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streaming media

THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO

european edition

ATSC 3.0

THE FUTURE OF TELEVISION?

also
in this issue:

CHOOSING THE BEST OFF-THE-SHELF VIDEO PLAYER
VERTICAL MARKET FOCUS: MANUFACTURING
SIX FFMPEG COMMANDS YOU CAN'T LIVE WITHOUT
REVIEW: AWS ELEMENTAL MEDIA CONVERT

PLUS: C-LEVEL INTERVIEWS

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ATSC 3.0: THE FUTURE OF TELEVISION?

Broadcast is losing out to OTT, and here comes the ATSC 3.0 standard to help it keep up. ATSC says the new standard uses "advanced transmission and video/audio coding techniques to bring new and creative services to viewers." Tim Siglin takes a look at ATSC 3.0 and why it's crucial to the future of TV.

CHOOSING THE BEST OFF-THE-SHELF VIDEO PLAYER

Given the fractured delivery landscape faced by most video distributors, few develop their players from scratch. Rather, most distributors choose from an array of off-the-shelf (OTS) players, either from vendors or from open-source options. In this article, Robert Reinhardt covers the factors you should consider when evaluating and selecting the best OTS player for your video stack, and in particular, when and how open source players provide the best alternative.

VERTICAL MARKET FOCUS: MANUFACTURING

In the latest installment of our deep dives into the impact of streaming media in various industries and markets, we look at how video is revolutionizing manufacturing processes and workflows. You'll be surprised at what we found out.

STREAMING MEDIA'S EUROPEAN EDITION is the only magazine in Europe that covers the entire spectrum of online audio and video. It's *the* quarterly resource for executives and technology managers who use rich media in any vertical: enterprise, education, government, media and entertainment, and more.

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SIX FFMPEG COMMANDS YOU CAN'T LIVE WITHOUT

FFmpeg is an incredibly deep application that serves as the engine for many public and private encoding facilities. But it also performs many simple and essential tasks that crop up in a studio or encoding facility. This article shows you how to create simple command lines that perform all these functions.

Also in this issue:

- **Review:** AWS Elemental MediaConvert
- **Columns** by Jan Ozer, Robert Reinhardt, Dom Robinson, Eric Schumacher-Rasmussen, and Tim Siglin

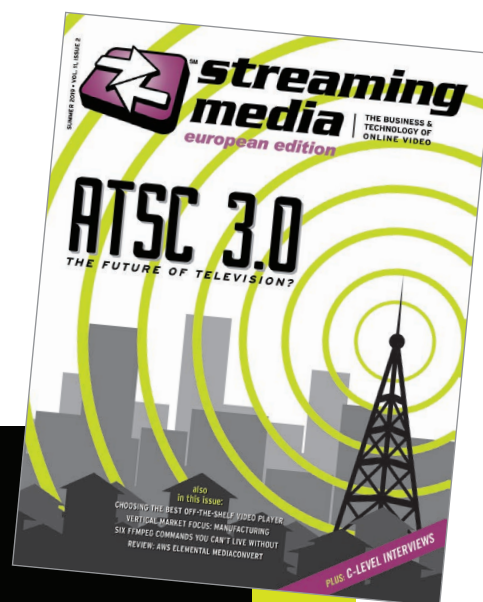
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AD MATERIALS DEADLINE:

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AI AND MACHINE LEARNING TODAY

specialist
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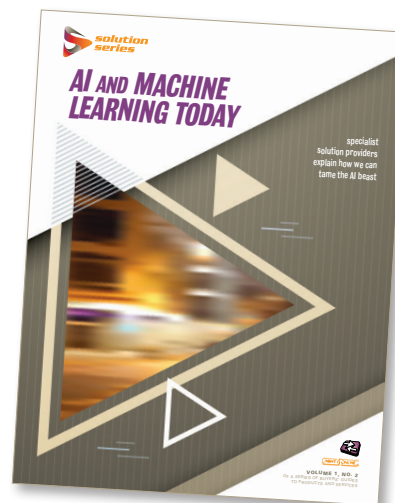
The robots are coming! AI is impacting every crook and nanny of our connected lives, and online video is no exception. From the elasticity of the delivery networks to the optimisation of the compression algorithms, AI is becoming the "one ring that rules them all." And we haven't even mentioned the intelligent machines that increasingly control our consumption—both virtual and victual. This is the super-charged **Solution Series** in which the specialist solution providers explain how we can tame the AI beast to our advantage.



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