

## **[+] JAPAN SET TO BE FIRST TO GO FULL DIGITAL IN ASIA**

Japan will be the 15th country in the world, and the first in Asia, to switch to full digital broadcasting when it completes the transition in July 2011. For Japan, the switch to full digital broadcasting will be the culmination of a journey that began in 2003. Japan's main public broadcaster NHK had announced that at the end of March 2011, analogue-TV services via broadcasting satellite would cease, four months ahead of schedule. Whereas analogue broadcasting, both in terrestrial and satellite services, will be terminated and shifted completely to digital nationwide in July.

*ASIA-PACIFIC BROADCASTING*

*November 2010*

## **[+] VIEWERS GOING FOR NON-TRADITIONAL DEVICES TO TAP TV CONTENT**

In this era of Internet-delivered content, new devices are being deployed to enable consumers to access even TV programmes via IP. While most of the attention to date has been focused on people watching TV on handphones and laptops, the big switch may be to watching via Internet-connected game consoles. The trend to alternative devices and delivery methods is really just beginning. There is no time to waste in starting to experiment with and learn about the rapidly evolving environment.

*ASIA-PACIFIC BROADCASTING*

*November 2010*

## **[+] FUZZY PICTURE FOR HD ADVERTISEMENT SPOTS**

Years after HD (High-definition) programming became widely available, many U.S. stations and channels still haven't completely upgraded their infrastructure to handle HD ads and are simply up-converting standard definition ads to HD. The death of HD ads runs across all sectors of the television industry. Still, progress is being made and media distributors are working to smooth the path for HD ads.

*BROADCASTING & CABLE*

*December 13, 2010*

## **[+] HOW TV IS HANDLING THE NEW MEDIA REVOLUTION**

Social media is the buzzword of the moment. It has even overtaken porn as the most popular activity on the web. Social media is now an essential tool for attracting and retaining an audience. Is it merely a marketing tool? Or an entertainment in its own right? What have broadcasters learned from experience about leveraging social media?

*BROADCAST*

*November 12, 2010*

## **[+] BANGING THE DRUM FOR A BOLDER BBC**

The director of BBC Vision wants to demonstrate the BBC's value by making it surprising and different, saying that BBC is at the moment that needs to forcibly make the argument for Public Service Broadcasting in U.K. Although no one has a rule book when it comes to plotting the digital future, it is important to get it right as it will fundamentally affect the quality of what converged media offers the world.

*BROADCAST*

*October 1, 2010*