

### 1. BROUGHT TO YOU BY TWITTER - A COMPENSATED MOUTHPIECE?

Twitter has been so popular in micro-blogging that more companies are paying tweeters to plug their products. With companies desperate to reach consumers in the social media crowd, twitters can even set their price for tweeting an ad and wait for offers to come in. But such kind of "Sponsored Tweets" is also controversial.

TIME

October 5, 2009

### 2. DON'T CALL IT POST

In the past, it's called "post-production". But now the term cannot truly reflect the complex creative works which often might not happen after the events. Visual effects has now become an integral part of the film-making process. And we can expect more to see in the near future.

CREATIVE REVIEW

July 2009

### 3. ASIA'S SATELLITE MARKET ON THE UP AND UP

What are the factors that are boosting growth of satellite TV services in Asia? With the arrival of digital TV services, the growth of direct-to-home (DTH) satellite TV market in the Asia-Pacific region has shrugged off the impact of the struggling global economy and enjoyed significant growth.

ASIA-PACIFIC BROADCASTING

September 2009

### 4. MEETING COMPRESSION CHALLENGES OF NEXT GENERATION OF MOBILE CONTENT

Telephone companies and manufacturers are predicting a rapid growth to both IPTV and mobile TV due to the development of new services, and especially new types of networks. MPEG-2 and MPEG-4 AVC remain the standard encoding and compression technology for IPTV and mobile TV, and that's not likely to change for the foreseeable future.

ASIA-PACIFIC BROADCASTING

September 2009

### 6. BBC STEPS UP PROJECT CANVAS WORK

The BBC is moving full steam ahead with Project Canvas, hiring staff to work on the IPTV service and empowering the Digital TV Group to hammer out the technical details.

BROADCAST

September 4, 2009

### 7. 電視媒體研發環節的功能定位與發展策略探究

中國電視經歷了半個世紀的成長，正面臨著一些協調性障礙，值得探索深究。

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