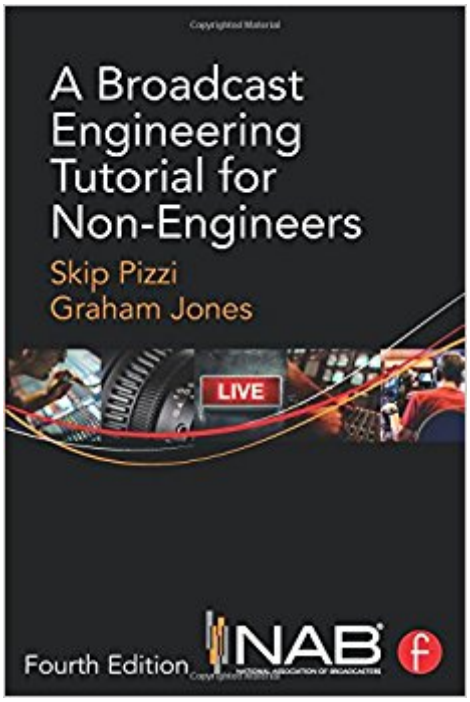
A Broadcast Engineering Tutorial For Non-Engineers



Synopsis

A Broadcast Engineering Tutorial for Non-Engineers is the leading publication on the basics of broadcast technology. Whether you are new to the industry or do not have an engineering background, this book will give you a comprehensive primer of television, radio, and digital media relating to broadcastâ •it is your guide to understanding the technical world of radio and television broadcast engineering. It covers all the important topics such as DTV, IBOC, HD, standards, video servers, editing, electronic newsrooms, and more. This long-awaited fourth edition includes new standards and identifies and explains the emerging digital technologies that are revolutionizing the industry, including: HDTVâ •and "UltraHD" IP-based production and distribution and Internet delivery (including "over-the-top" TV) Connected/Smart TV, Mobile TV Second Screens and Social TV "Hybrid" broadcasting (over-the-air and online convergence) Podcasting and Mobile Apps Connected Cars

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Customer Reviews

â ˆThe 4th Edition, published post the digitalization of TV with ATSC transmissions, presents an unprecedented overview of the new world of broadcasting with contemporary technologies being brought to the fore with amazing clarity. Retaining broadcasting as its core theme, it brings you up to speed with the entire chain involvedâ •acquisition, production, broadcasting and streaming. A must-read for all professionals.â ™ â “ Amitabh Kumar, Zee Network, India â ˆThis book is a great source for quickly finding what a particular broadcast-related acronym stands for. Think of this text

as a relief valve that lets an interested reader reasonably drink from a high-pressure technical information water main.â ™ â “ Dane Ericksen, Hammett & Edison, Inc., USA

Skip Pizzi is Senior Director of New Media Technologies at NAB, where he focuses on new methods for creation and delivery of broadcast content. He is also Vice-Chair of ATSC Technology Group 3 (TG3), which is developing standards for the next generation of digital television. Previously he worked in multimedia for 11 years at Microsoft, served as an editor and contributor to several broadcast technology books and journals, and consulted to the professional, educational and government sectors of the media industry worldwide. He began his career as an engineer, manager and technical trainer at NPR. He is a recipient of the Audio Engineering Societyâ ™s Board of Governors Award, and a graduate of Georgetown University, where he studied Electrical Engineering, Fine Arts, and International Economics. Graham Jones retired in 2010 from NAB, where he was a Senior Director working on advanced television issues. He is still active in ATSC, SCTE, and SMPTE standards committees. Previously he was Engineering Director for the Harris/PBS DTV Express, which introduced DTV to many U.S. broadcasters. He started his career with the BBC in London, and has worked as a consultant to broadcasters in many parts of the world. He holds a degree in physics, is a chartered electrical engineer, a fellow of SMPTE, and a life member of the SBE and the Royal Television Society. He has been honored with the Bernard J. Lechner Outstanding Contributor Award from the ATSC and received a citation from SMPTE for outstanding service to the society.

I just bought a copy for my Kindle to replace the paperback that I bought at the NAB bookstore. I recommend buying the kindle version. I’ve had two disappear on me. One left in the pocket of an airplane seat and the other lent to SMPTE colleague who’s face I can remember but name escapes me. (But you know who you are. You can keep it or pass it on when you’re done).. If I remembered I’ve added a review in which I say that BETFNE aids me in translating technical standards and workflows to paying clients in a way they can easily understand. I hope that pays the author $20, half the discounted $40 (from $50) price. I think since he wrote it on his own time, he ought be encourage to write more in the future.

Excellent, well written and up-to-date information, the best book of this sort I’ve come across. I would recommend this to energizer, as well as non-engineers.

Written as simply as can be, but not simplified beyond the limits of accuracy. Like any good tutorial, though, this text assumes good faith from a reader, that he or she will not simply dismiss its subject as unnecessary to understand.

Good for beginners.

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