

【+】 TECHNOLOGY VS COPYRIGHT

The adoption of new technologies is causing some stress to the current copyright regime. Content owners deploy different legal and technological means to enforce their copyrights, with varying success. Governments and regulators have to start thinking how to help the local broadcasters and domestic content creators meet the challenge of the million-channel TV set.

ASIA-PACIFIC BROADCASTING

March 2011

【+】 TABLETS AND SMART TVS : WHAT YOU NEED TO KNOW

Everyone is understandably expecting smart devices – TVs connected to the Internet, tablets like the iPad with a wireless connection, smartphones, game consoles or computers networked into a TV set – to have a profound impact on virtually every aspect of the television business. Questions concerning affordability, required bandwidth and content development will continue to be addressed, and are bound to influence the pace at which these highly touted devices will be embraced.

BROADCASTING & CABLE

January 17, 2011

【+】 THE FIGHT TO OWN THE DATA DELUGE

The relentless growth of consumer data has led to a surge of investment as specialist agencies look to impose themselves on the future of media optimization. Data is proliferating at a rate of knots. Media markets will begin to mature and maturity will mean increasing use of analytics and data.

CAMPAIGN

March 2011

【+】 KEY SATELLITE INDUSTRY TRENDS TO WATCH IN THE NEW DECADE

The satellite industry has weathered the global economic crisis better than other industries. The period between 2007 to the present represented some of the largest investments in new satellite infrastructure in the history of the industry.

ASIA-PACIFIC BROADCASTING

January 2011

【+】 三網融合，城市廣電是喜是憂？

城市廣播電視是中國市場經濟和計劃經濟雙重作用的產物，不僅要在中央和省兩級廣播電視的壓力下求生存，而且要在縣級廣播電視的分割中求發展。隨着三網融合進程的不斷加快，內地城市廣播電視臨着巨大的競爭和挑戰。

《傳媒》

二零一一年二月

【+】 內容分組播存技術 — 從技術上融合三網

當前的互聯網按主機地址分組運行，存在「流量劇增、內容難管、耗能過大」等問題。本文提出增加按內容屬性分組的運行機制，並把廣播網與電信網看成是未來互聯網的基礎設施，問題有望迎刃而解。

《世界寬帶網絡》

二零一一年三月