



**Technology and Workflows for Multiple Channel
Content Distribution: Infrastructure
implementation strategies for converged
production (Focal Press Media Technology
Professional Series)**

Philip J. Cianci

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This book addresses the emergence of multi-channel broadcasting. Televisions, PC's, handheld and mobile reception devices now all receive content that was once solely distributed by broadcast TV.

No book currently on the market addresses the production infrastructure necessary to efficiently produce content for multi-channel delivery to a variety of reception platforms/devices.

Readers will acquire an overview of not just the technology, but processes that impact the creative process and new cross-platform advertising sale/buy model.

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