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Data Broadcasting: Merging Digital Broadcasting with the Internet, Revised Edition

Lars Tvede, Peter Pircher, Jens Bodenkamp

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A truly groundbreaking volume, this fully revised and updated edition of Data Broadcasting presents an exhaustive overview of the specific data broadcasting and bordering technologies concerned. Answering a wealth of questions, it describes this new technology in detail, examining how it differs from established technologies, and for what means it can be used. It also analyses data broadcasting from the perspectives of both the medium and business.

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* Discusses the major media opportunities of data broadcasting
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* Considers the technical implications of data broadcasting over different network infrastructures
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