

1. AD BROADCAST TIME CUT, VIEWING EFFECTIVENESS IMPROVED

The advertising broadcasting and viewing changes in the first quarter of 2010 attracted attention. It was the first quarter that the 61st act of Sarft took effect.

MEDIA

3 June 2010

2. ONE IN THREE HAPPY TO PAY TO WATCH TV ONLINE, SURVEY FINDS

One in three people would be prepared to make micropayments to watch TV online, according to a wide-ranging study of attitudes towards digital entertainment.

BROADCAST

28 May 2010

3. DOES DIGITAL REALLY EQUAL MEASURABLE?

Exciting as it is, marketers have some way to go to truly justify the measurement potential of digital. The industry has yet to come together to agree common standards that can be used to buy, sell and compare media.

DIGITAL MEDIA

Summer, 2010

4. THE MEDIA'S ROLE IN GLOBAL AND LOCAL ENVIRONMENTAL GOVERNANCE

Climate change threatens to push our planet inevitably to the brink of catastrophe more rapidly than previously predicted. We are virtually caught up in a desperate race against time and swimming against the tide in a bid to save the Earth from the impending environmental disaster of an unprecedented scale.

MEDIA ASIA

Volume 37, Number 1, 2010

5. NEWSPAPERS EYE NEW MONEY STREAM

Paywalls. Love them or hate them, the chances are they are here to stay. But as newspapers around the world continue to explore that elusive second stream of revenue – online – some publications might have also struck gold on a third stream of income.

MEDIA

3 June 2010

6. 3D 技術在電視轉播中的應用考慮

3D技術已成為業界炙手可熱的新寵，亦是各大設備開發廠商研究和發展的新趨向，於是如何將3D技術更好地引用到目前的電視轉播和製作中，也成了我們必須研究的課題。

世界廣播電視

二零一零年六月號

* 《傳媒透視》由香港電台出版，新媒體拓展組編製。查詢及來稿，請聯絡執行編輯張玲玲小姐（今期暫代編輯：韋佩文小姐）。

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