

## THE MEASUREMENT ISSUE

The ratings currency has long been the lifeblood of the TV industry. But the turmoil engendered by the exploding popularity of digital media has roiled the research world, calling into question the value of measurement currencies that have been the foundation of commercial TV for more than a half-century. TV uses very different measures of usage than those found in the digital world, making it difficult if not impossible to add up total viewing for a show across TV, online, mobile, social media and other digital platforms. When aggregating multi-platform ratings, something's clearly not adding up.

*BROADCASTING & CABLE*

*July 22, 2013*

## CONTENT FUTURES IN THE DIGITAL TV SWITCHOVER

The use of digital technology has had a huge impact in the provision of audiovisual services. Digitisation has brought new intermediaries in the process of production, package, supply, distribution and transmission. This article reviews the ways in which the changes to digital TV are taking shape and the implications for the growing area of audiovisual regulatory policy.

*INTERMEDIA*

*July 2013*

## OVER-THE-TOP (OTT): HELPING OR HINDERING NETWORK INVESTMENT?

Some have argued that OTT applications are undermining the capacity of network operators to invest and are free-riding. Some find that growth of internet-based OTT applications is a key driver of investment in higher capacity access networks, and far from free-riding creates the demand conditions that will support investment in next generation networks and thereby contribute to achievement of broadband policy goals.

*INTERMEDIA*

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## NEW TECHNOLOGIES DESIGNED TO REDUCE THE MULT-SCREEN COMPLEXITIES

With the growing adoption of multi-screen platforms, what are the challenges awaiting broadcasters planning to venture into these new TV services, and what are the factors they need to know before setting up such offerings? The writing is on the wall, and if TV networks want their brands to survive, they will have to meet this new generation of viewers in the context of their lifestyle, in an accessible, personalized and mobilized way.

*ASIA-PACIFIC BROADCASTING*

*August 2013*

## CHARTING NEW GROWTH PATHS IN ASIAN BROADCAST MARKET

Satellite technology plays an integral role in transforming the broadcast landscape in the Asia-Pacific region, especially in enabling media operators to transmit video content to a large number of consumer households. Fuelled by the increased demand for digital content, as well as the next generation of HDTV, the satellite broadcast market is poised to continue developing at an accelerated pace.

*ASIA-PACIFIC BROADCASTING*

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