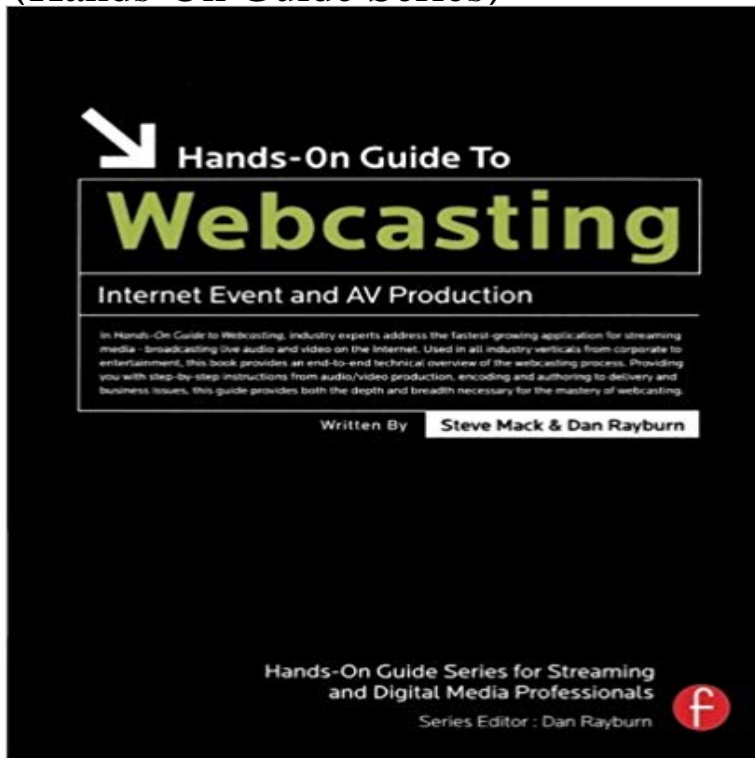# Hands-On Guide to Webcasting: Internet Event and AV Production (Hands-On Guide Series)

In Hands-On Guide to Webcasting, industry experts address the fastest-growing application for streaming media - broadcasting live audio and video on the Internet. Used in all industry verticals from corporate to entertainment, this book provides an end-to-end technical overview of the webcasting process. Providing you with step-by-step instructions from audio/video production, encoding and authoring to delivery and business issues, this guide provides both the depth and breadth necessary for mastery of the subject.

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