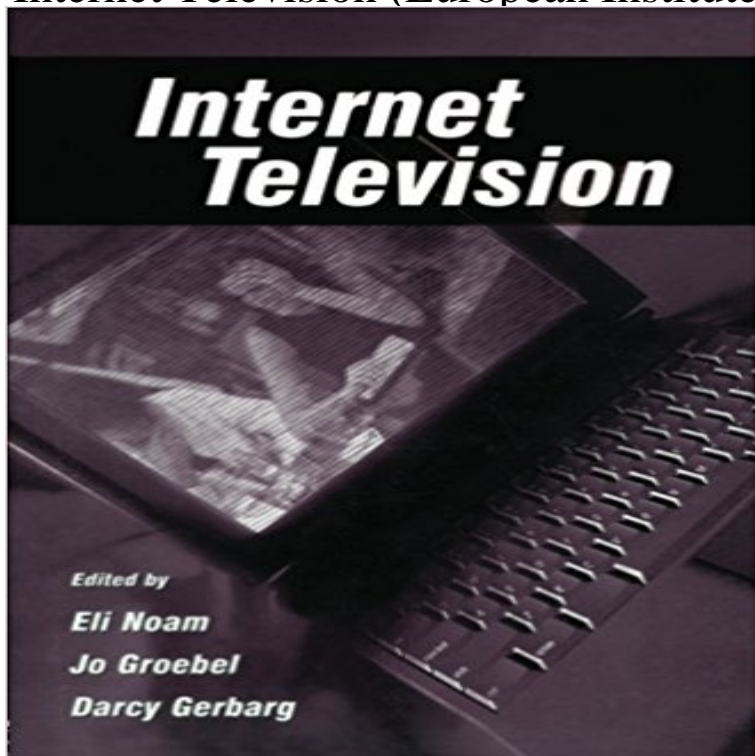


Internet Television (European Institute for the Media Series)



Internet TV is the quintessential digital convergence medium, linking television, telecommunications, the Internet, computer applications, games, and more. Soon, venturing beyond the convenience of viewer choice and control, Internet TV will enable and encourage new types of entertainment, education, and games that take advantage of the Internet's interactive capabilities. What Internet TV is today and can be in the future forms the context for this book. Arising from collaboration between the Columbia Institute for Tele-Information (CITI) and the European Institute for the Media (EIM), this volume investigates the advent of widely available individual broadband Internet communications and their impact on the development of Internet TV. Editors Eli Noam, Jo Groebel, and Darcy Gerbarg have collected seminal papers by leaders from the U.S. and European media and technology industries that offer a critical look at the impact of interactivity on television content, and address the need for media organizations to create interactive programming in this untapped realm with unclear consumer interest and desires. Each section of the volume fleshes out key issues and concepts of television and the Internet:

- *Part I, Infrastructure Implications of Internet TV, discusses questions about the required network capacity for various quality grades to deliver individualized broadband to homes.
- *Part II, Network Business Models and Strategies, addresses the business challenges of making Internet TV a financial success.
- *Part III, Policy, examines policy issues, including copyright and regulation.
- *Part IV, Content and Culture, reviews available content, those creating it, and how consumers view Internet TV content.
- *Part V, Future Impacts, considers future global prospects for Internet TV content creation and distribution.

Internet Television is an

essential resource for professionals and scholars in new technology and media studies, media policy, telecommunication, broadcasting, and related areas. It is also appropriate for graduate seminars in telecommunications, media and new technologies, and broadcasting and the Internet.

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