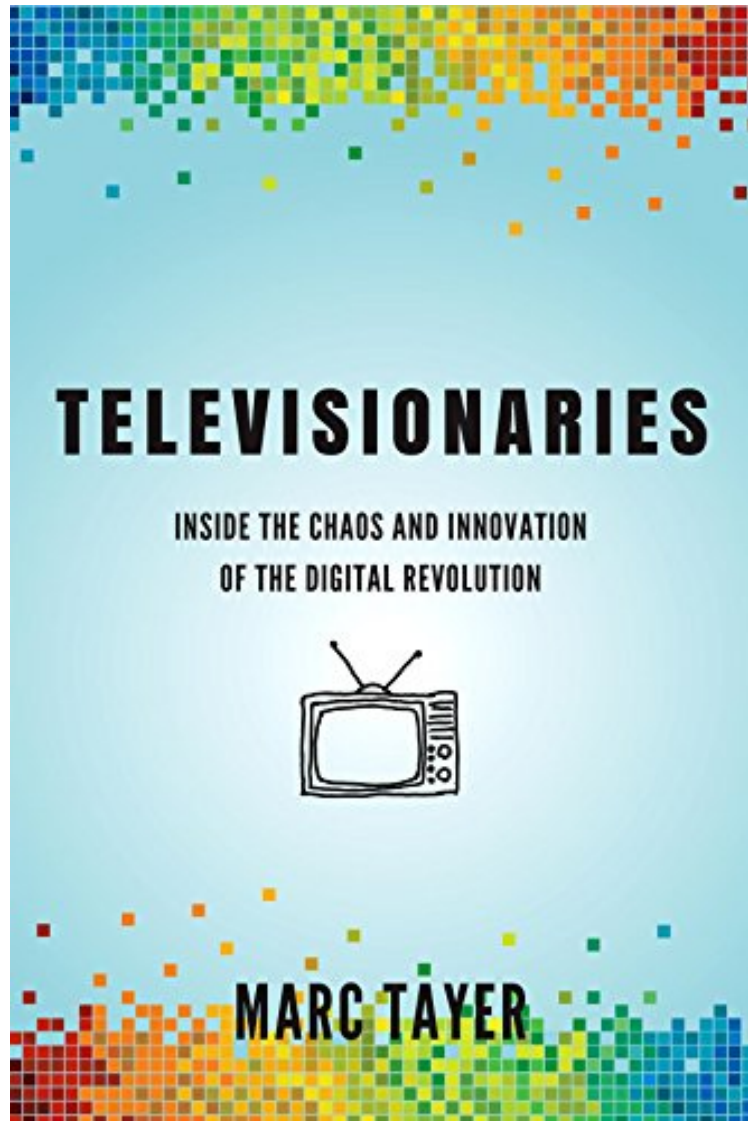


[Download] Televisionaries: Inside the Chaos and Innovation of the Digital Revolution

# Televisionaries: Inside the Chaos and Innovation of the Digital Revolution

*Marc L Tayer*

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**Marc L Tayer : Televisionaries: Inside the Chaos and Innovation of the Digital Revolution** before purchasing it in order to gage whether or not it would be worth my time, and all praised Televisionaries: Inside the Chaos and Innovation of the Digital Revolution:

0 of 0 people found the following review helpful. A Fun Easy Read about Technology Advancement in Corporate Setting.By ZOLOThoroughly enjoyed this book. Tells the story of Digital Television from the perspective of one of the major companies who pioneered the technology. Fills in many gaps and great tidbits about the brilliant engineers,

the marketing types, the technology Visionaries, the government agencies, and Wall Street people who played significant roles in moving us rapidly from Analog Television in the early 2000's. This book sets the historical event of this particular technology paradigm shift in a beautiful perspective. It also explains how technology lurches forward and periodically stalls and then lurches forward again . Like all great advances this book explains how the beautiful synergy of people, technology, investors, sports advertising, and consumers came together at a brief moment of time to move entertainment technology needle forward significantly. It's also a history book about General Instruments in San Diego and how it came to be a pioneer in MPEG Encoding and Decoding which all enabled what we enjoy and take for granted today. ROKU, YouTube , Direct TV, DISH TV, and Video Streaming all stand on the shoulders of these great men who preceded them. This is their story.

0 of 0 people found the following review helpful. Catchy title, representing: Television + Visionaries

By Tony Patti

I just finished reading the new book Televisionaries by Wharton alum Marc Tayer

Catchy title, representing the overlapping topics of television, and those visionaries who could foresee a digital future (digital revolution), but the book is more than anything a book about business and aggressive competition in the evolving market for entertainment.

As you might expect from a Wharton alum, Marc Tayer talks in great detail of strategies of competitors (including of course Intellectual Property topics) as the market for digital television came to fruition. It was less than 20 years ago that the FCC adopted (December 1996) the new digital US broadcast standard.

The book is organized in four parts:-- "Glory Days"-- "The Sprint and the Marathon"-- "The Internet and HDTV"-- "Where are we and Where are we Going"

Having read this book, I also now know why I have digital surround sounds on my TVs, and that Marc played an important role in having that enhanced Dolby Digital audio rather than some lesser alternative. Thanks for that, Marc!

2 of 2 people found the following review helpful. I found it both entertaining and enlightening and an excellent review of a very interesting time

By ed

I learned so much reading Televisionaries even though I was there during the early years. I can say that Marc was totally accurate in describing the parts that I already knew, so I can only assume that the rest is spot on as well. I found it both entertaining and enlightening and an excellent review of a very interesting time. And I loved the last chapter.

Televisionaries is the captivating inside story of the digital television revolution, featuring the engineers, entrepreneurs, and media titans who made it happen.

During the 1980s, conventional wisdom held that "Japan Inc." would become the leading economic power, with its new HDTV technology dominating the next generation of consumer electronics. In response, European countries funded a billion-dollar HDTV activity designed to keep the Japanese at bay. But both solutions had a fatal flaw - they were based on analog technology.

With the world's eyes diverted overseas, General Instrument (GI) harbored a secret project in its San Diego labs. The notion of transforming television from its analog roots to the zeros and ones of computers was deemed impossible at the time. Undaunted, GI boldly developed the world's first digital television system, upsetting the status quo on three continents. Digital TV soon became a reality for consumers throughout the world, and the media business was forever changed.

From the Inside Flap

Televisionaries is a well written, fascinating chronicle of TV's digital transformation.