

【+】 TO PROTECT AND CONSERVE

With current tape and disc formats likely to become obsolete in a few years, long-term content storage is a growing problem for the industry. Will future technology be able to read current generations of image archives?

BROADCAST

July 19, 2013

【+】 INFORMATION OVERLOAD?

The hype surrounding ‘big data’ – the collection and analysis of very large data sets – is similar to that which heralded the cloud, not least in the vagueness of its application and the suspicions of its merits. The concept has been around for years, not just in economics and IT circles, but in broadcasting too.

BROADCAST

July 19, 2013

【+】 PRODUCTION TOOLS GET CREATIVE

Thanks to a number of new tools and solutions being made available to help broadcasters and other content creators offer more visually enhanced programming, production of compelling content continues to evolve.

ASIA-PACIFIC BROADCASTING

July 2013

【+】 TV RATINGS MAY JUST BE A TWEET AWAY

Social media TV is about integrating a viewer’s social network into the traditional TV show experience. The more sophisticated interactivity is having a secondary mobile screen to complement TV offering which allows a user to interact socially with what is being shown on TV via the second screen. This gives rise to “social ratings” which are considered a new indicator for TV programmes.

ASIA-PACIFIC BROADCASTING

July 2013

【+】 THE NEW NEWS BUSINESS

Owners of the big legacy businesses have fought fiercely against the disrupters. Can purveyors of serious journalism find a way to join them? The transition from what’s left of the old legacy news business to whatever comes next is likely to be the swiftest undertow of the digital riptide.

FORTUNE

July 22, 2013

【+】 大數據 大轉型

從2012年開始，大數據時代雲計算成為業界熱門的詞彙。電視媒體該如何擁抱這個時代而有所作為呢？大數據與電視媒體之間的關係和對廣電行業的影響，可從四個層面來看：第一是承認大數據的威脅、第二是解構大數據的力量來源、第三是透析大數據對於電視媒體的影響、第四是明確電視媒體在大數據時代的發展方向。

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