

**Industry Acclaim for  
*IPTV and Internet Video, Second Edition***

**By Wes Simpson and Howard Greenfield  
Foreword by Mark Cuban  
(Focal Press, 2009)**

“Greenfield and Simpson’s new version of IPTV and Internet Video is a must-read for anyone working in online video services to get an understanding of the subject from Viewer, Advertiser & Publisher perspectives.”

Keval Desai, Director, Product Management, Google TV

“Broadcast is dying. Viewer choice is the future. Read this book by Greenfield and Simpson, two industry insiders, and get a jump-start on the technologies and business trends that will be mainstream before you know it.”

Patrick Barry, VP Connected TV, Yahoo!

“Every television executive needs to have a strategy for dealing with the growth of the Internet for media delivery. Greenfield and Simpson will not only help you get your plan started, they will help you truly understand the seismic shifts that are going on today.”

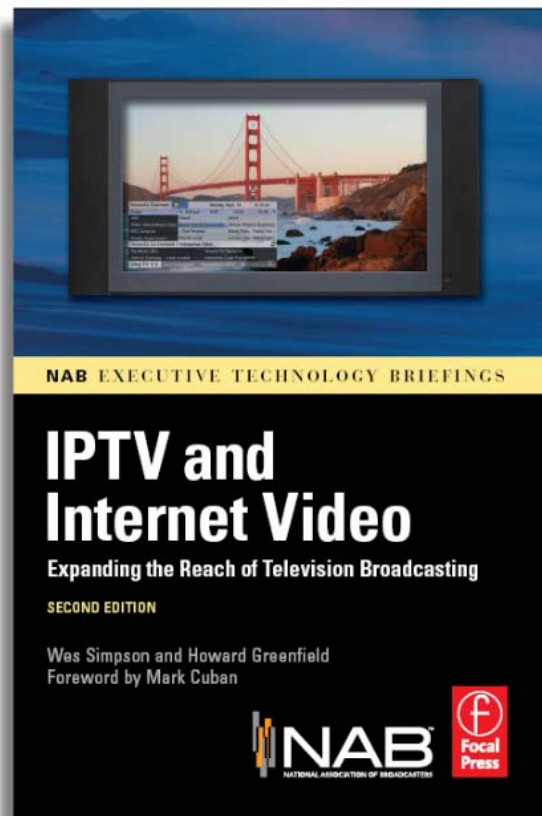
Shelly Palmer, President, National Academy of Television Arts & Sciences, NY

“This book is an outstanding resource for convergence professionals who are racing to further monetize the ever-expanding world of broadband internet media.”

Greg Douglass, Accenture Global Managing Director, Media and Entertainment Practice

“Taking your content to the Web? It’s Broadcasting, but not as we know it. If you’re having trouble keeping up with the changing world, relax! In this book, Howard and Wes take us through all we need to know, plainly and simply.”

John Varney, former BBC CTO



“This is the right book at the right time. Greenfield and Simpson offer a clear and compelling overview of the emerging IPTV space that is at once an accessible introduction to the basics and a guide to thinking through issues of implementation and strategy.”

Paul Saffo, Silicon Valley Forecaster and Consulting Associate Professor of Engineering, Stanford University

“Like DBS before it, IPTV is coming, like it or not. It's proliferating globally, thus broadcasters must understand the impact of this technology. IPTV & Internet Video provides a comprehensive view to this critical, emerging industry development in a single, well-conceived volume. Technology and media professionals beware: this will change your business. Authors Greenfield and Simpson get it done here, from micro to macro.”

Jimmy Schaeffler, Chairman, Senior Research Analyst,  
The Carmel Group

“From video content creators, aggregators, and distributors to IT professionals and media executives, everyone can take something from this book. The straightforward yet detailed approach arms you with the information you need to make highly informed technology and business decisions on IPTV and Internet video. A valuable tool for making sense of this rapidly evolving industry.”

Sandy Malcolm, Executive Producer, CNN.com

“Driven by advances in digital technology, the media industry is experiencing a transformative shift in IPTV and Internet video that will change our business models, delivery platforms, and the consumer experience. It is imperative that those of us working in this rapidly evolving field have a variety of resources to help educate and guide us as we forge ahead.”

Albert Cheng, Executive Vice President, Digital Media, Disney-ABC Television Group

“This new edition of IPTV and Internet Video brings the reader up to speed on what he needs to know. It is destined to inform and influence those responsible for navigating the next generation of video services to financial growth. It reveals the keys to how a new personalized, socialized medium will grow beyond recognition.

“The insight this book provides will be very useful to any executive who needs to oversee an IPTV network upgrade. In this single volume, all of the key terminology is defined, and the key economic drivers and pitfalls are identified and clearly explained.”

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