

For Immediate Release

## Announcing *IPTV and Internet Video, Second Edition*

### Best-Seller on Broadband Video Revolution Fully Updated for 2009 with Industry's Latest Direction, Data and Technologies

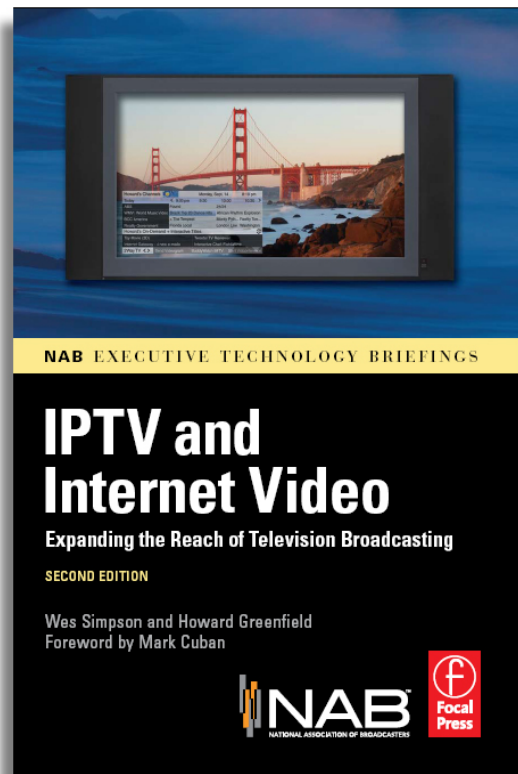
**Redwood City, CA - August 6, 2009** The NAB (National Association of Broadcasters) 2007 and 2008 best-selling book from Focal Press, *IPTV and Internet Video*, has been published in its second edition. Critically acclaimed as “an outstanding resource for convergence professionals”, it has been completely revised to provide all the latest insights on the dynamic broadband video marketplace. A comprehensive guide for executives and technologists in the video delivery business, *IPTV and Internet Video, Second Edition* contains a new foreword by industry pioneer Mark Cuban and continues to serve as a vital global resource for strategy and execution in this high-stakes arena.

Building on the success of the first edition which has been called “the right book at the right time . . . offering a clear and compelling overview of the emerging IPTV space”, the second edition offers readers straightforward explanations of all the major technologies and business forces behind video delivery in the Internet age.

As traditional broadcasters find existing revenue sources disappearing, consumers are seeking personalized, interactive video content in ways that were impractical even a few years ago. This seismic market shift is explained throughout the book addressing the latest state-of-the-art developments such as:

- Why IP (Internet Protocol) technology is the new gold standard for video delivery
- The critical distinction between *IPTV* and *Internet video*
- How IPTV is being monetized and which business models will dominate the future
- The power of tomorrow's servers, devices, bandwidth, and network technology
- How world experts view the economic, social, and career impact of new digital media

*IPTV and Internet Video's* clear, concise overview of this market transformation provides the platform for making better-informed decisions. As the all-new edition's foreword by **Mark Cuban** says, the momentum of connected digital video is “reshaping our lives and deeply affecting global business sectors. Broadcasting, entertainment, Internet, and telecommunications will never be the same as video becomes ubiquitous. As we move ahead into a new decade, the time has



never been better to explore the forces at work in the growth of this new industry. The best is yet to come, and this is the message provided and backed up by the authors of *IPTV and Internet Video*.”

*IPTV and Internet Video, 2<sup>nd</sup> Edition* is the one-stop resource for tomorrow’s television. The book’s clear explanation of networks, software, and systems reveals how today’s streaming technology is being converted into tomorrow’s lucrative revenue streams. Corner office perspectives and real-world case studies in each chapter provide the reader a front row seat on this remarkable migration from broadcast to broadband TV.

### **Early Acclaim**

“...Everyone can take something from this book . . . 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

“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

### **About the Authors.**

Co-authors Simpson and Greenfield apply their exceptional expertise to exposing the technical and business breakthroughs that are driving today’s remarkable industry growth. Wes Simpson, president of Telecom Product Consulting, and Howard Greenfield, president of Go Associates, each lead global strategic consulting firms that leverage over 50 collective years of experience in the converging domains of Broadcast, Telecommunications, and the Internet.

Wes has held senior management positions with ADC Telecommunications and VBrick and is a founding member of the Video Services Forum. Howard has held senior management and consulting positions with Sun Microsystems, British Telecom, and Apple Inc. He was responsible for creating and leading Sun’s first media lab. Both are many-time published authors, frequent industry speakers and widely-read columnists. Their passion for video as a communications platform has taken them around the world to contribute to leading product and service development ventures.

Please visit [www.go-associates.com](http://www.go-associates.com) for a downloadable book excerpt and to sign up for a free monthly newsletter covering this rapidly evolving marketplace.

***IPTV and Internet Video, Second Edition* (ISBN 978-0-240-81245-8, \$39.95, published by Focal Press)** will be available directly from [www.focalpress.com](http://www.focalpress.com) and from a number of on-line and specialized bookstores beginning in September, 2009. The book will be featured at the Focal Press bookstore during the IBC show in Amsterdam September 11-15, 2009 in stand 5.C11

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