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**Broadband – Will it Affect Your Online Marketing Future?**

**By Francisco Aloy**

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They are there for description only. I have absolutely no financial interest in any of the linking.

Francisco Aloy

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The coming age of general Broadband use bearing down upon us, minute by minute, is going to leave many changes in its wake. Some will be welcome; others will demand all we can do, just to keep up!

Of course, items like high quality graphics, streaming video and movies on demand will be commonplace. On the other hand, Broadband spells the end of most common text-only websites. Let's face it: the consumer wants more! Offering a good deal with high quality service won't do it anymore.

Websites that cater to the newfound appetite for quality audio and video content will get the sale. Obviously, that makes perfect sense! It brings to mind an experience I had while learning Photoshop. I purchased a very big manual and it took me three weeks just to get my feet wet. A good friend bought a video tutorial and arrived at my level of

skill in two days!

There are many other things audio and video can explain better and in much shorter time than text, as in the example above. We're not talking just innovation; but also, the very deep and long-lasting impact the technology is going to produce.

I was reading an informative article written by Darrin Coe, titled "The Internet Consumer Exposed." It's a piece compiled from larger studies of the habits and lifestyles of Internet centered consumers. By the conclusions reached in

the item, it does appear the consumer will smile upon the coming Broadband changes. Here is Darrin's website:  
<http://dcoe1.tripod.com/exposed1/>

There are some Marketers actively staking out their Broadband future. One that comes to mind is Jim Edwards. Jim is also a well known writer and syndicated newspaper columnist and – not to mention – a very pleasant person.

A week or so ago, I received an email from Jim inviting me to witness the birth of his new multimedia Newsletter "I Gotta tell You." I was speechless! Very seldom do we get to watch one of the early events giving birth to a revolution! It is content delivery that's light years away and it will only get better and better. Good work Jim!

Here is Jim's Newsletter: <http://www.igottatellyou.com/>

Another application that's blazing a trail into Broadband is the Instant Video Generator sold by Armand Morin, Alex Mandossian and Rick Raddatz. Though they claim it works as well with a dial up connection, I can see it carving out a big chunk of the Broadband market. I've gone to the website and viewed a few presentations. It does seem to work quite well! The buffering is almost instantaneous and the quality very good. Here is the website: <http://instantvideogenerator.com>

## Conclusion

Start taking the necessary steps to get on the multimedia bandwagon or suffer the same fate as the dinosaurs!

Broadband dominance will become an inescapable reality of the very near future. As Stark Trek's Borg say:  
"Resistance is futile, you will be assimilated!"

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by Francisco Aloy

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Please include my working hyperlink in the resource box. Remove paragraph before posting.

## **Understanding Broadband Service in the 21st Century**

**By Colin P**

If you are contemplating broadband service for your Internet connection, you may have a general idea as to what is involved in broadband service. However, with that said, you actually may understand very little about broadband Internet service. Generally speaking, a person is better able to make an appropriate determination about a product or service if that person has a basic understanding about a given product or service in advance. The same holds true for broadband Internet service in the 21st century.

Broadband technically is defined as a transmission method that is capable of supporting or carrying a wide range of different frequencies. For example, the typical broadband connection or carrier is able to carry audio frequencies all the way up to more complex video frequencies. The interesting feature of broadband is found in the fact that such a protocol is able to carry multiple signals at the same time. This is accomplished by broadband being able to divide up its transmission capacity into different, distinct, independent bandwidth channels. Each of these independent channels within a complete broadband operates only within a specific range of designated frequencies.

Broadband communications or traffic are carried over designated lines, designated broadband lines. In most instances, broadband communications and transmissions are carried over coaxial or optical cable lines. These lines are being laid in new venues constantly. There has been a real drive in recent years to make broadband widely available in many cities and towns across the world.

One of the other characteristics that many people in both their personal and professional lives appreciate about broadband is found in the fact that it provides fast access to the Internet and World Wide Web. A person can access the Web and Net through a broadband connection many, many times faster than he or she could otherwise access the Internet through such avenues as dial up or DSL.

In addition, broadband is a very versatile medium. As mentioned previously, it is capable of

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transmitting audio and visual elements from a variety of sources of resource all at the same time. Therefore, through this versatile medium, you can most definitely multitask on the Internet. Additionally, thanks to broadband, you can view television programming, radio programming and even make telephone calls using the resources of the Internet and World Wide Web.

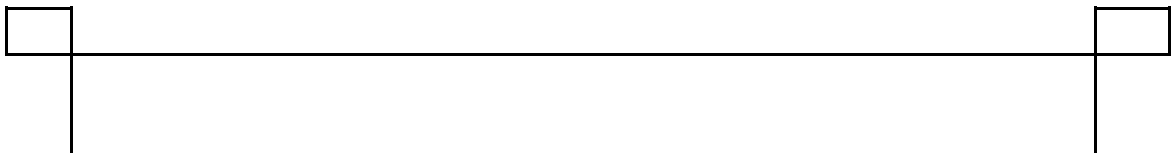
When broadband first was introduced onto the market, it actually was a rather expensive method for communicating, for accessing the various offerings of the Internet. However, in recent years, as broadband availability as increased dramatically, the costs associated with broadband have also dropped significantly. Indeed, many people have found broadband to be a very affordable alternative to other forms of connecting with the Net and for receiving other types of communication products and services.

Most Internet experts believe that within the very immediate future, broadband will be the most common way for people the world over to access the Internet and World Wide Web for a while variety of reasons and purposes.

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