

Contents

Acknowledgments	4
Chapter 1: Formulating a Multi-Screen Strategy	17
Chapter 2: Technology Fundamentals	39
Chapter 3: H.264 Encoding Parameters	71
Chapter 4: Configuring H.264 for Desktop, Mobile and OTT Viewers	99
Chapter 5: Adaptive Streaming	119
Chapter 6: Choosing an On-Demand Encoding Tool	145
Chapter 7: Encoder-Specific Instruction	161
Chapter 8: Producing for iTunes	221
Chapter 9: Distributing Your Video	233
Chapter 10: Introduction to Live Streaming	263
Chapter 11: Distributing Your Live Video	275
Chapter 12: Choosing and Using a Live Encoder	315
Chapter 13: Producing Live Events	349
Chapter 14: Introduction to Closed Captions	391
Chapter 15: Essential Tools	403
Chapter 16: Introduction to HEVC	411
Index	419