

## Digitally Encoded Video: Key Technological Factors

Once a video is shot encoding is required to be streamed or downloaded for online viewing the following budget category assumes video production already complete.

Format	Distribution Method	Audience	Development Costs	Advantages	Disadvantages
Digitally encoded video low quality	Internet/email	Existing public New public Global Education market	Hardware Software costs ISP costs Interface design  (High –Med)	Enormous distribution  Available on demand	Widespread access to broadband  Low quality for video streaming
Digitally encoded Medium quality	Internet/email Broadband delivery Existing CD ROM distribution channels Existing DVD distribution channels	Existing public New public Global Education market	Hardware costs Software costs ISP costs Interface design Or CD-ROM production costs Or DVD production costs  (High – Med)	Enormous distribution  Reasonable quality for video streaming  Available on demand  Can be included on	Widespread access to broadband Acceptance of pay per view Development of secure copyright management and payment systems
Digitally encoded quality high quality	Digital TV	Existing public New public Global Education market	Production Recording Costs Encoding Costs (High)	High quality for streaming Available on demand PC/TV integration	Wide development and acceptance of Web TV