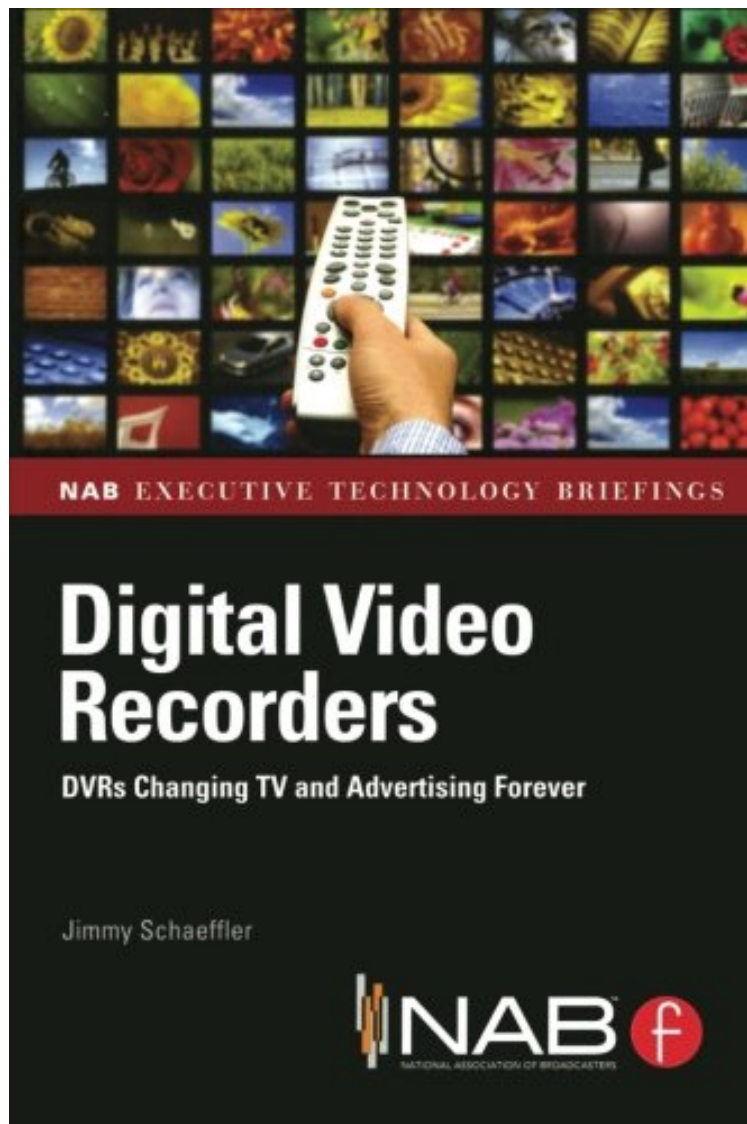


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## Digital Video Recorders: DVRs Changing TV and Advertising Forever (Nab Executive Technology Briefings)

*Jimmy Schaeffler*

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The author has done a wonderful job of writing an engaging book about the history and future of DVRs. This book is insightful; it starts by providing a good industry reference point and expands to address the business models, impacts to traditional advertising, and future growth of the industry. I found it to be a good read and a handy reference. This is a great book for anybody in the Broadcast, Cable, Direct Broadcast Satellite, IPTV or other related media industries.

Four specific trends are driving the DVR industry: consumer content choice, consumer content control, personalization of content libraries, and the ability to transfer content from device-to-device and person-to-person. "Digital Video Recorders" features a macro and micro views of the already established yet still burgeoning DVR industry. As part of the NAB Executive Technology Briefing series, this book gives you a wealth of market knowledge, business models, case studies, and industry insights explained in a non-technical fashion. "Digital Video Recorders" discusses the impact of the technology across many different industries and platforms, explains hardware, software and technology of set-top boxes, DVR infrastructure, on-screen guides, planning and scheduling, content security, and more. Whether you are an executive in the broadcast, telecommunications, consumer electronic, or advertising space, you will expand your knowledge on DVR impact, explore new business opportunities, and get a brief overview of the technical terms needed. You will also be able to accurately analyze and understand the trends, projections and other data, all of which will help lead to the expedited growth and development of DVR industry.

About the Author  
Jimmy Schaeffler is chairman/CSO of The Carmel Group, a telecommunications, computer, and media industries consultant located in Carmel-by-the-Sea, CA, since 1995. The company provides consulting services with focused expertise in cable, satellite, wireless and telephony, and such new, advanced services as VOD, DVRs, HDTV, interactive TV and satellite radio. Schaeffler's insights and views are reported in such publications as Investor's Business Daily, Time Magazine, Business Week and The Wall Street Journal. He is also a regular speaker at NAB, NCTA Cable Show, and CES.