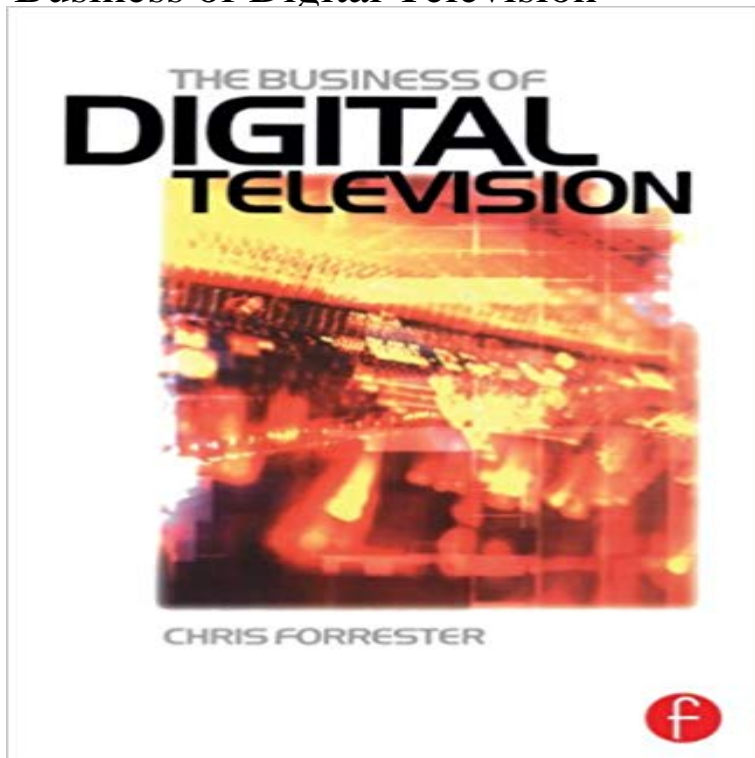


Business of Digital Television



Essential reading for anyone involved in broadcasting. The Business of Digital Television presents an overview of the digital television industry. Chris Forrester examines the key technologies and developments of the marketplace, with comments on the future from leading industry experts. Written in an accessible style for the non-engineer, Forrester covers the issues that are most pertinent to strategic direction, providing, broadcasting professionals with essential facts, data and commentary in one single source. You will: Discover trends in digital TV technology Gain knowledge about the international marketplace See an analysis of the financial models Understand the importance of partnerships Find out the key drivers for change Gain an insight into emerging technologies in the future

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