

Announcing: **IPTV and Internet Video, Second Edition** by Wes Simpson and Howard Greenfield Foreword by Mark Cuban

**Authors to offer powerful new training and services
based on updated best-seller's informative insights**

New! Fully Updated for 2009 and Beyond

This best-selling book at NAB 2007 and 2008 is back in a fully updated version with its valuable store of information in easy-to-understand terms. Every chapter in the second edition has been updated to include the latest trends and developments continuing to shape the future of this dynamic industry.

Acclaim: What They're Saying

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—Sandy Malcolm, Producer, **CNN.com**

"A must-read for anyone working in online video services."

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"This book is an outstanding resource for convergence professionals."

—Greg Douglass, Global MD, Media & Entertainment Practice, **Accenture**

"Authors Greenfield and Simpson get it done here, from micro to macro."

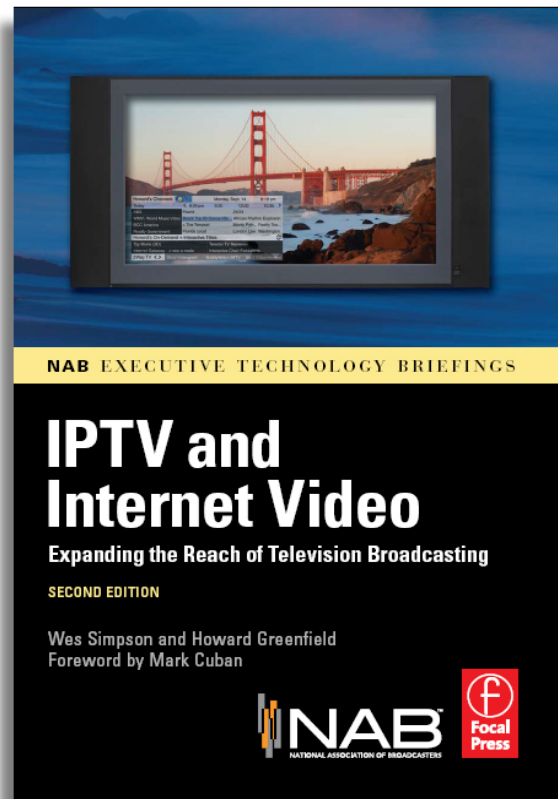
—Jimmy Schaeffler, Chairman & Senior Analyst, **The Carmel Group**

"Read this book by Greenfield and Simpson, two industry insiders, and get a jump-start on the ... trends that will be mainstream before you know it."

—Patrick Barry, VP Connected TV, **Yahoo!**

"Destined to inform and influence those responsible for navigating the next generation of video services to financial growth."

—Matt Bross, Group Chief Technology Officer, **BT (British Telecom)**



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