

## 【+】 THE NEW RULES OF ENGAGEMENT

Programming is still one of the key catalysts for social discussion. But you can't just think about programmes anymore, you have to use design-thinking, and that means employing more than one platform. There is a sweet spot between TV and interactive where you can get mass participation and rewarding new experiences.

*BROADCAST*

*March 15, 2013*

## 【+】 THE NEW POWER BEHIND MOBILE BROADBAND

As mobile devices continue to proliferate, the dam that is 3G networks is barely holding up as the accompanying surge in mobile data traffic threatens to unleash an unstoppable data tsunami. The phenomenal growth in mobile data traffic has indicated the need to seek for alternatives to provide the requisite speeds and capacity for data-intensive and capacity-heavy services that are increasingly being consumed.

*ASIA-PACIFIC BROADCASTING*

*March 2013*

## 【+】 THE DEFINITIVE CONTENT MARKETING FORMULA

Content Marketing has been remarkably exposed over marketers' activities in the last couple of years. In this article, an eight steps process is designed, known as the formula of "Optimized Content Marketing & Search Engine Optimization", assisting to develop a new content marketing campaign from the scratch.

*SEARCH ENGINE JOURNAL*

*March 18, 2013*

## 【+】 CLIMATE CHANGE DEBATE: LOCALLY, IT'S STILL OFTEN TOO HOT TO HANDLE

Straight science or political football? TV station leaders in the U.S. wrestle with whether TV meteorologists should speak with viewers about global warming, or stick to the five-day forecast. Many weathercasters are reluctant to engage in the conversation about climate change as a result of perceived acrimonious conflict between weathercasters who hold extreme views on the issue.

*BROADCASTING & CABLE*

*March 4, 2013*

## 【+】 中國音樂選秀類電視節目模式的創新因素分析

當前中國電視節目創新呈現出以衛視為平台、綜藝娛樂節目為代表的總趨勢。通過對新時期音樂選秀類電視節目發展階段的梳理，本文進而分析，指出節目具有國外模式本土化修正的趨向，以及逆反創新、移情效應等特點。

《南方電視學刊》

二零一三年第一期

## 【+】 假如騰訊也做電視

儘管受限於廣電的政策壁壘，一些互聯網企業仍已局部染指電視業務。除了獨立運營視頻，還與央視國際合資成立「未來電視」，提供互聯網電視運營服務。假如互聯網企業借助其新媒體優勢和雄厚的資本，也來做電視的話，會給中國電視行業帶來怎樣的景觀？傳統電視行業應該擁有怎樣的媒介理念、什麼樣的應對之策，才能在當下及未來的媒介生態環境中實現可持續發展？

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