

## 【➡】 MAKING AN AUDIENCE CONNECTION

In a fast moving digital world, consumers are demanding more content, across more devices, at any time. To keep pace, broadcasters must adopt a TV everywhere strategy that engages their audience. A multi-platform video service must work seamlessly across tablets, connected TVs, Android and iOS devices.

*BROADCAST*

*December 7, 2012*

## 【➡】 MOBILE APP STRATEGY : POWER TO THE PEOPLE

In 2013, rising mobile usage will inspire improved technologies for TV Everywhere, second screens and social media. As mobile app strategies move from experiments targeting early adopters into the mainstream, several key tech trends for mobile apps will be important to monitor in 2013.

*BROADCASTING & CABLE*

*December 10, 2012*

## 【➡】 WHAT LIES AHEAD FOR TV?

From apps, streaming, high vision and still 3D, what are the technologies that have made a mark and continue to make an impact on the broadcast landscape? Delivering content via custom applications in new and unique ways enhances brand and drive additional demand for the content in its own right. It would be interesting to see how these technologies, both new and refreshed, would further evolve, and how broadcasters eyeing more revenue opportunities are likely to harness them for their own gains.

*BROADCAST TECHNOLOGY*

*December 2012*

## 【➡】 SOCIAL MEDIA AND BROADCASTING – AN EVOLVING LINK

Social media tools played a big role in key broadcast events. The London Olympics saw an explosion of activity on social media sites, including the generation of 150 million tweets on Twitter. Programmes on the TV are no longer merely viewed. Instead, increasing numbers of viewers now want to share their opinions and experiences with their families, friends and networks via social media.

*ASIA-PACIFIC BROADCASTING*

*December 2012*

## 【➡】 METAPHORS IN CYBERSPACE

Metaphor has long been used as a means to convey new knowledge using pre-existing understanding; the attributes of an unknown or abstract concept are explained via reference to attributes of a known concept. Yet, the problem with the metaphor in communication and information technology is that it is inaccurate with respect to many policy issues.

*INTER-MEDIA*

*December 2012*

## 【➡】 舶來模式的中國式生長

引進海外電視節目版權，在中國電視界早已不新鮮，但近年《中國達人秀》、《年代秀》、《中國夢想秀》、《我愛我的祖國》、《中國好聲音》等節目接二連三展示的優態收視表現、持續膨脹的商業效應和對頻道競爭力的強力帶動，顯示到引進版權為電視台創造更多更大效益的可能性。

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