

【+】 A GAME CHANGER CALLED IPLAYER

Delivering a record number of 150 million streams of TV and radio programmes, the BBC iPlayer has established itself as a leading digital brand and a pioneer in the fast-moving market for on-demand services in UK. BBC Worldwide, the commercial arm of the UK public broadcaster is currently developing a global BBC iPlayer, part of BBC Worldwide's multi-platform distribution strategy for delivering British TV content internationally and due to pilot this year.

ASIA-PACIFIC BROADCASTING

August 2011

【+】 GOING DIGITAL – THE CHINESE WAY

How is China's digital TV standard faring so far? Over the next five years, the triple-play service initiative, a state-supported combined offer of voice telephony, broadband Internet and TV services, will see telecoms and cable operators in China perform trials, with the goal of launching full-scale, converged commercial triple-play services in the country. The acceleration of the digitization of cable-TV networks and the rapid development of HDTV and HD VoD are among the key tasks to be fulfilled in order for the triple-play service initiative to come to fruition.

ASIA-PACIFIC BROADCASTING

August 2011

【+】 TV's CONTENT CONUNDRUM

Opportunity or hindrance? Traditional broadcasters have a love/hate relationship with Google – they love the traffic but worry that it takes the value out of their content. This article examines the TV industry's evolving relationship with Google and its video site YouTube.

BROADCAST

August 12, 2011

【+】 REPORTING FROM THE FRONTLINE

News teams faced safety issues, lack of resources and Twitter competition in covering riots which resulted in minimal live coverage from major flashpoints. With sporadic rioting across a large area, many broadcasters capitalized on social media to alert them to hotspots and help them decide where to send reporters.

BROADCAST

August 12, 2011

【+】 THE NEW TV APP ECONOMY : THE BUZZ MEETS THE BOTTOM LINE

Consumers may be app-crazy, but programmers are still in search of how to turn downloads into dollars. Business models are fluid. You can have an innovative app in the marketplace and six months later it can feel completely out of date. These apps, when done right, require a great deal of work, which adds costs.

BROADCASTING & CABLE

August 8, 2011

【+】 高清演播室系統設計思路

隨着電視技術向高清發展的進程加快，高清頻道的高清內容所佔比例逐步增大。各級電視台已紛紛在建設自己的高清節目製作系統，力爭早日開通高清頻道，實現高清節目的播出。但一個困惑設計工程師的難題是：高清演播室系統要設計成兼容高清內容的標清通道，還是設計成兼容標清內容的高清通道？

《傳播與制作》

2011年8月