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Das Fernsehen hat sich durch die multimediale Wandelung stark verändert. Fernsehsender sowie Internetanbieter versuchen, die beiden Medien Fernsehen und Internet miteinander zu verbinden und auf diesem Wege neue Potenziale zu schaffen. Die audiovisuelle Verbreitungstechnik Video on Demand (VoD) ermöglicht die Zusammenführung dieser beiden Medien und eröffnet neue Möglichkeiten im Fernsehverhalten.

Dieses Buch informiert auf Basis eines Vergleichstest aus dem Jahr 2007 über die größten Anbieter von VoD auf dem deutschen Markt. Anhand verschiedener Kriterien wie z.B. Videoauswahl, Preise und Zahlungswege bewertet die Autorin ausführlich die unterschiedlichen Anbieter.

Neben dem anschaulich beschriebenen Praxisteil gibt dieses Buch einen Überblick über die geschichtliche Entwicklung und der Bedeutung der Begriffe Multimedia und Video on Demand wieder. Weiterhin beschreibt die Autorin die Entwicklung von VoD innerhalb von Europa. Auch die technischen Voraussetzungen und die verschiedenen Übertragungsmedien, die für die Umsetzung von VoD geeignet sind, werden in diesem Buch thematisiert.

Dieses Buch wendet sich an alle, die sich beruflich oder privat mit VoD befassen. Es spricht insbesondere Journalisten, technische Redakteure und Medienwissenschaftler an. Dabei richtet sich dieses Buch nicht nur an Profis, sondern auch an Studenten und Auszubildende. Die Leser erhalten wichtige Informationen über die Technik und Entwicklung von VoD in Deutschland und Europa.

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