



An Introduction to Digital Media (Blueprint)

By Tony Feldman

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In this clear and highly accessible book, Tony Feldman provides an account of the evolution and application of digital media. Clarifying its underlying technologies, he identifies its immense commercial and human potential. Using as a starting point a simplification which considers new media in two distinct sectors; packaged 'off-line' media such as CD-ROMs; and the world of transmitted media which includes digital broadcasting and interactive online services, Feldman provides a comprehensive overview of the digital media landscape. Focusing on multimedia and the entertainment media he describes and analyses the spectacular rise of CD-based information and the equally revolutionary development of the Internet and online services. Set within a commercial context, readers can identify the potential to generate revenue and profit from the new media. *An Introduction to Digital Media* concludes with a strategic assessment of the implications of going digital for individuals, companies and corporations.

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Editorial Review

Review

"Anyone with a professional interest in the future of digital media really should own this book. ...it's a delightful read...."

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From the Back Cover

An Introduction to Digital Media is a clear and comprehensive account of the development and future possibilities of digital media by one of their most authoritative analysts. Tony Feldman addresses fundamental questions about digital media and their potential use in our everyday lives. What are digital media? What is special about them? How do digital media systems work, technologically and commercially? And where is the digital media revolution taking us? Tony Feldman considers the new digital media in two distinct but increasingly converging areas: the world of packaged 'offline' media such as CD-ROM and the world of transmitted media, including digital broadcasting and interactive online services. He begins with an overview of the digital media landscape, and goes on to describe the impact of CD-based media and the development of a consumer market for multimedia products. Feldman then traces the equally dramatic growth of online services and the Internet in particular, assessing myths and realities about the information superhighway and its commercial possibilities. An Introduction to Digital Media concludes with an assessment of the strategic implications of going digital for media industries such as publishing, broadcasting, cinema and music, and considers the key role that individuals will play in determining the course of the digital revolution.

About the Author

Tony Feldman has over twenty-five years experience in traditional and digital publishing, and is most recently the author of *Multimedia* (1994).

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