

[+] IPTV : THE NEW FACE OF TV?

Convergence is likely to be a key area driving future innovation in IPTV, where all types of devices, including mobile devices will be combined into one interactive platform to deliver video content over an all-IP infrastructure. The great potential of IPTV to mix, match and combine services on the fly, based on user preferences, will continue to shape the future of IPTV, offering greater interactivity and the ability to display content across various platforms.

ASIA PACIFIC BROADCASTING

August 2010

[+] 廣電網絡「三網融合」發展之路的思考

「三網融合」儘管技術基礎已經具備，可是真正操作起來卻也是千頭萬緒，除了技術還有業務、服務、終端、監管以及商業模式等多個方面需考量。「三網融合」的最大障礙是門戶之見，要用發展、辯證的眼光來看待三網融合，比如在網絡建設上如何進行資源共享，建立互信、協商機制，促成互惠發展，最終讓用戶自由選擇、得到實惠、這才是資源共享機制成功的關鍵。

《世界寬帶網絡》

二零一零年八月

[+] TAPELESS WORKFLOW : THE LESSONS LEARNED

Tapeless is the way television production is going. As file-based workflows become more commonplace in the UK TV industry, this article examines the early adoptors to find out whether the transition to tapeless has been worth the investment. The biggest change in programme-making over the past few years has been the rapid incorporation of file-based cameras into a wider range of productions.

BROADCAST

August 6, 2010

[+] 趨勢100創新科技

科技已經全方位包圍我們的生活。在這個世代裡，似乎已經沒有人可以跟科技說不。從你想像得到的電腦、手機、電子書、到想像不到的電視、汽車、咖啡機、全都會有新面貌。變革加速，創新爆炸，所有產品可能只剩一個鈕、手機將取代信用卡、企業管網會被手機App取代，科技與人類更密切互動的過程，又將持續為下一波的科技型態趨勢，醞釀再前進的動力。

《數位時代》

二零一零年八月

[+] REGULATING SOCIAL MEDIA MARKETING

In the UK, iMarketing messages that appear on company websites and social media services such as Facebook and Twitter are to be subject to the same regulations as adverts that appear on television, newspapers or other media. Under the new rules, which will come into effect on 1 March next year, the Advertising Standards Authority will have the ability to demand the removal of paid-for links to pages hosting a banner ad. It will also be able to place its own online ads highlighting an advertiser's continued refusal to comply with one of its rulings.

GUARDIAN

September 1, 2010

[+] THE TRANSITION TO DIGITAL TV

An examination on the reasons behind the move from analogue to digital, and a whole range of other issues facing television broadcasters. Case studies in Canada show where they stand in just one year left before the country's analogue switch-off.

BROADCAST DIALOGUE

September 1, 2010