

## editorial flash

Podcasting: IPTV's Killer App

Before you ask - IPTV is the video equivalent of VOIP (voice over the Internet) - well, at least the IP (Internet Protocol) part of it.

When Apple made the iPod video capable in October 2005, it created quite a buzz. That's because a podcast can be viewed on the PC, iPod, or TV. Apple solved the nagging chicken-and-egg problem for video content, by piggybacking IPTV functionality on a successful technology platform, the MP3 player. By adding video to the iPod, Apple ensured there would be a significant and growing installed base of IPTV devices in use by early 2006. Which is where we are now.

Wonderful, you say. Is there any money in this for you? Yes there is, but it's still early in the game. Expect to do a lot of marketing and customer education. As for financing and making a profit, you can offer product placement, exclusive sponsorship, embedded advertising spots, and paid subscriptions, or a combination. (Best bet). Camera! Lights! Roll it!

Your editor, Steven Kingsley

## author's spot: Grandpa Hart

The kind of testimonial Mr. Hart received for his ebook, *Grandpa and the Computer* truly makes the daily toil worthwhile:

"My grandpa's 85th birthday was last month. For Christmas he received a laptop. In an internet search I stumbled across your book. I was so excited about it once I read the reviews, and even more so when I discovered I could purchase it through the web and download and print a copy right then.

A few nights ago he emailed me to tell me that he had upgraded to high speed internet! He also said he keeps your book next to his computer to use as a reference guide. I just wanted to thank you for writing this book. It has truly been a lifesaver for my grandpa."  
- Katie Welstead, Lincoln, Nebraska

## hot off the press

Well, more like the nonexistent digital video (DV) reel, so to speak. We now have the pilot iTV broadcast of:

Episode #1 of the *Love Show By June*

for you to watch and vote on. Send the link to your friends if you like it! CRITICS WANTED!

If you have DV clips, short movies, and screenplays, contact us now. We will consider them for our internet TV stations under development: iTV13.com, iTV21.com, and iTV69.com.

## hot on the burner

We are working with [SelfGrowth.com](http://SelfGrowth.com) to include our self improvement authors in a new paperback book. Some of the famous people who will be in the book are Jack Canfield, Bob Proctor, Alan Cohen, Richard Carlson, and John Gray.

This is the second paperback book in a series, titled "101 Great Ways to Improve Your Life." It will have 101 short chapters from 101 experts in the self-improvement field. Each expert will provide an article, teaching people "How to Improve Your Life." We are really excited about this opportunity for our authors!

## our multimedia projects are cool

See the capabilities available to you



This clip is in Apple QuickTime format. [Download the player, or its latest version free](#), if it isn't on your computer and enjoy!

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