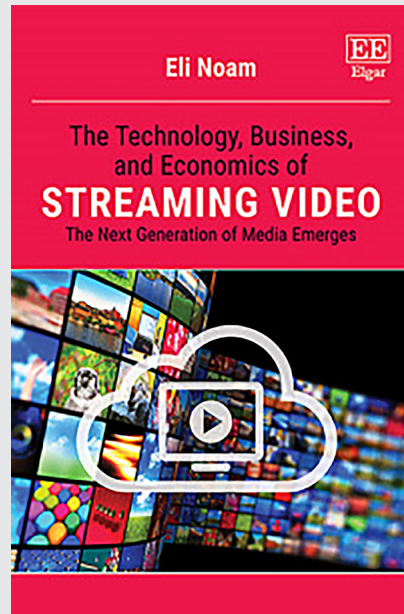
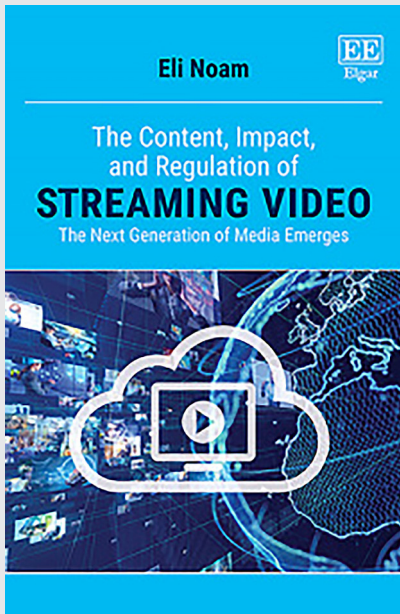


**THE TECHNOLOGY, BUSINESS, AND ECONOMICS OF
STREAMING VIDEO
&
THE CONTENT, IMPACT, AND REGULATION OF
STREAMING VIDEO**

by Eli Noam



Eli Noam, the visionary and one of the world's leading media economists, wrote these two books, which come hand in hand to clarify the realms of streaming video as the next generation of television/media.

The first book, "The Technology, Business, and Economics of Streaming Video" analyzes how streaming video emerged and established itself, and the engine behind it, in terms of business models, new technical elements and its economics. The second one – "The Content, Impact, and Regulation of Streaming Video" – overlooks its cultural and societal consequences, and by these means it analyzes the content creation process, such as the models of this new content type, and of the extent of power it exerts over society.

In these two titles Eli Noam shares his view on how new technologies, namely cloud-based streaming video services, are shaping the very content of media. Given this technology's wide access, it becomes a powerful tool for content distribution. However, the versatility of these new technologies to reach further and further inspire new content models throughout media using streaming technology, and their interactivity with society raises concerns regarding its regulation.

Video is the latest most impactful medium of behavioral influence, especially when it comes to consuming and decision making. Hence, Eli Noam explains the ways hardware and software move the engine that allows the economic growth of streaming video technology, as well as how one develops a business model around it. It is this growing economics that makes content itself so powerful, and one might ponder that its influence will continue to rise.

These two complementary books are valuable assets for media professionals, as well as managers, technology specialists, policy makers, and creative content producers, for the thorough exploration of the subject, yet in a very approachable language.

Eli Noam is the Professor of Finance and Economics and Garrett Professor of Public Policy and Business Responsibility at Columbia University Business School. He is also the Director of Columbia Institute for Tele-Information (CITI). Eli Noam's research is focused on the economics, management, and policy of media and the digital world. He has published innumerable books and articles and he is internationally recognized for his media expertise.