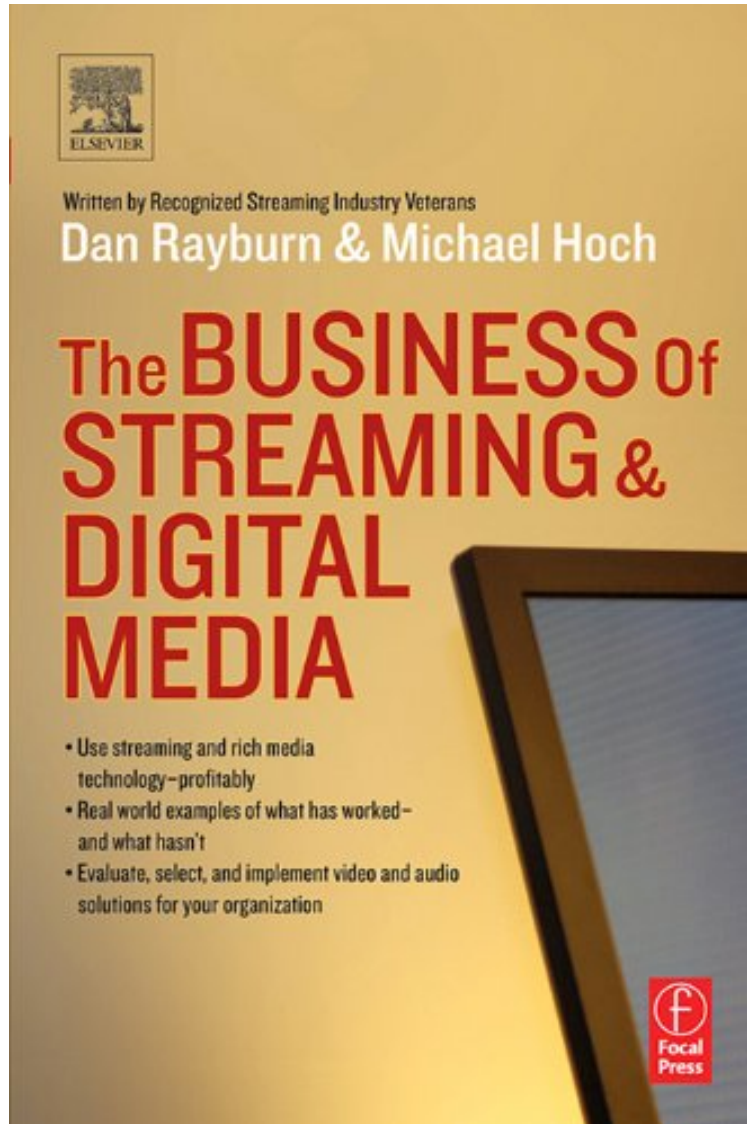


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The Business of Streaming and Digital Media

Dan Rayburn, Michael Hoch

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Dan Rayburn, Michael Hoch : The Business of Streaming and Digital Media before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Streaming and Digital Media:

0 of 0 people found the following review helpful. Excellent intro to the business of streaming mediaBy M. E. RichThere are far too few books out on the subject of streaming media, especially ones that are up to date after "the dot bomb" of a couple years back. Dan Rayburn's book is an excellent introduction to the industry for anyone trying to get his or her bearings. The study included in the appendix is also quite helpful and timely.8 of 9 people found the following review helpful. Not useful for businesses with a general consumer focusBy Eric D. AustrewThis book had

one welcome feature that I have never seen before - the email, personal web site, and phone number of the author, Dan Rayburn. Unfortunately, while I read this book in order to better understand the business models involved with selling media online the content is almost entirely focused on companies that wish to use streaming media for internal purposes such as training videos. While this is of course a perfectly legitimate application of streaming media, it is not useful if you are planning to serve a consumer market. Moreover, there are disconcerting moments within the text where a survey done by Rayburn's company is discussed at length, only to conclude that it was not definitive, and more work needs to be done to draw conclusions. That sort of prevaricating makes the entire book seem more like an extended white paper or MBA student report than a definitive guide by a knowledgeable expert. The common-sense advice of later chapters (know your customer, calculate an ROI, etc) does nothing to dispell this impression. Overall, this book would be moderately useful for a neophyte looking to manage the implementation of an internal video streaming service. But if you are looking at the consumer market or you have basic business and technology experience, it provides little new knowledge.

2 of 4 people found the following review helpful. Life Experience and Using Trusted Tools is Paramount By David A. Goldoff Marketing, Advertising, Online Learning, Meeting Conferencing, Live Concerts, and just about any Broadcast application can circumvent the use of Streaming Media as a useful application tool for their business. Thanks for pioneers like Dan Rayburn and his latest installment can the rest of us really understand how the tools can be put to good use. More importantly it is also an insightful book report on the industry and where it is going into the future. As a manager it is important for me to understand how I can work with applications that will help me communicate my product and consultants like Mr. Rayburn have attributed to that success. I Highly recommend this book as it will inspire, reflect, bring clarity and dissolve any negative notion that this technology is not here to stay but also marketable to your vertical business plan.

This book answers the question, "What is the value of using streaming and digital media for my business and what can I expect in return?" The Business of Steaming and Digital Media gives you a concise and direct analysis of how to implement a scalable, profitable venture, as well as the common and hidden pitfalls to avoid in your business. By focusing on both the business implications and technical differences between rich media and traditional broadcast distribution, you will learn how to gain significant time-to-market and cost-saving advantages by effectively using streaming and digital media technologies.

"...provides a number of very useful hints on how to make streaming successful (rather than merely profitable)." EBU Technical About the Author Dan Rayburn has thirteen years of high profile experience launching and growing successful technology companies specifically in the streaming and digital media sector and co-founded one of the industry's first streaming media webcasting production companies. He is recognized as "the voice of the streaming media industry" and is Executive Vice President for StreamingMedia.com, a diversified news media company with a mission to serve and educate the streaming media industry. He is a sought after speaker, writer, publisher, consultant and industry entrepreneur to corporations and industry vendors and his work has been featured in print and online by nearly every major media outlet. He provides economic, financial, and business strategy consulting to law firms, corporations, and government agencies regarding litigation cases involving video over IP and digital media patents and provides independent, unbiased, industry specific data on key investment sectors in the digital media, IPTV and wireless industries to institutional money managers. Excerpt. copy; Reprinted by permission. All rights reserved. Provides all the tools to successfully implement streaming technology!