

[+] MULTIPLE DEVICES BECOME MORE CONNECTED

As Over-The-Top (OTT) video functionality becomes standard in progressively more affordable TV sets, the connected TV installed base will inherently continue to grow regardless of whether consumers are specifically seeking OTT capabilities or not.

ASIA-PACIFIC BROADCASTING

December 2011

[+] THE SECOND ECONOMY

Digitization is creating a second economy that's vast, automatic, and invisible – thereby bringing the biggest change since the Industrial Revolution. However, how we will fare in this world, how we will adapt to it, how we will profit from it and share its benefits, is very much up to us.

INTER-MEDIA

December 2011

[+] ONLINE BEHAVIOURAL ADVERTISING

Online behavioural advertising is the term used to describe targeted advertising over Internet and mobile platforms that seeks to exploit the underlying interests or behaviour of the user by using data collected from that user. At the heart of this controversial debate is a simple dilemma for the user. The quid pro quo for access to free digital media offerings is that the advertiser is allowed to understand how to target that user.

INTER-MEDIA

December 2011

[+] THIS IS THE SEASON FOR CONNECTED DEVICES

The explosion of tools that can stream video over the Web continues. How quickly some of those devices will continue to move into homes remains an open question. But with no doubt, the expansion of multiplatform viewing is making mobile devices a more important promotional tool.

BROADCASTING & CABLE

December 5, 2011

[+] 3D IS SLOW BUT SURE COMING OF AGE

A lack of original content and funding issues has slowed growth of 3D viewing, but progress is still being made. The challenge is to make programming that is enhanced by 3D rather than filling airtime with 3D as a badge.

BROADCAST

December 9, 2011

[+] PRIMED FOR A TAPELESS WORLD

As file-based delivery continues to take over from film, the post-production industry has been investing in infrastructure and hardware to facilitate the demands of clients.

BROADCAST

December 9, 2011