

【+】 50 WAYS TO LEAVE YOUR DIGITAL CONTENT

One of the most remarkable aspects of the digital content world is simply its ability to be taken, copied, transformed, recopied, and retransmitted. Indeed, the whole idea of repurposing might well underpin our collective future digital culture. In the digital world, this can go much further. And when thinking about content, you probably produce more of it than you think.

MEDIA

July 2011

【+】 CONVERGENCE POLICY AND OUTCOMES : A TRANS-ATLANTIC DIVIDE?

Europe and the U.S. have followed different paths in terms of policy, regulation and market outcomes in relation to the telecommunications sector. In important aspects they have diverged, and that divergence now appears to have resulted in path dependence. This paper explores aspects of this divergence and path dependence.

MEDIA

July 2011

【+】 SPECTRUM BATTLE SPELLS BUSINESS OPPORTUNITIES

Broadcasters and wireless telecommunications companies are increasingly competing for scarce spectrum resources, and that appears to mean new business opportunities for manufacturers of TV station transmission antennas and filters, particularly for those who are trying to adapt their products to the new environment.

ASIA PACIFIC BROADCASTING

July 2011

【+】 NETWORKS TARGET A BIGGER SHARE OF SOCIAL MEDIA DOLLARS

As consumers spend more time online, broadcast and cable networks continue to bulk up on their digital offerings, with advertisers intent on reaching these consumers with increasingly effective ads. Network-generated online video, websites and microsites are no longer considered “emerging media” – they have arrived. The challenge, however, is how to create ads for a platform that wasn’t designed for them.

BROADCASTING & CABLE

May 16, 2011

【+】 「微時代」的電視傳播

微博已具備了自媒體的幾乎所有基本要素。在相互借力的今天，微博進入了電視，電視接納了微博。傳播速度和受眾廣度，民間和專業人士的報料和呼籲，到主流媒體的關注和報道，在內地市場正以前所未見的急升勢頭呈現出來。

《南方電視學刊》

2011年第三期

【+】 廣電「借腦」和「用腦」實踐中的經驗教訓

廣電行業經過市場化和跨行業的產業轉型，踏入了一個競爭更為激烈的大變革時代。當廣電行業自身難以應對複雜的市場競爭局面時，作為「外腦」的廣電專業的諮詢管理公司應運而生。對於「外腦」—諮詢管理公司的作用，大部分廣電媒體並沒有清晰的認識，但也有少數電視媒體捷足先登大膽引入「外腦」；亦有一些借「腦」流於形式，無疾而終。

《南方電視學刊》

2011年第三期