

【+】 BROADCASTING THE OLYMPICS

To deliver the full coverage for the London 2012 Olympics, the host nation broadcaster BBC had planned and adopted various ways, formats and technology to deliver a truly digital Olympics. This article finds out how broadcasters and pay operators are preparing for the broadcast of the world's largest sports event and how the Games are changing in the face of sports reporting.

TELEVISION ASIA PLUS

June / July 2012

【+】 MEDIA ASSET MANAGEMENT – FROM THE CLOUD TO CONTEXTUAL LABELS: HOW TO UNLOCK VALUE FROM METADATA

Digitally annotated descriptions of programming, baked into the audio or video at different points in its lifecycle, have for some time been key to streamlining efficiencies, from production to playout. But metadata is now being used to power TV search, with further potential to unlock all sorts of revenue opportunities downstream. While use of cloud for news production is still at an embryonic stage, its potential is huge.

BROADCAST

July 7, 2012

【+】 SOCIAL NETWORKS AND THE SECOND SCREEN

TV is being revolutionized by alternate, if distracted, communications from the sofa. In the welter of changes affecting the global television industry, the impact wrought by social networks may be the most disruptive of all. Social TV lies on a continuum of generally interactive TV experiences, platforms and applications, as well as the availability of globally-deployed social networking platforms and the second screens in the form of mobile devices.

INTER-MEDIA

July 2012

【+】 CHANNELLING THE NEW SCREENS

With TV becoming increasingly interactive, the challenge is how broadcasters can integrate different elements onto their screens, yet still maintain their TV branding. That is why technology providers continue to come up with channel-branding solutions that would meet these new needs. New channel-branding solutions help broadcasters overcome a great deal of new challenges.

ASIA-PACIFIC BROADCASTING

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【+】 互動電視2.0時代

內地電信營運商借着三網融合的東風，名正言順，大張旗鼓地發展IPTV，並在多地推出了手機+固話+寬帶上網+IPTV的捆綁套餐；視頻網站一方面購買版權，投資拍戲，一方面整合併購，在視頻產業中越來越舉足輕重。在IPTV和網絡視頻的誘惑下，很多年輕人毫不猶豫地拋棄了有綫電視，投入了「免費+自主」的「新視界」。

《世界寬帶網絡》

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