

【+】 WHY THE DIGITAL DIVIDEND WILL NOT CLOSE THE DIGITAL DIVIDE

Technological advance makes it possible to use broadcasting frequencies more efficiently. All over the world, terrestrial broadcasting infrastructure is being updated to switch from legacy analog to digital television. For the same broadcasting coverage less spectrum is required, and a “Digital Dividend” – the freed spectrum – is to be distributed. Many options on how to make best use of these frequencies are being discussed and have to be weighed against each other.

INTER-MEDIA

May 2011 Volume 39 Issue 2

【+】 MONETIZE, MONETIZE – AT A PRICE

Monetization. A simple, contrived word remains digital media’s most intractable problem of all. Fifteen years of Internet experimentation have taught the industry one rather basic fact: most consumers are disinclined to pay for what they get and given the choice would rather not pay for what they consume at all. The customer, in short, is king. In the Internet world, this is a fact that remains abundantly clear – price or no price.

INTER-MEDIA

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【+】 AUTOMATION EXPANDS BEYOND RECESSION – AND CONTROL ROOM

Demand for cost-saving, work-easing production systems remains high as television stations look to transform more of their operations. The success broadcasters have seen in automating news production and play-out is transforming demand for automation systems, changing both the nature of automation systems and their importance to the industry.

BROADCASTING & CABLE

May 9, 2011

【+】 NEW MEDIA, NEW AUTOMATION SYSTEMS

The best illustration of how automation systems are spreading their reach far beyond production and playout can be found in their growing importance for multiplatform efforts. Broadcasters eye systems for automating delivery of multiplatform content.

BROADCASTING & CABLE

May 9, 2011

【+】 CONTENT REMAINS KEY – WHETHER DELIVERED FOR HDTV OR 3DTV

As broadcasters move to new platforms, good content remains the most important ingredient for success. Broadcasters who are able to provide the best content would continue to hold the edge.

ASIA-PACIFIC BROADCASTING

April 2011

【+】 智能電視播出體系研究

從全球範圍來看，無論電訊、互聯網和電視巨頭都相繼投入巨資開發智能電視機。智能電視機的發展呈現出不可逆轉的趨勢。從市場環境看，中國的政策導向有利於智能電視推廣。由智能電視終端技術展望未來的智能電視播出體系，一套集合高效能、高質量、高安全的播出體系架構正在孕育中。

《世界寬帶網絡》

二零一一年五月