

Acknowledgements

Over the past ten years I have had the honor of working with so many talented people who have taught me more than I can possibly remember. Like all streaming media projects, they come to fruition because of a talented team of individuals, never just one person. Working with them has allowed me to love what I do and has given me the ability to wake up each day looking forward to going to work—which I know is rare.

While it is the author's name that appears on the cover of the book, who takes the credit, no book would be possible without the combined efforts of the supporting team. More people than I could ever thank have spent an insane amount of hours, late nights and long days on the road with me helping to produce hundreds if not thousands of webcasts and events over the past ten years. Without the technical help, especially from Christopher Kelly, many of them would have never been possible.

When it comes to business, whether it is about streaming and digital media or not, there have been those that have taught me basic business principles that could be applied to any business, for whom I am grateful. In particular, Alfred Goldfield, Rob Green and Marc Jaffe, thank you for the guidance and continued assistance over the years. My thanks also to Steve Mack who helped educate me on the publishing industry and to Michael Hoch for his help in making this book and its contents possible.

My appreciation to all the vendors who helped contribute case studies to the book and put me in touch with some of their clients allowing me to showcase some real-world streaming success stories, which is what this book is all about.

It is truly an honor to have worked with the Focal Press team. Extra special thanks to Joanne Tracy who helped a long time writer, but first time author, better understand the publishing business and kept me on track.

My thanks also to Kimbillie Pascali, who helped in the typing of the manuscript and more importantly realized how important writing this book was to me on a personal level and understood why I could not come out to play.

And finally, while I love working with streaming media technology I think it is important for everyone to remember that technology has its place in any business, but no communication technology will ever take the place of what can be accomplished in person with a handshake.

Dan Rayburn