

【+】 TV EVERYWHERE ISN'T FOR EVERYONE

Calls for on-demand content on multiple devices keep increasing, but the industry's buzz-heavy TV Everywhere initiative is not everyone's preferred approach to solving the complex questions of multi-platform distribution. Some broadcasters are still taking a cautious approach and wrestle with technical difficulties, pricing rights, audience measurement, windowing strategies, ad models, and a number of other hurdles that have slowed deployments and confused consumers. Others warn, however, that the industry needs to speed up the rollout of TV Everywhere offerings to combat the competitive threat from over-the-top providers, otherwise there is a danger that it will cease to be relevant.

BROADCASTING & CABLE

November 7, 2011

【+】 U.S. AND REST OF THE WORLD GEAR UP FOR LOOMING SPECTRUM BATTLE

The growing demand for spectrum used for wireless broadband, combined with the accelerating shift of TV viewers away from traditional over-the-air TV to cable-, satellite-, or even Internet-delivered TV, is creating a "perfect storm" for U.S. broadcasters. And the same factors that are forcing U.S. TV stations to go into all-out battle mode to protect their TV channels, are appearing in other parts of the world, including the Asia-Pacific region.

ASIA-PACIFIC BROADCASTING

November 2011

【+】 FORMAT CONVERTERS RISE TO THE MULTI-SCREEN CHALLENGE

As TV becomes a business of delivering multiple channels of programming to a variety of devices and in different formats, the key to many operators is a format converter – hopefully one that is highly automated, and up to the task of converting various formats for a number of platforms.

ASIA-PACIFIC BROADCASTING

November 2011

【+】 FACEBOOK VS. GOOGLE – THE BATTLE FOR THE FUTURE OF THE WEB

The rivalry between the tech titans is heating up. At stake? Hundreds of billions of dollars, and the chance to rule the online world. In the long history of tech rivalries, rarely has there been a battle as competitive as the raging war between the web's wonder twins.

FORTUNE

November 21, 2011

【+】 新生態·新標尺

時至今日，收視率依然是傳統電視衡量節目質量和廣告價最重要的標尺。在內地，「收視率是萬惡之源」的質疑聲不絕於耳，而對新評價體系的呼喚源於中國電視生態變化及其發展的內在要求。傳統的收視調查主體如何應對電視生態的變化？電視媒體應如何參與新評價體系的構建？

《南方電視學刊》

2011年第四期 (總第8期)