you inside today's essential killer app. More than just an implementation guide--though it certainly is that, packed with needed data on the latest formats and standards--*Streaming Media Demystified* offers a complete picture of the application that will soon threaten television's dominance as the primary transmitter of video.

YOU MUST READ THIS BOOK IF--

- * You want to be on top of the critical application that brings seamless interactive video and audio to the Internet
- * Glitchless, seamless, and almost effortless streaming media over both wire and wireless 3G sounds good to you
- * You're an executive at any firm with a stake in the Web or in broadcasting
- * You wish to know everything about the application that will drive the success or failure of broadband
- * You want to master the compression techniques and IP trafficking methods that make streaming media go
- * You need a ready source of data on formats, technologies, and how to make them work
- * You'd like to preview the impact of an application expected to be used by 75% of broadcasting and e-commerce firms by 2003
- * You invest money or time in any firm involved with communications, entertainment, or digital technology
- * You want a thoughtful, expert analysis of markets, audiences, appliances--who they are, what they will watch, and what they'll watch it on
- * You're ceaselessly curious about hot applications in the digital revolution

In *Streaming Media Demystified* you find:

- * Content delivery techniques
- * Interactive multimedia
- * Video and audio compression
- * MPEG-4
- * Metadata and MPEG-7
- * Digital rights management and MPEG-21

With future potential bigger than television, streaming video over the Internet is the essential application for broadband and 3G. This book takes you inside a billion-dollar technology.

About the Author

Michael Topic is a professional innovator and product design engineer, running his own consultancy, Imaginative Engineering Ltd. Originally trained in electrical, electronic, and computer engineering, in his native Australia, he now lives in the UK, with a cat, a family, and a large collection of electric guitars. Michael has spent 18 years creating digital media tools for creative and demanding customers. During his career, Michael has lead design teams creating Internet streaming media encoders, audio and video nonlinear editing systems, synthesizers, and music sequencers.

Users Review

From reader reviews:

Albert Aucoin:

The event that you get from Streaming Media Demystified is a more deep you digging the information that hide into the words the more you get enthusiastic about reading it. It doesn't mean that this book is hard to know but Streaming Media Demystified giving you thrill feeling of reading. The writer conveys their point in selected way that can be understood through anyone who read that because the author of this guide is well-known enough. This kind of book also makes your own personal vocabulary increase well. That makes it easy to understand then can go along with you, both in printed or e-book style are available. We propose you for having that Streaming Media Demystified instantly.

Leola Grant:

Typically the book Streaming Media Demystified has a lot of information on it. So when you check out this book you can get a lot of profit. The book was written by the very famous author. Tom makes some research prior to write this book. This specific book very easy to read you can find the point easily after perusing this book.

Robert Maas:

Is it an individual who having spare time after that spend it whole day by watching television programs or just laying on the bed? Do you need something new? This Streaming Media Demystified can be the respond to, oh how comes? A book you know. You are consequently out of date, spending your free time by reading in this brand-new era is common not a nerd activity. So what these guides have than the others?

Carolyn Rodriguez:

Do you like reading a book? Confuse to looking for your preferred book? Or your book seemed to be rare? Why so many issue for the book? But any people feel that they enjoy to get reading. Some people likes examining, not only science book but in addition novel and Streaming Media Demystified or maybe others sources were given know-how for you. After you know how the good a book, you feel need to read more and more. Science reserve was created for teacher or even students especially. Those ebooks are helping them to put their knowledge. In additional case, beside science reserve, any other book likes Streaming Media Demystified to make your spare time much more colorful. Many types of book like this one.

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