



# Yestv Communications

Advanced Knowledge Delivery Solutions

web: [www.yestv.net](http://www.yestv.net) email: [hal@yestv.net](mailto:hal@yestv.net)

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## The “Global Mogul” © Workshop

Internet Streaming Media Production for Fun and Profit  
Kelowna BC Workshop – Saturday October 20<sup>th</sup>  
2103 Peters Rd. Westbank 1-5 PM

**Click here for a Streaming Audio description of this workshop.**  
**Note: Requires the Windows Media Player**

**Who should attend?** - Web Developers, Entrepreneurs, Web Site owners, Real Estate Agents and anyone who wants to broadcast and deliver multi-media information describing their goods, services or products globally.

In this four-hour workshop you will learn the tools and skills required to produce and deliver Internet Streaming Audio and Video. Attendance at this workshop also includes 1 hour of private consultation with Mr. Tipper good for 1 year. There are 5 distinct disciplines to produce and deliver media over the Internet. The following subject areas will be taught and included with the learning guide:

**Acquisition:**

This section will cover the various aspects of capturing your assets including equipment (video, audio, lighting, production values)

**Digitizing:**

The section will cover the hardware and software you need to convert your assets into digital format for editing.

**Editing:**

This section will cover editing techniques and tools.

**Encoding:**

Media assets must be “encoded” or compressed before delivery over the Internet. This section covers encoding and bandwidth issues as well as SMIL Techniques (Synchronized Media – URL Flips).

**Delivery:**

This section covers uploading your encoded files and delivering them from a web server.

This course is \$200 per seat. For 10 students.

Please Contact: Mr. John Karroll in Kelowna at 250-707-3497  
for location and time of workshop to reserve a seat  
or contact Mr. Tipper directly:

Phone - 403-249-6416 Email - [hal@yestv.net](mailto:hal@yestv.net)