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An Introduction to Digital Media (Blueprint)

Tony Feldman

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An Introduction to Digital Media (Blueprint) Tony Feldman
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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