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*Digital Video And Audio  
Broadcasting  
Technology A Practical  
Engineering Guide Signals And  
Communication  
Technology*

Covers the essential fundamentals of digital video: from video principles, to conversion, compression, coding, interfaces and output. Written for television professionals needing to apply digital video systems, equipment and techniques to multimedia and /or digital TV applications, as well as for computer system designers, engineers, programmers, or technicians needing to learn how to

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Technology, A Practical apply digital video to computer Engineering Guide, Signals, And systems and applications. The text is Communications Technology based on the acclaimed industry bible' The Art of Digital Video, but covers only the essential parts of this larger reference work. It starts right from the basics from what a digital signal is to the how digital video can be applied. John Watkinson is an international consultant in Audio, Video and Data Recording. He is a fellow of the AES, a member of the British Computer Society and Chartered Information Systems Practitioner. He presents lectures, seminars, conference papers and training courses worldwide. He is author of many other Focal press books including MPEG2, Art of Digital Video, Art of Digital Audio, Art of Sound Reproduction, Introduction to Digital Audio, Television

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Technology A Practical Fundamentals and Audio for Television. He is also co-author of the Digital Interface Handbook and a contributor to The Loudspeaker and Headphone Handbook.

First Published in 2005. Routledge is an imprint of Taylor & Francis, an informa company.

Today ' s broadcasting students need a well-balanced, hands-on, and relevant guide to the radio industry. Digital Radio Production provides exactly that, and more. Employing a holistic approach, Connelly shares his 20 years of experience and invaluable insights on the production person ' s role in a radio station. His extensive knowledge of sales, promotion, programming, announcing, and social media is thoughtfully revealed within the structures of both large and small markets. The text also focuses on the

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Technology: A Practical Engineering Guide Signals And Communication Technology

latest technologies and trends in combination with core concepts vital to a successful career in radio. Fully updated, the Third Edition enhances students' technical skills and knowledge of digital audio, recording, storage, audio processing, and special effects. Each chapter features suggested activities outside the classroom, key informative websites, and a glossary of industry terms. The text is accompanied by 93 audio examples of virtually every aspect of radio production (from microphone techniques to commercial production samples), an outstanding selection of production music that can be creatively reworked and transformed, and a custom studio-tracking session with suggested activities. Access audio examples, production music, and a custom studio-tracking session

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here.

Up-To-Date Broadcast Engineering  
Essentials This encyclopedic resource  
offers complete coverage of the latest  
broadcasting practices and  
technologies. Written by a team of  
recognized experts in the field, the  
SBE Broadcast Engineering Handbook  
thoroughly explains radio and  
television transmission systems, DTV  
transport, information technology  
systems for broadcast applications,  
production systems, facility design,  
broadcast management, and  
regulatory issues. In addition,  
valuable, easy-to-use appendices are  
included with extensive reference data  
and tables. The SBE Broadcast  
Engineering Handbook is a hands-on  
guide to broadcast station design and  
maintenance. SBE Broadcast  
Engineering Handbook covers: ·

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Communication Technology  
Regulatory Requirements and Related  
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Transmission Lines, and Antenna  
Systems · DTV Transmission  
Systems, Coverage, and  
Measurement · MPEG-2 Transport ·  
Program and System Information  
Protocol (PSIP) · Information  
Technology for Broadcast Plants ·  
Production Facility Design · Audio and  
Video Monitoring Systems · Master  
Control and Centralized Facilities ·  
Asset Management · Production  
Intercom Systems · Production  
Lighting Systems · Broadcast Facility  
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Streaming Media  
Digital Video Processing  
Digital Audio Broadcasting  
A Communicator's Guide to the

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Internet Age—News, Talk, Information  
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Podcasting, Internet, Radio

Digital Radio Production

From Sprockets and Rasters to Macro  
Blocks

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a complete guide to  
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broadcast communicator  
on radio or internet!  
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read book, filled with  
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everything from how to  
produce and host a show,  
to news gathering,  
coverage of  
investigative and  
breaking stories,  
writing and delivering  
the commercial copy and  
selling the air time.  
With contributions from  
over 100 top experts  
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Radio offers techniques,  
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commercials, promotions,  
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Plus: Tips to assemble a  
winning team; to  
develop, build, and  
market your brand; get  
your next job in  
broadcasting,  
effectively promote your  
product; increase sales;  
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commercials; raise money  
with your station; deal  
with creative burnout  
and manage high ego  
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**and grow your audience.  
Never be boring! Get,  
keep, and grow audiences  
through powerful  
personality,  
storytelling, and focus  
across any format. Tried-  
and-true broadcast  
techniques apply to the  
myriad forms of audio  
broadcast available  
today, including Web  
radio and podcasting.  
While the technology and  
delivery systems change,  
the one constant is  
content! Listeners,  
viewers, and surfers  
want to be entertained,**

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**informed, inspired,  
persuaded, and connected  
with powerful**

**personalities, and**

**storytellers. A full**

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editing, mixing and  
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six previous editions,  
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the best techniques back  
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**unchanging guiding principles that have long been observed over a wide range of related media and crafts. The Sound Studio is intended for anyone with a creative or technical interest in sound - for radio, television, film and music recording - but has particularly strong coverage of audio in broadcasting, reflecting the author's prolific career. Digital Television closely examines all present-day TV**

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transmission methods.  
These include MPEG, DVB,  
ATSC and ISDB-T. DVD is  
also discussed. The text  
covers these subjects in  
a practical-minded  
manner. Although  
mathematical  
formulations are used,  
they are in most cases  
only utilized to  
supplement the text. The  
book also contains  
chapters dealing with  
basic concepts such as  
digital modulation or  
transformations into the  
frequency domain. A  
major emphasis is placed

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on the measuring techniques used on these various digital TV signals. Practical examples and hints concerning measurement are provided. The book starts with analog TV base and signal, continues with MPEG-2 data stream, digital video, and digital audio, and then moves on to compression methods. After an excursion into the digital modulation methods, all the mentioned transmission methods are discussed in



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overview of the  
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legal, and technological  
factors involved in  
successfully embedding  
digital television in  
our society. This  
comprehensive assessment  
of digital video  
broadcasting (DVB)  
technology, standards  
and regulation enables  
you to understand both  
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*through postproduction. New to this edition: A new feature on "true" 24p shooting and editing systems, as well as single vs. double-system recording A strong focus on new media, including mini-DVDs, hard disks, memory cards, and standard and high-definition imagery Discussion of camera selection, manual level control, camera and recorder inputs, location scouting, and preproduction planning Instruction in connectors, real-time transfers, and file-based transfers from DVDs, hard drives, and solid state*

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*media. Blu-Ray and HD tape formats for mastering and distribution in addition to file-based, DV, and DVD masters. A revamped companion website, [www.focalpress.com/cw/holman](http://www.focalpress.com/cw/holman), featuring recording and editing exercises, examples and sample tracks Whether you are an amateur filmmaker who wants to create great sound or an advanced professional in need of a reference guide, *Sound for Digital Video, Second Edition* is an essential addition to your digital audio tool belt.*

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*Written as an authoritative introduction, this text describes the technology of digital television broadcasting. It gives a thorough technical description of the underlying principles of the DVB standard following the logical progression of signal processing steps, as well as COFDM modulation, source and channel coding, MPEG compression and multiplexing methods, conditional access and set-top box technology. If you are looking for a concise technical `briefing' that will*

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*quickly get you up to speed with the subject without getting lost in the detail - this is the book you need. After an overview of analogue TV systems and video digitization formats, the author then examines the various steps of signal processing - taken in order from transmission to reception - to facilitate an understanding of the architecture and function of the main blocks of the Integrated Receiver/Decoder (IRD) or "set-top" box. Herve Benoit focuses attention on the very complex problems*

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*that need to be solved in order to define reliable standards for broadcasting digital pictures to the consumer and gives solutions chosen for the current DVB system. \**

*Enhance your knowledge of digital television with this authoritative technical introduction \* Learn the underlying principles of DVB standard, COFDM modulation, compression, multiplexing, conditional access and set-top box technology \*A concise technical 'briefing' that brings you up to speed with*



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the subject.

*This essential text for any technician in broadcasting deals with all the most important digital television, sound radio and multimedia standards. The book provides an in-depth look at these subjects in terms of practical experience. In addition it contains chapters on the basics of technologies such as analog television, digital modulation, COFDM or mathematical transformations between time and frequency domains. The attention in each respective field under*

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*discussion is focused on aspects of measuring techniques and of measuring practice, in each case consolidating the knowledge imparted with numerous practical examples. Since the entire field of electrical communications technology is traversed in a wide arc, those who are students in this field are not excluded either.*

*This book provides first-hand information about the most recent developments in this very hot area of telecommunications media and consumer electronics.*

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*The DVB group developed the standards which are being used in Europe, Australia, Southeast Asia, and many other parts of the world. Some 150 major TV broadcasting companies as well as suppliers for technical equipment are members of the project. This standard is expected to be accepted for worldwide digital HDTV broadcasting. Audio/video Professional's Field Manual*

*DVB*

*Beyond Powerful Radio*

*Third Edition*

*Technology, Standards, and*

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*Regulations*  
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"Digital Video and Audio  
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– A Practical  
Engineering Guide" deals  
with all the most  
important digital  
television, sound radio  
and multimedia standards  
such as MPEG, DVB, DVD,  
DAB, ATSC, T-DMB, DMB-T,  
DRM and ISDB-T. The book  
provides an in-depth  
look at these subjects  
in terms of practical  
experience. In addition  
it contains chapters on  
the basics of

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Technologies such as  
analog television,  
digital modulation,  
COFDM or mathematical  
transformations between  
time and frequency  
domains. The attention  
in the respective field  
under discussion is  
focussed on aspects of  
measuring techniques and  
of measuring practice,  
in each case  
consolidating the  
knowledge imparted with  
numerous practical  
examples. This book is  
directed primarily at  
the specialist working

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in the field, on transmitters and transmission equipment, network planning, studio technology, playout centers and multiplex center technology and in the development departments for entertainment electronics or TV test engineering. Since the intire field of electrical communications technology is traversed in a wide arc, those who are students in this field are not excluded

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either. The third edition of this well established reference work includes the new formats MPEG-4 und IPTV, and it already gives an outlook to the newest standards like DVB-SH and DVB-T2.

Learn all about Codecs--how they work, as well as design and implementation with this comprehensive, easy-to-use guide to compression. After reading this book, you will be able to prepare and distribute

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Convergence in Broadcast and Communications Media offers concise and accurate information for engineers and technicians tackling products and systems combining audio, video,



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data processing and communications. Without adequate fundamental knowledge of the core technologies, products could be flawed or even fail. John Watkinson has provided a definitive professional guide, designed as a standard point of reference for engineers, whether you are from an audio, video, computer or communications background. Without assuming any background and starting from first principles, the four

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core technologies of image reproduction, sound reproduction, data processing and communications are described. Covering everything from digital fundamentals to conversion methods, sound and image technologies, compression techniques, digital coding principles, storage devices and the latest communications systems, the book shows how these technologies operate together and the

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necessary conversions that take place between them. Acronyms and buzzwords are introduced only after their purpose has been described in plain English - as the book serves to give a reliable grasp of the fundamentals. The criteria involved in determining image and sound quality are based on a thorough treatment of the human senses, a unique description of how motion portrayal works in managing systems. John Watkinson

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is an international consultant in audio video and data recording. He is a Fellow of the AES, a member of the British Computer Society and a chartered information systems practitioner. He presents lectures, seminars, conference papers and training courses worldwide and writes for many industry magazines. His other books for Focal Press are widely acknowledged as standard reference works and industry

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'bibles'. John is author of MPEG2, The Art of Digital Video and the Art of Digital Audio, An Introduction to Digital Video, An Introduction to Digital Audio, The Art of Sound Reproduction, Television Fundamentals, Co-author of The Digital Interface Handbook and Contributor to The Loudspeaker and Headphone Handbook. A wealth of on-the-job audio engineering data – in a single portable manual A must-have take-along portable tool for

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online video and  
traditional broadcast  
distribution, you will  
learn how to gain  
significant time-to-  
market and cost-saving  
advantages by  
effectively using  
streaming and digital  
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technical speak as well  
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market research and data

- New industry pricing  
data

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media using Flash Media  
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Messaging Protocol, this  
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book is the perfect  
primer. It is not a  
reference, but a  
systematic guide to  
developing FMS3  
applications using  
ActionScript 3.0, with  
chapters that focus on  
specific aspects of the  
server and how they  
work. FMS3 is very  
different from regular  
web servers. Because its

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open-socket server  
technology stays  
connected until users  
quit the application,  
you can stream audio,  
video, text, and other  
media in real time. FMS3  
is also quite different  
from previous versions,  
a fact that web  
developers familiar with  
Flash Media Server 2 or  
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Server 1.5 will quickly  
discover. Don't worry.  
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Media Server 3 and a  
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ActionScript 3.0, anyone  
can get up to speed in  
no time. You'll learn  
how to install FMS3,  
organize your  
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with Apache web server,  
and use the management  
console before diving  
into the whys and hows  
of: Recording and  
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Two-way audio-video  
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Broadcasting and server-  
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files: the file class  
Server-side shared  
objects Server-side  
streams Setting up a  
software load handler  
using FMS3's new server-  
side NetStream Bringing  
in data and working with  
configuration files At  
the heart of every  
chapter is a core set of  
code that shows the  
minimum requirements

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needed for different procedures. Beyond that, Learning Flash Media Server 3 provides you with plenty of options for using FMS3's different versions -- the full-feature server, the streaming-only server, and the limited-user development server. It's a whole new world of media, and this book puts you right at the doorstep. Ready to enter?

Written by highly respected author Stan Alten, AUDIO BASICS

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provides readers with a fundamental understanding of the principles, technology, and techniques of audio production. Because the material is not medium-specific, readers can apply techniques to sound production in any of the major audio and audio/visual media

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Related Focal Press titles:

Watkinson: Convergence In  
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Media (2001, £59.99 (GBP)/

\$75.95 (USD), ISBN: 0240515099)

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Watkinson: MPEG Handbook  
(2001, £35 (GBP)/\$54.99 (USD)  
ISBN: 0240516567)

This second edition provides first-hand information about the most recent developments in the exciting and fast moving field of telecommunications media and consumer electronics. The DVB group developed the standards which are being used in Europe, Australia, Southeast Asia, and many other parts of the world. Some 150 major TV broadcasting companies as well as suppliers for technical equipment are members of the project. This standard is expected to be accepted for worldwide digital HDTV broadcasting. This book is

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readable for non-experts with a background in analog transmission, and demonstrates the fascinating possibilities of digital technology. For the second edition, the complete text has been up-dated thoroughly. The latest DVB standards are included in three new sections on Interactive Television, Data Broadcasting, and The Multimedia Home Platform.

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management For broadcasters, web developers, project managers implementing streaming media systems, David Austerberry shows how to deploy the technology on your site, from video and audio capture through to the consumer's media player. The book first deals with Internet basics and gives a thorough coverage of telecommunications networks and the last mile to the home. Video and audio formats are covered, as well as compression standards including Windows Media and MPEG-4. The book then guides you through the streaming process, showing in-depth how

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to encode audio and video. The deployment of media servers, live webcasting and how the stream is displayed by the consumer's media player are also covered. A final section on associated technologies illustrates how you can protect your revenue sources with digital rights management, looks at content delivery networks and provides examples of successful streaming applications. The supporting website, [www.davidasterberry.com/streaming.html](http://www.davidasterberry.com/streaming.html), offers updated links to sources of information, manufacturers and suppliers. David Austerberry is co-owner of the new media communications consultancy,

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Informed Sauce. He has worked with streaming media since the late nineties. Before that, he has been product manager for a number of broadcast equipment manufacturers, and formerly had many years with a leading broadcaster.

Understanding the Business and  
Technology

A Media Performance Guide

Art of Digital Audio

Cengage Advantage Books:

Audio Basics

The Art of Digital Video

Sound Studio

*Television today means moving pictures in colour with sound, brought to the viewer by terrestrial or satellite broadcast, cable or recording medium. The technique and*

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*processes necessary to create, record, deliver and display television pictures form the major part of this book. Television Fundamentals is written in clear English, with a minimum of mathematics. Readers are taken, in a logical sequence of small steps, through the fundamental principles of the subject, with practical applications and a guide to troubleshooting included. Encoding, decoding, recording and transmission are treated in depth. John Watkinson is an independent consultant in digital video, audio and data technology. He is a Fellow of the AES and presents lectures, conference papers and training courses worldwide. he is the author of numerous other Focal Press books, including: Compression in Video and Audio, The Art of Digital Audio and The Art of Digital Video (now in their second editions), the Art of Data Recording, An Introduction to Digital Audio, An Introduction to Digital Video, The Digital*

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*Video Tape Recorder and RDAT.*

*The industry "bible" is back and it's better than ever. The Art of Digital Video has*

*served as the ultimate reference guide for those working with digital video for*

*generations. Now this classic has been revised and re-written by international*

*consultant and industry leader John*

*Watkinson to include important technical*

*updates on this ever-evolving topic. The*

*format has also been improved to include*

*optional sections that provide additional*

*information that you can choose to skip or*

*investigate further, depending on your*

*interests and comfort level with the subject.*

*As the worlds of film, digital imaging, and*

*computing have converged, this book has*

*evolved to remain current and relevant,*

*while still remaining the classic that experts*

*in the field have trusted for years. Additions*

*to the fourth edition include explanations of:*

*\*High definition video \*Convergence of*

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video and IT \*Storage, transmission, and  
Engineering \*Error correction  
Compression \*Error correction

\*Transmission: interfaces, broadcasting and  
networks \*Asynchronous and isochronous  
systems \*Security and encryption \*Digital  
cinema \*Motion portrayal and dynamic  
resolution \*Scanning formats for SD and  
HDTV \*Resizing \*Digital Signal Processing  
\*Recordable DVDs \* Updated with a  
glossary helpful to both the beginner and  
expert. \*and more! \* Must-have updates  
throughout this must-have guide \* Re-  
written by a widely acclaimed author and  
authority in the field \* More information on  
emerging technologies

Now the standardisation work of DAB  
(Digital Audio Broadcasting) system is  
finished many broadcast organisations,  
network providers and receiver  
manufacturers in European countries and  
outside of Europe (for example Canada and  
the Far East) will be installing DAB

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*broadcast services as pilot projects or public services. In addition some value added services (data and video services) are under development or have already started as pilot projects. The new digital broadcast system DAB distinguishes itself from existing conventional broadcast systems, and the various new international standards and related documents (from ITU-R, ISO/IEC, ETSI, EBU, EUREKA147, and others) are not readily available and are difficult to read for users. Therefore it is essential that a well structured technical handbook should be available. The Second Edition of Digital Audio Broadcasting has been fully updated with new sections and chapters added to reflect all the latest developments and advances. Digital Audio Broadcasting: Provides a fully updated comprehensive overview of DAB Covers international standards, applications and other technical issues Combines the expertise of leading*

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*Technology A Practical*  
*researchers in the field of DAB Now covers*  
*such new areas as: IP-Tunneling via DAB;*  
*Electronic Programme Guide for DAB; and*  
*Metadata A comprehensive overview of*  
*DAB specifically written for planning and*  
*system engineers, developers for*  
*professional and domestic equipment*  
*manufacturers, service providers, as well as*  
*postgraduate students and lecturers in*  
*communications technology.*

*Described as "the most comprehensive book*  
*on digital audio to date", it is widely*  
*acclaimed as an industry "bible". Covering*  
*the very latest developments in digital audio*  
*technology, it provides an thorough*  
*introduction to the theory as well as acting*  
*as an authoritative and comprehensive*  
*professional reference source. Everything*  
*you need is here from the fundamental*  
*principles to the latest applications, written*  
*in an award-winning style with clear*  
*explanations from first principles. New*



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*material covered includes internet audio, PC audio technology, DVD, MPEG audio compression, digital audio broadcasting and audio networks. Whether you are in the field of audio engineering, sound recording, music technology, broadcasting and communications media or audio design and installation, this book has it all. Written by a leading international audio specialist, who conducts professional seminars and workshops around the world, the book has been road tested for many years by professional seminar attendees and students to ensure their needs are taken into account, and all the right information is covered. This new edition now includes: Internet audio PC Audio technology DVD MPEG Audio compression Digital Audio Broadcasting Audio networks Digital audio professionals will find everything they need here, from the fundamental principles to the latest applications, written in an award-*

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*winning style with clear explanations from first principles. John Watkinson is an international consultant in audio, video and data recording. He is a Fellow of the AES, a member of the British Computer Society and a chartered information systems practitioner. He presents lectures, seminars, conference papers and training courses worldwide. He is the author of many other Focal Press books, including: the Kraszna-Krausz award winning MPEG-2; The Art of Digital Audio; An Introduction to Digital Video; The Art of Sound Reproduction; An Introduction to Digital Audio; TV Fundamentals and Audio for Television. He is also co-author, with Francis Rumsey, of The Digital Interface Handbook, and contributor to the Loudspeaker and Headphone Handbook, 3rd edition. Professional Techniques for Video and Cinema*

*Introduction to Digital Video*

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Technology A Practical  
*Television Fundamentals*  
*The Art of Digital Audio*  
*Modern Radio and Audio Production:*  
*Programming and Performance*  
*Digital Video and Audio Broadcasting*  
*Technology*

**How Video Works raises the curtain on how video is created, scanned, transmitted, stored, compressed, encoded, delivered and streamed to its multitude of destinations. In today's digital world, every content creator—individual as well as network or corporation—must**

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*understand the process  
of how video works in  
order to deliver not  
only the best quality  
video, but a digital  
video file with the most  
appropriate  
specifications for each  
particular use. This  
complete guide covers  
key stages of video  
development, from image  
capture to the final  
stages of delivery and  
archiving, as well as  
workflows and new  
technologies, including  
Ultra High Definition,  
metadata, signal*

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*monitoring, streaming  
and managing video files  
- all presented in an  
easy to understand way.  
Whether you are a  
professional or new  
video technician  
discovering the ins and  
outs of digital  
distribution, this book  
has the information you  
need to succeed. The  
updated third edition  
contains: • New sections  
on image capture as well  
as streaming and video  
workflows • A hands-on  
approach to using  
digital scopes and*

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*monitoring the video  
signal • Thorough  
explanations of managing  
video files, including  
codecs and wrappers • In-  
depth coverage of  
compression, encoding,  
and metadata • A  
complete explanation of  
video and audio  
standards, including  
Ultra HD • An overview  
of video recording and  
storage formats • A  
complete glossary of  
terms for video, audio  
and broadcast  
Describes some of the  
sights and experiences*

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*on a trip to Israel,  
including visits to  
Jerusalem, Bethlehem,  
Tel Aviv-Jaffa, Haifa,  
and Nazareth.*

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comprehensive, up-to-  
date coverage available,  
MODERN RADIO AND AUDIO  
PRODUCTION: PROGRAMMING  
AND PERFORMANCE, 10e  
combines the latest  
trends and technologies  
with explanations of  
traditional equipment  
and practices. The  
authors' clear writing  
style, excellent  
descriptions and*

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*explanations, and attention to detail make the text extremely reader friendly. In addition to new examples, illustrations, and photos throughout, the text's three all-new chapters focus on writing, ethics, and mobile radio. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Over the years, thousands of engineering*



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*students and  
professionals relied on  
Digital Video Processing  
as the definitive, in-  
depth guide to digital  
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reflect today's  
technologies,  
techniques, algorithms,  
and trends. Digital  
Video Processing, Second  
Edition, reflects  
important advances in  
image processing,  
computer vision, and*

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video compression,  
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including new  
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applications such as  
digital cinema, ultra-  
high-resolution video,  
and 3D video. This  
edition offers rigorous,  
comprehensive, balanced,  
and quantitative  
coverage of image  
filtering, motion  
estimation, tracking,  
segmentation, video  
filtering, and  
compression. Now  
organized and presented  
as a true tutorial, it  
contains updated problem  
sets and new **MATLAB**

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projects in every  
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chapter. Coverage  
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includes Multi-  
dimensional  
signals/systems:  
transforms, sampling,  
and lattice conversion  
Digital images and  
video: human vision,  
analog/digital video,  
and video quality Image  
filtering: gradient  
estimation, edge  
detection, scaling,  
multi-resolution  
representations,  
enhancement, de-noising,  
and restoration Motion  
estimation: image

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*formation; motion  
models; differential,  
matching, optimization,  
and transform-domain  
methods; and 3D motion  
and shape estimation  
Video segmentation:  
color and motion  
segmentation, change  
detection, shot boundary  
detection, video  
matting, video tracking,  
and performance  
evaluation Multi-frame  
filtering: motion-  
compensated filtering,  
multi-frame standards  
conversion, multi-frame  
noise filtering,*

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restoration, and super-  
Engineering Guide Signals And  
resolution Image  
Communication Technology  
compression: lossless  
compression, JPEG,  
wavelets, and JPEG2000  
Video compression: early  
standards, ITU-T  
H.264/MPEG-4 AVC, HEVC,  
Scalable Video  
Compression, and  
stereo/multi-view  
approaches  
Digital Video and HD  
The International  
Standard for Digital  
Television  
Digital Video  
Broadcasting  
How Video Works

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*Convergence in Broadcast  
and Communications Media  
Technology and Standards*

**The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose**

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**and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts. The Broadcast Announcing Worktext provides you with the skills, techniques, and procedures necessary to enter this highly competitive field of broadcast performance. In addition to the principles of good performance, this book**

**addresses the importance of audience and how to communicate effectively to various groups. Television and radio studio environments, announcer specializations and responsibilities, and developing a broadcast delivery style are just a few of the many topics covered. Factual information is presented in brief, easy-to-digest modules and is enhanced with self-study questions and projects. The self-study provides an immediate check on what you learn, and the projects allow**



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**for a practical hands-on application of key concepts in the material. The worktext format, with many real-life examples, combines both traditional teaching and practical experience. A companion CD illustrates techniques and concepts in each chapter with audio and visual examples. This third edition will give you knowledge of other non-traditional forms of announcing, such as online radio announcing, podcast announcing, and other forms of online announcing, such as online shows, clips, and news.**

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**\* New coverage of internet  
radio announcing techniques  
and other forms of distribution  
gives the readers a broader  
view of broadcast outlets \***

**Presented in brief, easy-to-  
digest modules with self-study  
questions and projects that  
encourage active participation**

**\* CD with samples of  
broadcast and radio  
performances for enhanced  
learning**

**Master the basics from first  
principles: the physics of  
sound, principles of hearing  
etc, then progress onward to  
fundamental digital principles,  
conversion, compression and**

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**coding and then onto transmission, digital audio workstations, DAT and optical disks. Get up to speed with how digital audio is used within DVD, Digital Audio Broadcasting, networked audio and MPEG transport streams. All of the key technologies are here: compression, DAT, DAB, DVD, SACD, oversampling, noise shaping and error correction theories are treated in a simple yet accurate form. Thoroughly researched, totally up-to-date and technically accurate this is the only book you need on the subject.**

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**This book is described as "the most comprehensive book on digital audio to date", and is widely acclaimed as an industry "bible". Covering the very latest developments in digital audio technology, it provides a thorough introduction to the theory as well as acting as an authoritative and comprehensive professional reference source. Everything you need is here from the fundamental principles to the latest applications, written in an award-winning style with clear explanations from first principles. New material**

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**covered includes internet  
audio, PC audio technology,  
DVD, MPEG audio  
compression, digital audio  
broadcasting and audio  
networks. Whether you are in  
the field of audio engineering,  
sound recording, music  
technology, broadcasting and  
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audio design and installation,  
this book has it all. Written by  
a leading international audio  
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**attendees and students to ensure their needs are taken into account, and all the right information is covered.; Digital audio professionals will find everything they need here, from the fundamental principles to the latest applications, written in an award-winning style with clear explanations from first principles. John Watkinson is an international consultant in audio, video and data recording. He is a Fellow of the AES, a member of the British Computer Society and a chartered information systems practitioner. He**

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**presents lectures, seminars,  
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**He is the author of many other  
Focal Press books, including:  
the Kraszna-Krausz award  
winning "MPEG-2"; "The Art of  
Digital Audio"; "An  
Introduction to Digital Video";  
"The Art of Sound  
Reproduction"; "An  
Introduction to Digital Audio";  
and, "TV Fundamentals and  
Audio for Television". He is  
also co-author, with Francis  
Rumsey, of "The Digital  
Interface Handbook", and  
contributor to the  
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MPEG-1, MPEG-2 and  
Principles of the DVB System  
From Broadcast to the Cloud**

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Audio Techniques for Radio,  
Television, Film and  
Recording  
Digital Television**

*The only single, comprehensive  
textbook on all aspects of digital  
television The next few years will see a  
major revolution in the technology used  
to deliver television services as the  
world moves from analog to digital  
television. Presently, all existing  
textbooks dealing with analog  
television standards (NTSC and PAL)  
are becoming obsolete as the*



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*prevalence of digital technology continues to become more widespread. Now, Digital Television: Technology and Standards fills the need for a single, authoritative textbook that covers all aspects of digital television technology. Divided into three main sections, Digital Television explores:*

- \* Video: MPEG-2, which is at the heart of all digital video broadcasting services*
- \* Audio: MPEG-2 Advanced Audio Coding and Dolby AC-3, which will be used internationally in digital video broadcasting systems*
- \* Systems: MPEG, modulation transmission, forward error correction, datacasting, conditional access, and digital storage media command and control*

*Complete with tables, illustrations, and figures, this valuable textbook includes problems and laboratories at the end of*

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*each chapter and also offers a number of exercises that allow students to implement the various techniques discussed using MATLAB. The authors' coverage of implementation and theory makes this a practical reference for professionals, as well as an indispensable textbook for advanced undergraduates and graduate-level students in electrical engineering and computer science programs.*

*Rapidly evolving computer and communications technologies have achieved data transmission rates and data storage capacities high enough for digital video. But video involves much more than just pushing bits! Achieving the best possible image quality, accurate color, and smooth motion requires understanding many aspects of image acquisition, coding,*

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Technology, A Practical Engineering Guide Signals And Graphics. At the same time, video system designers are facing new demands to interface with film and computer system that require techniques outside conventional video engineering. Charles Poynton's 1996 book *A Technical Introduction to Digital Video* became an industry favorite for its succinct, accurate, and accessible treatment of standard definition television (SDTV). In *Digital Video and HDTV*, Poynton augments that book with coverage of high definition television (HDTV) and compression systems. For more information on HDTV Retail markets, go to: <http://www.insightmedia.info/newsletters.php#hdtv> With the help of hundreds of high quality technical illustrations, this book presents the following topics: \* Basic

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concepts of digitization, sampling, quantization, gamma, and filtering \*

*Principles of color science as applied to image capture and display \**

*Scanning and coding of SDTV and HDTV \* Video color coding: luma, chroma (4:2:2 component video, 4fSC composite video) \* Analog NTSC and PAL \* Studio systems and interfaces \* Compression technology, including M-JPEG and MPEG-2 \* Broadcast standards and consumer video equipment*

*The colorist is responsible for the critical final stage of refinement of the film and broadcast image. Using all of the controls modern color correction software provides, colorists refine the mood, create style, add polish to scenes, and breathe life into the visuals. The craft of color correction can take considerable trial and error to*

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*learn, while the art of color grading takes years to perfect. Alexis Van Hurkman draws on his wealth of industry experience to provide a thoroughly updated edition of what has become the standard guide to color correction. Using a friendly, clear teaching style and a slew of real-world examples and anecdotes, Alexis demonstrates how to achieve professional results for any project, using any number of dedicated grading applications, or even an editing program's built-in color correction tools. From the most basic methods for evaluating and correcting an overall image to the most advanced targeted corrections and creative stylizations, Color Correction Handbook, Second Edition, is your one-stop guide. Among many valuable concepts and techniques, you'll learn to: \** Set up a

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Technology A Practical professional color correction Engineering Guide Signals And Environment using the latest technologies and adhere to the most

up-to-date standards \* Work with log-encoded media and LUTs \* Analyze shots quickly and correct errors of color and exposure \* Create idealized adjustments for key features such as skin tone, skies, and product shots \* Develop strategies for balancing clips in a scene to match one another for continuity, and grading greenscreen clips destined for visual effects \* Master a variety of stylistic techniques used to set a scene's mood \* Apply principles of color and contrast to add depth and visual interest \* Browse valuable research about memory colors, audience preferences, and critical corrections for achieving appealing skin tones and controlled environments \* Follow along with the

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downloadable files that accompany  
this book, including HD footage, cross-  
platform exercises, and project files.