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~~Multimedia And Interactive Digital Tv~~

Phoenix is one of the most advanced markets delivering NEXTGEN TV broadcast services – with Arizona PBS leading the way.

~~NEXTGEN TV expands to 11 Phoenix stations, delivering the new generation of digital TV broadcast technology~~

During the first six months of 2021, the TV, streaming and digital video industry wended its way toward the new normal.

~~Future of TV Briefing: The top trends in TV, streaming and digital~~

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~~video so far in 2021~~

The Future of TV Briefing this week looks at how the competitive playing field between Amazon, Roku and YouTube versus traditional TV network owners for advertisers' dollars changed in this year's ...

~~Future of TV Briefing: How Amazon, Roku and YouTube stepped up in this year's upfront market~~

Added Jones: “With the introduction of digital and interactive media as its own distinctive category, we’re thrilled to be recognizing groundbreaking and important narratives in these digital ...

~~Peabody Awards to Expand Into Interactive, Immersive and New~~

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~~Media Storytelling Categories~~

From managing data in a privacy-safe way to reinventing how TV ads are measured, adtech startups are helping redefine digital advertising and media. Insider asked investors ... Dorian: an interactive ...

~~15 of the most promising digital advertising and media startups of 2021, according to top VCs and insiders~~

With the introduction of digital and interactive media as its own distinctive category ... Thank you for signing up to TV Tech. You will receive a verification email shortly. There was a problem.

~~Peabody Expands Awards To Include Digital and Interactive~~
Six Sacramento Television Stations Launch NEXTGEN TV

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Broadcasts Fully Upgradable Technology Offers Central Valley V

...

~~Six Sacramento Television Stations Launch NEXTGEN TV~~
~~Broadcasts~~

Starting today, Charlotte, NC, television viewers will get a taste of the future as five local TV stations band together to launch NEXTGEN TV. Delivering more expansive audio and video options, as ...

~~Five Charlotte Television Stations Launch NEXTGEN TV~~
~~Broadcasts~~

Home shopping cable networks QVC and HSN have launched an interactive streaming service on Xfinity X1 and Xfinity Flex

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services, becoming the first shopping app on either Comcast Corp. platform. It is ...

~~QVC HSN streaming app allows for interactive shopping on Comcast platforms~~

Researchers from University Park, Pa.-based Penn State and Stony Brook (N.Y.) University found that interactive media tools showing content's popularity among users increased Americans' likelihood of ...

~~Why interactive media tools improve the acceptance of health guidance~~

The BBC's interactive Red Button service is available on all Digital TV platforms ... games consoles, smart TV's, Blu Ray players and

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relatively inexpensive media players which can turn any ...

~~Red Button & Connected TV~~

To truly succeed in tech and digital media, you need creativity, versatility, and an interdisciplinary skillset. You need to be able to see through the eyes of the user and understand projects from ...

~~Interactive Digital Media~~

CBS Sports HQ is currently available on CBSSports.com; the CBS Sports app for key connected TV devices ... CBS Interactive Advanced Media, a division of CBS Sports Digital, is the category leader ...

~~About CBSSports.com~~

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Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2021-2026" report has been added to ResearchAndMarkets.com's offering. The global online video platform market is expected to ...

~~Global Online Video Platform Market Report 2021-2026 Featuring YouTube, Dalet Digital Media Systems, MediaMelon and Limelight Networks—ResearchAndMa~~

Subway® restaurants today announced its new Eat Fresh Refresh™ launch with the debut of the first “never-ending” creative campaign, headlined by legends across the sports world. The Eat Fresh Refresh ...

~~Subway® Creates First Never-Ending TV Spot and Teams Up~~

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~~Biggest Menu Change with Biggest Names in Sports~~

Your Controlled Assessment documentation should show evidence of how you created your website solution. It is important to produce annotated evidence that show how your website was created using ...

~~Developing an interactive multimedia website~~

Tech sector private equity firm Berenson Capital said Monday that it has acquired Interactive Digital Solutions ... said in a media release. "IDS has thrived by continuously helping clients ...

~~Berenson Capital Acquires Interactive Digital Solutions~~

MARKETING-INTERACTIVE has reached out to MSF with questions regarding the pitch. The tender for a digital agency comes

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months after it concluded its social media pitch in March this year

...

~~MSF hunts for digital agency months after naming social media partner~~

Mount Faber Leisure Group is hunting for a digital and social media agency. According to a tender document seen by **MARKETING-INTERACTIVE**, the appointment is for a year with an option to extend for ...

"Addressing the issues that managers in the multimedia industry have confronted while developing and implementing this innovative technology, this book focuses on the latest research and findings in

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digital television technologies. Covered are the major issues surrounding digital convergence including the digital metamarket and new digital media devices and their potential for IT convergence at the macro level. Also addressed are multimedia and interactive digital television and the economic implications of these technologies. Additionally, the managerial implications of interactive digital television are covered, including branding strategies for digital television channels and the critical role of content media management."

The book shows how digital-interactive television (digiTV) will affect the relation between the broadcaster and the consumer. Standardization processes, technological paradigms, and application development issues will be discussed. The emerging applications,

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innovations, and future concepts are described in detail. The triangle: content - end-user - technology will be conceptualized to create a vision and to overview provision of services that will be major innovative elements in the world of digital television. From the technical side, eXtensible Markup Language (XML)-based metadata standards are a major element in realizing new innovative concepts in the world of digital, interactive television. This book clearly shows by the introduction of applications and use-scenarios, which conceptual requirements and metadata models are applicable, which metadata subsets are applicable due to resource limitations, which metadata aspects are needed for nonlinear content viewing, etc. The book gives a broad and detailed both visionary and technical overview useful for graduates, engineers, and scientists; and last but not least decision-makers in the broadcasting industry.

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Recent years have brought many changes to the world of mass media. The Internet and mobile communications technology have provided consumers with interactive digital services. Television is catching up with this trend through the digitalization process. Digital television is a hybrid platform combining elements from classical analog television and the Internet, providing modern multimedia services on a familiar platform. In short, digital TV is a gateway to the world of interactive digital media. Digital TV brings consumers into the television service arena and offers them new degrees of freedom. However, as the service and multimedia content types diversify and the services and their content increase, television is facing many of the same challenges of complexity and information overflow faced by other digital media. Metadata can

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handle the diverse services and content of digital TV efficiently and in a consumer-friendly way. Metadata means that the data are accompanied by other data which describe them. As data about data, meta data can provide an insight into syntactically and semantically complex data by distilling their essence to a set of simple descriptors. Metadata also helps to structure and manage information in diverse settings. The use of metadata in broadcast multimedia should not be restricted to being merely a tool for coping with the challenges of a complex networked multimedia environment. Instead, metadata offers new opportunities for the development of innovative services.

Interactive Television Production is essential reading for all broadcasting and new media professionals - whether in production,

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marketing, technology, business or management. It will also be of interest to media students and anyone looking to get an insight into the future of television production. It provides a practical, step-by-step guide to the processes and issues involved in taking an interactive television idea through to being an operational service - based on the knowledge and experience of leading interactive television producers. This book can be used as a quick-and-easy reference guide, with each chapter containing a 'Chapter in 30 seconds' summary for easy reference, or read from cover to cover. Using accessible language, the author provides detailed descriptions of iTV software technologies (OpenTV, MHEG-5, TV Navigator), delivery technologies (cable, satellite and terrestrial) and production tools. There are also entire chapters devoted to key issues like the commercial side of iTV and the latest work on usability and design.

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The accompanying web site

www.InteractiveTelevisionProduction.com contains useful links designed to help with common iTV questions and issues. There are also entertaining quizzes for each chapter that let you test your knowledge of the concepts introduced in the book.

The developments in digital television technology provide the unprecedented opportunity to drastically extend the role of television as a content delivery channel. E-health, e-commerce, e-government, and e-learning are only a few examples of value-added services provided over digital televisions infrastructures. These changes in the television industry challenge companies to adjust

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their strategies in order to meet the opportunities and threats in this new environment. *Interactive Digital Television: Techniques and Applications* presents the developments in the domain of interactive digital television covering both technical and business aspects. This book focuses on analyzing concepts, research issues, and methodological approaches, presenting existing solutions such as systems and prototypes for researchers, academicians, scholars, professionals and practitioners.

"This book discusses the advent of social interactive television with its complex opportunities and challenges for media researchers and others today"--Provided by publisher.

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Advances in hardware, software, and audiovisual rendering technologies of recent years have unleashed a wealth of new capabilities and possibilities for multimedia applications, creating a need for a comprehensive, up-to-date reference. The Encyclopedia of Multimedia Technology and Networking provides hundreds of contributions from over 200 distinguished international experts, covering the most important issues, concepts, trends, and technologies in multimedia technology. This must-have reference contains over 1,300 terms, definitions, and concepts, providing the deepest level of understanding of the field of multimedia technology and networking for academicians, researchers, and professionals worldwide.

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