

HARNESSING THE SOCIAL MEDIA

As the simultaneous TV and Internet device usage continues to be increasingly ubiquitous, opportunities abound for broadcasters and content producers to create companion content and services as they look to enhance engagement with today's fragmented audiences. With social media becomes ever more intricately intertwined with broadcast media, it is a powerful ally that broadcasters will find virtually impossible to ignore.

ASIA-PACIFIC BROADCASTING

September 2011

WORKING WITH H.264 MADE EASY

With the HD format firmly entrenched in today's production workflow, one of the challenges is finding the right tools that would work with the format. H.264 is a standard for video compression, which is reputedly one of the most frequently used formats for the recording, compression and distribution of HD video.

ASIA-PACIFIC BROADCASTING

September 2011

UNCOMMON ALLIES

TV content providers are moving with the times to engage an increasingly fragmented audience, through adopting multi-platform technologies. Today's content business has made TV and other various media dependent rather than independent. Some industry observers foresee that this trend of allegiance will be increasingly pronounced in the near future.

TELEVISION ASIA PLUS

October 2011

CREATIVE JOURNEY – DIGITAL'S SECOND COMING

Integration is no longer enough. It is time to put digital at the centre of marketing communications. The basics haven't changed, just the ways in which we communicate. This article features some Asian creative thinking at a time when the region is making its mark felt firmly across the globe.

CAMPAIGN ASIA

September 2011

TURNING MOBILE DREAMS INTO REALITY

Broadcasters have been calling mobile DTV transmissions based on the ATSC A/153 standard the future of both mobile video and over-the-air broadcasting for some time now. But recent developments will play a key role in turning that vision into reality.

BROADCASTING & CABLE

July 18, 2011

WHAT THE FUTURE WILL BRING

One of the most significant developments in distribution is the rise of non-standard video platforms such as Netflix, Google, Apple, LoveFilm and the many on-demand services launched off the back of established broadcaster brands. The developments in distribution are providing both opportunities and challenges for everyone in the industry.

BROADCAST

September 16, 2011