

## 3DTV CONTINUES TO GAIN

The year 2010 was a milestone of sorts for a number of 3DTV-related events. Aside from an industry-wide push for the adoption of 3D-enabled sets and the latest 3D content production tools, a wider deployment of 3DTV services and channels also took place.

*ASIA-PACIFIC BROADCASTING*

*April 2011*

## 3D MOTION PICTURES

Making films for 44 years, key director of the New German Cinema of the 1970s and now president of the European Film Academy, Wim Wenders started to shoot in 3D. His new film 'Pina' marks not just the culmination of a 20-year quest to film the work of choreographer Pina Bausch, but also a bold leap into the world of 3D.

*SIGHTS & SOUND*

*May 2011*

## NETTING VIEWERS

As televisions start hooking up to the Net, they are becoming a big opportunity – not a hindrance – for content owners in Asia. Yet, the star feature on these newfangled models – viewing paid content over video-on-demand services – is still elusive to TV viewers outside the United States, including tech-savvy Asian markets.

*TELEVISION ASIA PLUS*

*April 2011*

## ALL QUIET ON THE EASTERN FRONT

In a world where some Asian brands clearly have the ability to permeate Western markets, why do Asian media continue to struggle? There is no doubt that the territory has the technological capabilities to rival some western brands. Although with significant cultural differences between the East and the West, there do remain significant opportunities for Eastern content heading West.

*TELEVISION ASIA PLUS*

*April 2011*

## SINGAPORE OPENS FOR BUSINESS

The Southeast Asian state is wooing Western media firms to help build its digital economy, but its reputation as an outsourcing hub will take time to displace. The Singaporean government is pumping billions of dollars into kick-starting a TV, film and digital media industry. Media and entertainment, in particular interactive and digital media, are identified as one of the country's major sources of revenue.

*BROADCAST*

*April 15, 2011*

## CREATIVITY + EFFECTIVENESS

Creative advertising has been shown to have a positive impact on marketing effectiveness, but brands and agencies are still struggling to define the creative contribution. The wide availability of data means that there is much more that can be measured, but at the same time this increase in information can be counter-productive.

*CAMPAIGN*

*May 2011*