



Tv Dot Com

Phillip Swann

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This December, Internet and media expert Phillip Swann, offers readers a glimpse into this not-so-distant, high-tech world with TVdotCOM: The Future of Interactive Television (TV Books; December 2000).

Published by TV Books simultaneously as a hardcover and as an e-book, TVdotCOM is itself a trendsetter.

By the year 2010, Interactive TV will be a fixture in every American household. Already, Personal Video Recorders, or set-top receivers, enable viewers to record TV shows without using videotape. These mechanisms of technology also enable viewers to pause live broadcasts in order to catch a glimpse of something they may have missed. And very soon interactive movies will allow the audience to change the outcome of films.

In TVdotCOM, Phillip Swann guides readers through innumerable developments in ITV—some already in stores, some a few years in the future—and illustrates how television will continue to shape the way we live, work, and shop.

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