

## ☞ THE BEAST WITH A BILLION EYES

For every minute that passes in real time, 60 hours of video are uploaded to the YouTube. In just seven years, YouTube has become the most rapidly growing force in human history. Where does it go from here? The danger for YouTube is that by trying to beat TV, it will become TV, and in so doing it will lose its weird, fluky, anarchic heart.

*TIME*

*April 2, 2012*

## ☞ THE PRICE IS RIGHT FOR VOD

For independent producers in U.K., this year marks the emergence of Video On Demand as a serious source of income as on-demand rivals such as Lovefilm, Netflix and Hulu try to outbid each other for content. The opportunity in VOD has been recognized and there is a growing fight over who controls the rights.

*BROADCAST*

*March 16, 2012*

## ☞ WRANGLING NEW WORKFLOWS

Many TV stations are committing to the installation of new automation systems or upgrades as part of the launch of high-definition newscasts and to streamline their file-based workflows. This drive of efficiency continues to spread and reflects a growing interest in solutions that can automate more of a station's infrastructure.

*BROADCASTING & CABLE*

*February 13, 2012*

## ☞ DTV DEADLINES SPUR MORE OFFERINGS

With digital TV deadlines fast approaching for analogue countries in the Asia-Pacific region, one of the main focus areas is the infrastructure needed to make the digital switch. But there is a marked difference between the requirements in emerging markets and those in developed markets.

*ASIA-PACIFIC BROADCASTING*

*March 2012*

## ☞ WHERE EVERYBODY KNOWS YOUR NAME

Social networks first persuaded millions of us to start cataloging our friends, family members and high school classmates. Now the next wave wants to cross over into the real world and introduce us to nearby strangers with common interests. There are at least 11 new smart-phone apps pushing this concept. It's a big shift for the tech industry.

*TIME*

*March 26, 2012*

## ☞ 數字化時代的電視測量

數字技術的發展和推廣，對電視媒體來說，不僅增加了傳輸頻道的數量，也改變了受眾傳統收看電視的行為和習慣。數字化時代為電視媒體提出了一個難題：如何更準確和客觀地對電視節目和頻道進行測量和評估？如何能更好地從質與量結合的角度去檢視電視節目和頻道的傳播效果？本文對這些問題進行解讀。

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