



# A Broadcast Engineering Tutorial for Non-Engineers (Hardback)

By Skip Pizzi, Graham A. Jones

Taylor Francis Ltd, United Kingdom, 2014. Hardback. Condition: New. 4th Revised edition. Language: English . Brand New Book. 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 broadcast-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: \* HDTV-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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