STRIVING FOR STANDARDISATION OF FORMATS ACROSS ALL PLATFORMS

The challenge is that when a new format is introduced, content producers must accommodate its requirements as well. In a world in which such inventions are common, standards offer a means of integrating them into the realm of existing content preparation and distribution flows.

ASIA-PACIFIC BROADCASTING   *April 2013*

CONNECTED TV: GROWING OR SLOWING?

Connected TV refers to the trend of integrating Web 2.0 features into TV sets, game consoles and set-top boxes, making them capable of handling interactive media, Internet TV, OTT content and on-demand streaming media. Despite hugely optimistic prediction about the future of connected TV, there are some who are skeptical, saying that surprisingly few consumers are buying it and even fewer are using it, and that broadcasters are much less interested in launching it than they are in other opportunities.

ASIA-PACIFIC BROADCASTING   *April 2013*

BRANDED VIDEO CONTENT – IS IT A WISE STRATEGY?

In the past several years, the lines between traditional paid, earned and owned media have blurred significantly, with increasingly more marketers having to focus more on creating content designed for direct-to-consumer channels and social media outlets. A new breed of "content marketers" has emerged, and brands of all sizes are developing new strategies for engaging with their customers.

ASIA-PACIFIC BROADCASTING   *April 2013*

2013: YEAR OF THE SECOND-SCREEN APP

When you have lovingly crafted a great TV show, the last thing you want is your audience to be distracted away from the first screen and onto a second, where they are interacting with someone else's content. Audio watermarking technology is a key to delivering an engaging second-screen experience. It can also solve the problem of distracted eyeballs, by directing viewers to apps the broadcaster controls.

BROADCAST   *March 22, 2013*

WHAT SHAPE COMPETITION IN A BUNDLED SERVICES MARKET?

Consumer preference for buying bundles may threaten the viability of single or dual-service providers of electronic communications, but it could also be the vehicle for true inter-platform competition. Current regulatory frameworks and principles are challenged by the increase in triple and some quadruple-play service bundles in the market.

INTER-MEDIA   *February 2013*

IS UBIQUITY IN COMMUNICATIONS SERVICES OVER-RATED?

Telecom operators, industry bodies and equipment suppliers often praise the "ubiquity" of traditional services, such as the PSTN or SMS, and the universal "reachability" of E.164 telephone numbers. This is contrasted with the "islands" of connectivity represented by Internet-based communications such as Skype or Facebook.

INTER-MEDIA   *February 2013*