

【+】 THE GREAT SPLIT OVER CONVERGENCE

The hot media trend of the past decade has been convergence – broadcast, print and Web in the same market, with the same owner, beating all rivals with a massive joint newsroom. The newspaper people get weather expertise and slick Web video from the TV guys, while the broadcast people get depth and breadth from the print veterans on investigative stories. Is such joint print and broadcast newsrooms supposed to be the wave of the future?

BROADCASTING & CABLE

April 9, 2012

【+】 USING SOCIAL MEDIA TO GET VIEWERS WHERE THEY LIVE

TV stations in the U.S. are digging deep into social media to strengthen the connection between their shows and their viewers, using social media applications to build those relationships and extending their social media presence beyond the traditional promos.

BROADCASTING & CABLE

April 2, 2012

【+】 DRM : NECESSITY OR FRILL?

With consumers demand for anytime, anywhere access to the content of their choice, on the device of their choice, and at a price that is commensurate with the volume and type of content they consume. Therefore, as content producers and service providers look to offer premium content to increasingly discerning audiences, how relevant are digital rights management (DRM) solutions in the content distribution ecosystem?

ASIA-PACIFIC BROADCASTING

May 2012

【+】 BY ROYAL APPOINTMENT

The state occasion of the Diamond Jubilee was unprecedented in the scale of its outside broadcast. The pageant promised to be the most challenging of the set pieces since nothing of this magnitude had been attempted before. The BBC was shouldering the bulk of live coverage of the events and technical planning began well over a year ago.

BROADCAST

May 25, 2012

【+】 2012衛視新生態：「限娛」落地 創新反彈

廣電總局大力整頓充斥於螢幕的不良風氣。隨「限娛令」正式落地生效，同去年相比，七類被調控娛樂性較強節目減少了三分之二，過度娛樂化傾向得到明顯遏制。同時，新聞類節目增加了三分之一。「限娛」重拳下，各地衛視從去年十月至今年一月輕歷了一場被迫慌亂應對到主動加強節目研發的跨越式彈跳。

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【+】 有線網絡智能電視融合門戶開發設想

傳統以運營商為核心的模式受到挑戰，平台提供商逐漸成為產業的核心，用戶越來越注重應用和服務。隨着這種模式被廣大用戶所接受，國內運營商藉打造自己的多屏互動智能電視門戶，逐步建立自己的應用產業鏈。

《世界寬帶網絡》

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