

1. NEW TOOLS FOR CONTENT CREATION MAKE THEIR MARK

The recent Vancouver 2010 Winter Olympics and the coverage of the earthquake aftermath in Haiti served as a ‘testing ground’ for newly developed content-creation tools.

ASIA-PACIFIC BROADCASTING

April 2010

2. CAN PRINT FIND A CLEAR DIGITAL PATH?

The global print industry is confounding naysayers by utilizing digital technology. But content needs to be chosen wisely. A recent report published by Innovation International Media Consulting called Innovations in Magazines, suggests there may be plenty of life yet in the print magazine sector.

MEDIA

8 April 2010

3. MEDIA IS THE MESSAGE

There is an argument gaining fashion among Asian countries that democracy and free press are luxuries we cannot afford. It is as if only the rich deserve political rights and freedom. A distinction is made between individual freedom and the social, economic and cultural rights of people, the argument being the right to vote in a democracy does not make any sense unless the voter first has enough to eat.

MEDIA ASIA

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4. GLOBAL MEDIA MAY BE SET TO WELCOME CHINA – BUT NOT CHINESE GOVERNMENT

Early last year, Chinese media companies became global news after the country’s central Government said it would commit almost US\$7 billion to push its state media overseas. The commitment was seen as part of the Government’s soft power push that would allow it to become part of the global news and cultural agenda, but without the usual negative stereotypes.

MEDIA

6 May 2010

5. 共贏一個新時代

技術供應商似乎鮮有關心用戶的「運營」超過「運行」的。畢竟，保證一套系統運行穩定、功能發揮得令人滿意，也就達到了既定的目標。因此假使一位廣電專業廠商，能將自身的優秀運營之道，滲進運營商提供的各種技術解決的方案之中，這正好為三網融合提供了最好的基礎。

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