

☞ TOOLS THAT ENHANCE THE MAGIC

What is the secret behind today's compelling content? Some may say it is the script, others the director, or the star-power of the cast. But even the combination of all three would require the help of various post-production tools to ensure programmes or movies are produced well above audiences' expectations.

ASIA-PACIFIC BROADCASTING

June 2013

☞ WHY MAM IS NOW INDISPENSABLE

Media Asset Management (MAM) seems to be increasingly occupying the thoughts of broadcasters as they grapple with the challenge of delivering digital content over multiple screens and platforms while contemplating emerging technologies such as 4K. In today's digital production workflows, MAM always rules.

ASIA-PACIFIC BROADCASTING

June 2013

☞ GENERATING LEADS VIA CONTENT MARKETING

One of the most successful ways to generate leads and expand reach is through content marketing. Online marketing has changed dramatically recently by becoming more content centric. New investments in content marketing are transforming the business models of marketing departments into ones more representative of publishers.

SEARCH ENGINE JOURNAL

July 8, 2013

☞ THE AD VIEWABILITY DEBATE DISRUPTS THE MARKETPLACE

Call them crazy, but advertisers want to make sure people can see their online ads. Yet the industry isn't quite ready to meet that requirement. And that's a big problem. Indeed, as the industry wrestles with how to make sure its ads are actually viewable, the prolonged debate is wreaking havoc on the marketplace.

ADWEEK

June 23, 2013

☞ THE 1-GIG REALITY CHECK: DO WE NEED THAT MUCH SPEED?

It has been more than three years since Google announced that it would test a one-gigabit-per-second (Gbps) broadband system and its later plans to first deploy the fiber-optic broadband network. The project has helped fuel interest in many fiber-to-the-home (FTTH) deployments around the country and has made very high-speed broadband connections one of the hottest topics in the multi-channel world.

BROADCASTING & CABLE

June 10, 2013

☞ 內容分發網絡(CDN)發展的探討

內容視頻化、視頻高清化、超高清化，這發展大勢使得大數據流量的快速傳輸成為各網絡不可迴避的嚴峻問題。全球網絡流量呈幾何倍數增長，對網絡能力提出越來越高的要求。三網融合、多屏互動、移動互聯網的發展，對多網絡、多終端、多格式的內容統一分發提出了挑戰。

《世界寬帶網絡》

二零一三年六月