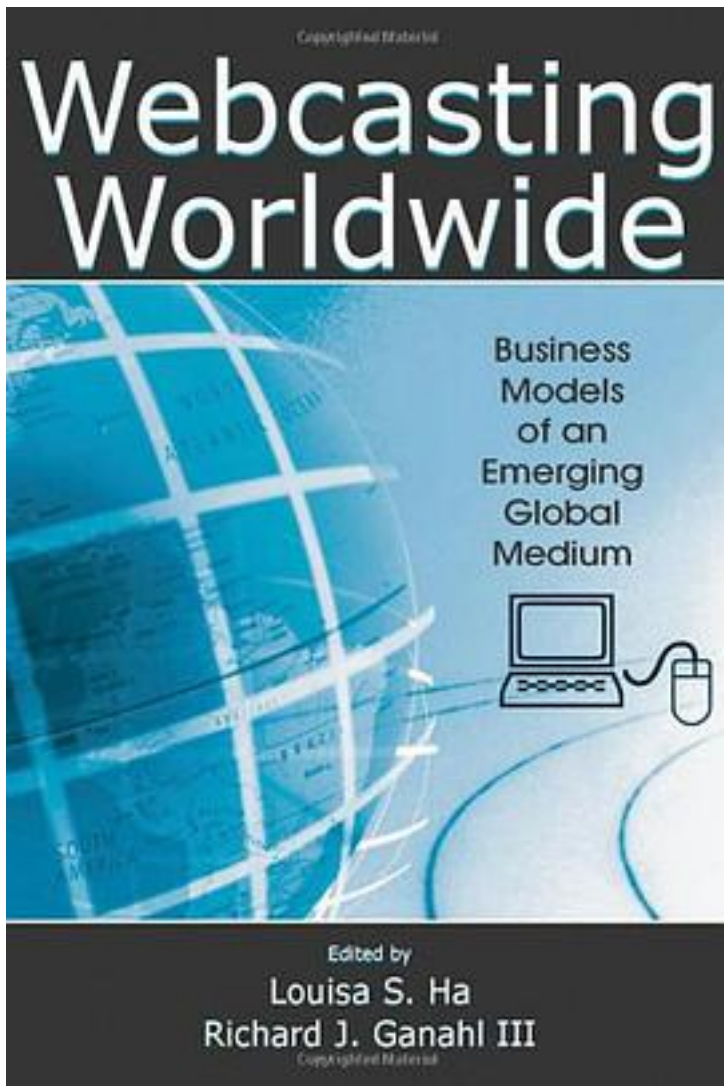# Webcasting Worldwide

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"Webcasting Worldwide" tackles one of the most timely topics in mass communication today - the delivery of audio and video content via the Web, or webcasting - employing a global perspective to explore the subject. It is unique in providing a theoretical framework by which to analyze business models of emerging media, and it also examines the business practices of leading webcasters in the world's most developed broadband markets. With webcasting in its early development, the approaches discussed in this volume set the standards for the consumer industry. Representing the major broadband markets in the world, this text is an authoritative and valuable reference for both researchers and practitioners. The chapters relate the business practices of webcasting to the media market environment and established media industries, such as television and radio, as well as government and non-profit organizations. A CD-ROM accompanies the book, offering PowerPoint charts for use in training, education, and research, along with tables, graphs, screenshots, and hyperlinks. "Webcasting Worldwide" is essential reading for academic researchers and media industry practitioners, and the volume will be a useful text in advanced courses addressing media technology, media management, and international communication.

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