

## HOW TO SIMPLIFY NEWS PRODUCTION

When it comes to the latest newsroom system offerings, the key word seems to be simplify – making the workflow and news production processes simple, as journalists and producers alike have limited time before their news broadcasts goes on air.

*ASIA-PACIFIC BROADCASTING*

*February 2012*

## CMMB GAINS MORE TRACTION

China Mobile Multimedia Broadcasting (CMMB) is a mobile TV and multimedia standard developed and specified under the auspices of China's State Administrative of Radio, Film and Television (SARFT). After a few years after its launch, has this China-developed standard managed to attract adopters?

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## INSIDE FACEBOOK

Now that Facebook has filed to go public, it is officially in the limbo between its early life as a startup and the beginning of its adulthood. How does this social media giant really work? Nearly every fast-moving innovative company in the world of tech reached a point where it struggled with bloat and bureaucracy, could Zuckerberg be able to hack his way out of this problem?

*FORTUNE*

*March 19, 2012*

## SKY'S THE LIMIT FOR TV-MOBILE INTERACTION

As television enters the app age, opportunities abound the campaigns to gain quicker, global engagement with consumers. A significant amount of build-up is necessary, and sometimes the technology's theoretical appeal might rarely translate to its success in practice.

*CAMPAIGN*

*March 2012*

## PRINCIPLED APPROACH PAYS IN DIGITAL AGE

Direct interaction with consumers brings with it major opportunities, but also calls for a reassessment of ethical standards. The recent debacle surrounding Wikipedia and the involvement of PR professionals in editing its content has again thrown ethics in the industry under the spotlight.

*CAMPAIGN*

*March 2012*

## DEVELOPMENTS IN LIVE 3D PRODUCTION

Some predict that 3D production could be the next killer-apps for TV network, while some do not see it worth for the investment. ESPN's extensive experience in 3D technology has changed how the network produces sports events and how it has televised sports coverage.

*DIGITAL VIDEO*

*February 2012*