

## 【+】 COMPRESSION CHALLENGES FOR NEXT-GEN TV SERVICES

The Asia-Pacific region may be lagging in adoption of HDTV and 3DTV, but industry experts see signs that it may lead the way in adopting the kinds of video compression needed for the next generation of TV services. The goal is to take a single TV programme and deliver it in multiple ways.

*ASIA-PACIFIC BROADCASTING*

*June 2011*

## 【+】 FASTER YET CHEAPER MAMs

A number of Media Asset Management (MAM) solution providers have created new MAM offerings for broadcasters and production houses in recent times. Today's technologies are providing broadcasters with MAM systems that are faster yet more cost-effective.

*ASIA-PACIFIC BROADCASTING*

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## 【+】 BOOMING INDUSTRY PROVIDES PLETHORA OF OPPORTUNITIES

The marketplace for Internet-connected TVs and mobile devices is booming, and by 2015 the number of consumers with a connected device might even be triple. Both viewers and content providers will benefit from the new delivery platforms as they provide increased opportunities to interact with televised content.

*BROADCASTING & CABLE*

*May 30, 2011*

## 【+】 INTERACTIVITY AND ADVERTISING COMMUNICATION

The notion of 'interactive' advertising is used in the advertising industry to increase attraction to new types of media and means of transmitting advertising messages. This paper inquires whether 'interactive' advertising is as new and effective as it is depicted by advertising practitioners.

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## 【+】 中國電視產業研發的釐清、建構與前瞻

當研發已經成為創新型企業不可或缺的常態運作時，內地電視業界才剛剛成為一個熱詞。廣電的行業協會和主管部門開始建立了專業的研發機構，如中國廣播電視學會的電視學研委會等，國家廣播電影電視總局也組建了旨在進行政策開發研究的廣播影視發展研究中心。所有這些現象，預示着中國電視業界對於電視研發的覺醒。

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## 【+】 紀錄片網絡新媒體傳播

由北京師範大學紀錄片中心和中國傳媒大學聯合組成的中國紀錄片戰略發展研究課題組對2010年中國紀錄片發展現狀進行調研，發佈了《2010年中國紀錄片研究報告》。本文摘錄該報告關於紀錄片在網絡新媒體傳播的論述。

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