

1. TV VIEWING AND CHILDREN'S COGNITIVE SKILLS

Due to the long hours of daily TV viewing by children, the entertaining nature of the contents and the impact of the images shown, it is believed that TV viewing has strong influences on children's physical and psychological development. In particular, since TV sets were first introduced to general households, there has been a concern that TV viewing may have adverse effects on academic skills, intellectual abilities and cognitive skills.

MEDIA ASIA

Volume 37, Number 1, 2010

2. HOW TO REBUILD A CABLE NETWORK

The cable industry has got itself a case of rebrand fever. Numerous media companies are already relaunching networks, the M & A market is positioned to heat up and a handful of networks' growth has plateaued.

BROADCASTING & CABLE

March 29 2010

3. CHINA'S GROWTH STRATEGY: CROSSING, CONVERGENCE AND VALUE ADDING

In 2010, China will undoubtedly be the core region providing growth opportunities for broadcast service equipments providers in the Asia-Pacific. Concepts such as HD, interactivity, network convergence, value adding and the next-generation broadcast network will provide more dynamism with the country's broadcast landscape.

ASIA-PACIFIC BROADCASTING

April 2010

4. VOICE SOCIAL NETWORKING IN INDIA OFFERS ADVERTISER POTENTIAL

When the new voice social networking service Bubbly became instantly popular in India – and on its way to making a profit – advertisers questioned what they could do to get in on this social networking fad, and why it may already be a niche-market product.

MEDIA

8 April 2010

5. 電台網絡化時代的網絡管理

網絡時代的來臨，給廣播事業提供了新的契機。Internet因可匯集文字、圖像、視頻、音頻，成為名符其實的第四大媒體。在這Internet的陣地上，廣播與報紙、電視具有了同等的競爭力，廣播電台可以憑藉Internet實現文字、圖像、視頻、音頻的傳輸，搶佔第四媒體的前沿陣地，為廣播的發展創造新的經濟增長點。

世界廣播電視

二零一零年四月號

* 《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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