

【+】 THE CHANGING ROLE OF ASIAN MEDIA

Media platforms have undergone massive disruption in recent decades. Nowadays, no media platform has remained immune to the technology juggernaut. While print might have been the biggest victim of the digital revolution, other media platforms are not in a completely safe position.

CAMPAIGN

October 2013

【+】 NEW SYSTEMS RESOLVE BRANDING COMPLEXITIES

Channel branding is a constant and key component in every broadcast production workflow. Channel branding systems continue to evolve as they go on to facilitate extra complex functions. Significant developments have been achieved, making today's system more user-friendly and feature-rich.

ASIA-PACIFIC BROADCASTING

November 2013

【+】 SET-TOP-BOXES PROMISE TO DELIVER MORE THAN JUST CONTENT

In the beginning, set-top boxes (STBs) served as gateways to subscribers of pay-TV services, while providing conditional access of premium content offered by pay-TV operators. Now, the possibilities for STBs are endless. There is an opportunity for operators to create a great media library interface that allows consumers to manage both paid-for content and personal media from home gateway.

ASIA-PACIFIC BROADCASTING

November 2013

【+】 WHISTLEBLOWERS: MORE THREATENED THAN THREATENING

Corporations may adopt whistleblowing rules so that they can manage complaints within their frameworks of public relations or corporate social responsibility. It is when public exposes of corporate malpractices or leaks to the media could go against the interest of powerful groups that the tolerance of whistleblowing is tested.

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【+】 THAT'S ENTERTAINMENT

Branded content is diversifying, driven by the realization that consumers are willing to interact in return for a worthwhile experience. Consumers are no longer passive consumers of funneled entertainment, they want to be part of the narrative.

COMPAIGN

November 2013

【+】 新媒體 新看點：2014央視廣告招標新媒體板塊解析

一年一度的中央電視台廣告招標被視作中國經濟的「風向標」。與往年相比，2014年央視廣告招標在產品創新度、內容豐富度、資源整合度等方面皆創歷年之最。其中值得注意的是，央視首次在招標中重點推出67個新媒體廣告產品，全面整合了電視端、PC端、移動端等多種廣告資源，意欲借力新媒體戰略探索廣告增值空間、鞏固央視地位、提升央視影響力與品牌力。

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