

- [+] DON'T MISS THE BOAT – START ENGAGING POWER OF SECOND SCREEN**  
Is the second screen the new weapon to help win the battle to engage more TV viewers? Can the second screen provide the 'engagement factor' that broadcasters and other content providers are hoping for? Research indicates that more and more TV viewers are trooping in front of their living room TV receivers, each armed with a tablet, a smartphone or a laptop.  
*ASIA-PACIFIC BROADCASTING* *January 2013*
- [+] FINDING THE RIGHT FORMAT FOR SUCCESS**  
Multi-screens equals multi-formats, and the challenge is how to convert them into the appropriate ones. As devices continue to proliferate in a multi-screen environment, broadcasters and service providers should note that not all broadcast content is necessarily available in formats supported by various mobile devices.  
*ASIA-PACIFIC BROADCASTING* *January 2013*
- [+] MOBILE'S NEVER ENDING ROAD**  
Mobile marketing's coming of age has been a long time coming, particularly in Asia-Pacific, where the staggering growth of mobile penetration is way ahead of interest in it as an advertising medium. However, mobile marketing seems doomed to always be regarded as the Next Big Thing, never the latest one.  
*CAMPAIGN* *December 2012*
- [+] THE EMERGING TRENDS IN GLOBAL ADVERTISING**  
Globalization is a driving force for advertising in today's interconnected world. Such a scenario provides an opportunity to marketers to develop standardized advertising that delivers a consistent brand image over the globe. However, advertising as such on the larger scale requires global integration and local responsiveness.  
*MEDIA ASIA* *Volume 39, Number 4, 2012*
- [+] IN TUNE WITH BUSINESS**  
The production music sector is thriving on the back of digital technology, higher quality and creative catalogues. The combination of lower cost and better quality means many more people are now open to production music.  
*BROADCAST* *January 18, 2013*
- [+] FOR IP, THE UNIVERSE IS EXPANDING**  
Vendors, warming to the challenges, continue to improve systems for streamlined multi-platform workflows. We are reaching the point where automation, asset management and workflow management systems are merging.  
*BROADCASTING & CABLE* *December 17, 2012*
- [+] 媒體微博觀察**  
自微博在內地出現以來，短短幾年時間，深刻影響了整個傳媒業的格局。傳統媒體對微博這個新媒體，經歷了由恐慌到坦然、由悲觀到樂觀的過程。  
*《傳媒》* *二零一二年十二月*