

【+】 FRIENDS WITH BENEFITS

Networks all over the hipness scale are turning to social media to communicate with viewers and build larger, more engaged audiences for their shows. While doing so, they are getting the added benefit of accumulating enough followers to attract the interest of their advertising clients.

BROADCASTING & CABLE

October 11, 2010

【+】 A GOLDEN FUTURE

The National Public Radio in US has recently launched Argo, its pilot project creating Websites that aggregate local and national news according to various themes. To a Web surfer, the difference between a multimedia news site run by a public radio group and one run by a local commercial TV or radio station is zip.

BROADCASTING & CABLE

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【+】 WHAT'S NEW FOR DVB-H?

Recently, a number of international technology companies submitted technology proposals for the next generation of digital video broadcasting-handheld (DVB-H) systems for delivering TV to mobile devices, and a team of technology experts is about half way through the process of sorting through them.

ASIA PACIFIC BROADCASTING

October 2010

【+】 GEARING UP FOR 3D DEMAND

With the increasing demand to broadcast 3D TV content, even uplink facilities need to be sure that their infrastructures are now capable of transmitting large amounts of data, in the quickest way possible. Broadcasters and mobile earth station operators have begun climbing the "learning curve" on producing and transmitting live 3D TV broadcasts.

ASIA PACIFIC BROADCASTING

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【+】 三網融合加劇網絡視頻市場競爭

用戶數量基礎和業務的快速增長，使得網絡視頻產業市場成為近年國內的投資熱點。傳統媒體、綜合門戶網站、電信運營商競相進入，新興網絡視頻網站如雨後春筍般湧現，再加上三網融合政策的突破，網絡視頻市場的競爭愈演愈烈。

《世界寬帶網絡》

二零一零年十一月

【+】 省級廣電：從「集團化」到「台化」

去年上海廣播電視台、上海東方傳媒集團有限公司正式揭牌，標誌着上海在全國率先整體實施廣播電視制播分離改革。近一年來，遼寧、四川、北京、湖南、山東等省級廣播電視台也紛紛掛牌成立，而原來於上世紀末本世紀初建立起來的事業性質省級廣電集團則同時撤銷。從「集團化」到改為廣播電視台的「台化」，改革背後的原因是什麼？它對中國廣播電視事業和產業發展有什麼積極意義及影響？這是否今後省級廣電改革的方向？

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