

1. TOP TEN TIPS FOR PRODUCING CHEAPER TV

Times are tough and budgets tight, but producers are still turning out quality programming. Industry professionals need to balance creative savvy with financial sense. Producers are well versed at writing value from the skinniest of budgets, and while there is no antidote to the downturn, there are strategic steps to make the healthiest use of the limited funds available.

BROADCAST

June 5, 2009

2. PRIMING THE VOD PIPE

New delivery architectures, better navigation software and more powerful set-tops will combine to improve the breadth and quality of video-on-demand programming offered to consumers. The improvements should also boost on-demand revenues for operators and programmers, either by growing transactional pay-per-view revenues or making it easier to sell targeted ads against free on-demand fare.

BROADCASTING & CABLE

June 15, 2009

3. BROADCASTERS LEARN TO MAXIMIZE THEIR ASSETS

Media Asset Management is no longer “a kid in sneakers” running to the archives to dig out a video tape of an old TV show. In the era of video-on-demand, Internet video, streaming media and multi-channel operations, Media Asset Management (MAM) has become the key way for TV operators to protect and maximize their video assets.

ASIA-PACIFIC BROADCASTING

June 2009

4. 3D ANIMATION COMPELLING

To produce a TV commercial in 3-dimensional animation is a challenging process. This article takes a look at what it takes to make each scene and character compelling. And how an efficient workflow of full 3D animation yielded excellent results with an intensely collaborative process.

ASIA-PACIFIC BROADCASTING

June 2009

5. KNOWN UNIVERSE

How can we successfully map human knowledge? Perhaps the most seductive illustrations are not those by artists or designers but by scientists. Genetic codes look like abstract paintings. Human minds are overloaded with the Internet archive of knowledge expanding at an extraordinary rate.

CREATIVE REVIEW

April 2009

6. CHALLENGES FOR COMMUNICATION AND SOCIAL NETWORKS IN A FLAT WORLD

The new media have altered the way we communicate, educate, learn, work and play. In essence, it enables the democratization of the source of power: information, knowledge, and communication tools or vehicles are available to almost anyone with access to the Internet at a rapidly decreasing cost and even almost free.

MEDIA ASIA

Volume 35, Number 4, 2008

* 《傳媒透視》由香港電台出版，新媒體拓展組編製。查詢及來稿，請聯絡執行編輯張玲玲小姐。

Media Digest is published by Radio Television Hong Kong and produced by New Media Unit.

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