

☞ THE ART OF RESTORATION

The art of restoration requires a high level of knowledge and sympathy for the original context, characteristics and audience of a piece of archive material, coupled with the ability to restore it to a level that meets the requirements of today's audiences and delivery formats. This article examines the work of four leading facilities in the field.

BROADCAST TECH

July / August 2012

☞ THE DIGITAL JOURNEY

The focus of the industry is beginning to shift from embracing file-based workflows to harnessing technological advances to make the efficiencies in storage and archiving. The common question is can we do anything to speed up or improve the process.

BROADCAST TECH

July / August 2012

☞ GUIDE TO DIGITAL VIDEO USAGE

Watching TV just isn't what it used to be. Even the definition of TV is changing. In a multi-platform world, it's hard to keep track of who's watching what. To give a clearer picture of how video-viewing habits are evolving, this feature article has assembled a unique collection of data and latest research and surveys on TV watching consumption and how social media is driving viewing behavior.

BROADCASTING & CABLE

July 2012

☞ BBC USES CROWD-SOURCING TO TEST VALUE OF METADATA

BBC Research and Development is examining the results of an experiment investigating whether crowd-sourcing can help it make more effective use of metadata. In May, up to 2,000 participants from BBC online community Global Minds were asked to listen to short audio clips from the 70,000-programme World Service radio archive. They then identified the metadata tags they found relevant or erroneous in reference to the clips.

BROADCAST

July 13, 2012

☞ UNDERSTANDING PEOPLE EQUALS BETTER CAMPAIGNS

It is time for the Asian advertising industry to go beyond talk and invest in understanding why people make the decisions they do. The potential benefits of implementing behavioral economics into advertising campaigns are being studied.

CAMPAIGN

July 2012

☞ 「內容為王」是業界奉行的不二圭臬

近年內地一些電視頻道的迅速崛起，離不開一個個出色欄目的支撐。如《快樂大本營》、《天天向上》之於湖南衛視，《非誠勿擾》、《一站到底》之於江蘇衛視，《中國達人秀》之於東方衛視，《中國好聲音》之於浙江衛視，《直播港澳台》、《年代秀》之於深圳衛視等。很難想像，如果沒有這些欄目的帶動，今天省級衛視的競爭格局會是一番甚麼樣的景象。

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