

【+】 SECURING CONTENT BECOMING AN IMPERATIVE

Perhaps the relevance of the old adage, content is king, is more pronounced today than at any point in time – along with the need to manage content. As multi-platform delivery becomes an increasing reality, operators are finding that delivering unsecured content is becoming a non sequitur. With Asia-Pacific still registering one of the highest content piracy rates in the world, the issue of content security is a common conundrum for operators, whether they are offering free-to-air, pay-TV, OTT, or a combination of these services.

ASIA-PACIFIC BROADCASTING

September 2013

【+】 NEW STANDARD TO ENHANCE MOBILE VIEWING EXPERIENCE

As mobile devices continue to proliferate, the reciprocal effect is that more content is being consumed on these devices. Still, while increasingly more viewers are moving towards the consumption of content on mobile devices, the quality of video, particularly for live events, streamed over these devices has not always been of the highest quality. The introduction of a new video codec may pave the way for more content to be consumed on these devices.

ASIA-PACIFIC BROADCASTING

September 2013

【+】 BUYING INTO THE BUZZ

Recent finding that Twitter activity has a statistically significant impact on the ratings of many US primetime episodes confirmed what many observers had long believed – social media activity needs to be a crucial component of any successful TV programming or advertising strategy. As social media assumes a more central place in the promotion of new shows, the process of tracking and understanding the activity remains a complex, often labour-intensive endeavor.

BROADCASTING & CABLE

August 19, 2013

【+】 CHANGE IS IN THE AIR

There is always a lot of talk about new technology but much less attention is paid to how we handle change; it's important to look at how new technology affects people. The next big change in TV production work and mentalities could be the shift to the cloud from local storage. TV's move to the cloud will be driven by choice rather than forced from above. To get there, we need to demonstrate the benefits for producers in terms of flexibility.

BROADCAST TECH

August/September 2013

【+】 SOFT POWER? CHINA'S MEDIA INVESTMENTS MAY NOT GROW ITS INFLUENCE

With its strong emphasis on culture and communication, it is no wonder that the term "soft power" spreads quickly from its origin in the field of international relations to communication studies. China is catching up with the economic might of the United States, but American soft power may be a harder act to follow.

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