

☞ MEETING THE METADATA CHALLENGE

The correct use of metadata is crucial to productive content creation and cost-effective distribution. Its scale has grown exponentially, not only with the rise of digital production but beyond final programme playout. One-size-fits-all Media Asset Management (MAM) systems have failed to give broadcasters the flexibility they need but lessons are being learned.

BROADCAST

January 20, 2012

☞ MAKING IT BIG IN JAPAN

Japan completed its digital switchover in July 2011, creating more channels and more opportunities for independent producers and distributors, both locally and worldwide. As the second largest media and entertainment producer in the world, the Japanese TV market is set to grow rapidly.

BROADCAST

January 20, 2012

☞ THE GREAT SCRAWL OF CHINA

The nation that invented paper is now in the midst of an online publishing boom that is making fortunes, changing lives and creating a truly populist literature for the first time. In China, millions of Chinese have tried their hands at “network literature”. The impact of e-publishing resonates far beyond the virtual world. Successful e-novels have sparked a frenzy of print versions and related record-breaking TV shows, movies and video games.

TIME

February 13, 2012

☞ MEETING BROADCASTERS' AUDIO MONITORING NEEDS

Aside from video signals, monitoring the quality and loudness of audio signals are also crucial. Next-generation audio monitors have become indispensable within the broadcast chain. Audio processors are now capable of controlling loudness and dynamic range without affecting the original content.

ASIA-PACIFIC BROADCASTING

January 2012

☞ WHAT MORE TO EXPECT IN 2012?

HDTV, 3DTV, file-based workflows, over-the-top (OTT) services.....what lies ahead for 2012, and how will broadcasters take heed and seize the opportunity presented by these new technologies?

ASIA-PACIFIC BROADCASTING

January 2012

☞ 「限」還是「建」- 「限娛令」與電視行業生態重建

國家廣電總局發佈的《關於進一步加強電視上星綜合頻道節目管理的意見》提出，從2012年1月1日起，各衛視每周的娛樂節目不能超過兩檔，每年的選秀節目不得超過十個……。管理部門對全國電視業的這次宏觀調控，令電視節目進行多元創新成為業內的當務之急。「限娛令」的出台，對以娛樂打下江山的國內一綫強勢衛視會有怎樣的影響？而對於跟隨其後的衛視，能否抓住這個衛視排名大洗牌的契機，找到一條快速發展的新路？

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