Book Tip: Producing Streaming Video for Multiple Screen Delivery

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On April 2, 2013, the Streaming Learning Center and my friend Jan Ozer released **Producing Streaming Video for Multiple Screen Delivery**. This book is a professional reference for producers seeking to distribute streaming video to the widest possible audience, including computers, smartphones and tablets, and Over the Top (OTT) devices. Written by Jan Ozer, this book delivers the lessons learned from years of producing and consulting on streaming, and serving as a contributing editor to the industry bible, Streaming Media Magazine.

This book is the successor to Jan's highly regarded Video Compression for Flash, Apple Devices and HTML5, which has earned a five-star rating on Amazon and is used as a textbook by many colleges and universities. Published over two years after Video Compression, however, Producing Streaming Video for Multiple Screen Delivery is almost a complete rewrite, and contains links to the dozens of product reviews and video tutorials published and produced by Jan over the last 24 months. At 432 pages, **the new book** contains more than 65% more content than the original book.

Read on for a full chapter summary.

Chapter By Chapter Description

Chapter 1: Formulating a Multi-Screen Strategy. After providing a streaming technology backgrounder, this chapter identifies the technologies that can be used to distribute to desktops, mobile and OTT devices.

Chapter 2: Technology Fundamentals. There's a good chance you know most of the concepts covered here, which include file details like resolution, frame rate and data rate. You'll also learn how aspect ratio and deinterlacing issues can degrade the quality of your video. If you're a relative newbie, you should at least scan through this chapter.

Chapter 3: H.264 Encoding Parameters. In this chapter, you'll learn all about encoding video with the H.264 video codec and audio with the AAC audio codec. The chapter starts with an overview of common H.264 encoding parameters like profiles and levels--as well as I-, B- and P-frames--and then moves into more advanced parameters controlling search depth and precision. Then it details your audio encoding options and specifics for encoding for delivery via Flash and HTML5.

Chapter 4: Configuring H.264 for Desktop, Mobile and OTT Viewers. Now that you know how to encode with H.264, we examine how to configure single files for delivery to desktop, mobile and OTT platforms.

Chapter 5: Adaptive Streaming. In this chapter, you'll learn more about the technology alternative s for adaptive streaming, factors to consider when choosing the number of streams and their configuration, and how to encode for adaptive streaming.

Chapter 6: Choosing an On-Demand Encoding Tool. Here we look at the various categories of on-demand encoder, including free tools, bundled tools, desktop tools and enterprise tools. You'll learn how to choose the best category for your needs and the best encoder within each category.

Chapter 7: Encoder-Specific Instruction. Here we'll look at the H.264 encoding interfaces from a variety of desktop, enterprise, hardware, OVP and cloud encoders so you can apply the lessons learned in previous chapters in the encoding tool of your choice.

Chapter 8: Producing for iTunes. This chapter focuses on the best practices for encoding files for distribution via iTunes.

Chapter 9: Distributing Your Video. Here we detail distribution alternatives like UGC and OVP sites, and discusses how to choose the best service provider for your videos. The final section covers encoding for uploading to an OVP or UGC site.

Chapter 10: Introduction to Live Streaming. Live streaming is a completely different animal than on-demand. This chapter introduces you to live streaming, covering how it works and technology alternatives like OVP and LSSP service providers.

Chapter 11: Distributing Your Live Video. Live streaming involves its own distribution options, whether you choose to do it yourself (DIY) or use a Live Streaming Service Provider (LSSP). This chapter discusses factors to consider when choosing a streaming server and an LSSP services.

Chapter 12: Choosing and Using a Live Encoder. This chapter discusses how to choose the best encoder for your live productions, including software, hardware, cloud and on-camera alternatives.

Chapter 13: Producing Live Events. Now that you know the technology components, this chapter details how to produce a live event, covering pre-production and game-day production tips and techniques.

Chapter 14: Introduction to Closed Captions. This chapter introduces you to closed captioning, including which organizations need to do it and how.

Chapter 15: Essential Tools. Streaming involves a range of file formats and encoding parameters. The tools discussed in this chapter analyze the files that you and others have encoded to identify these formats and parameters.

Chapter 16: Introduction to HEVC. You probably already started hearing about H.265; in this chapter, you'll learn what it is, how it works and how soon you should start thinking about using it.

I recommend you check out **Jan's book** if you are even remotely interested in video encoding best practices.