

1. 供應鏈重構：黨報改革轉型路徑

媒體產業的競爭在中國已全面升級，具體到報業，就連黨報在這環境下也需改革轉型、推進市場流程的再造。在整個報業集團供應鏈中，新聞採編處於前端，而關鍵就在於要求新聞的及時性。  
傳媒 二零零九年十二月號

2. YOUTUBE'S SOCIAL NETWORK

YouTube has become a major web phenomenon but in the sociological context in which it operates, content creation is probably far less significant than the uses of that content within various social network setting.

INTER-MEDIA

December 2009

3. EMBARGOING THE PRESS RELEASE, PERIOD

With increased digital awareness by clients worldwide, public relations agencies are rushing to adapt their communication strategies to appease the rising demand for integration. But, in doing this, traditional tactics are sometimes left behind, including the heart of all PR: the press release.

MEDIA

January 2010

4. EXPLOITING NICHE TO ATTRACT REVENUE

The TV industry has so far held strong in the face of the economic downturn but the appearance of more and more channels into the digital sphere is a looming spectre of increasingly smaller and splintered audiences. Sponsors seeking to target a mass audience are viewing smaller channels and their smaller audiences with a hefty amount of scepticism.

ASIA-PACIFIC BROADCASTING

January 2010

5. 3D REALITY SETS IN

After a flurry of announcements from programmers, operators and TV set-makers at the 2010 Consumer Electronics Show about their plans to launch new 3D high-definition channels, network engineers and technology vendors are now grappling with the reality of how to produce and deliver 3D content cost-effectively using as much of their existing 2D infrastructure as possible.

BROADCASTING & CABLE

January 2010

6. RESEARCH SHOWS MALAYSIAN CHINESE ARE A TOP TARGET

Marketers in Malaysia should consider Chinese-language newspapers to attract those with higher household incomes.

MEDIA

14 January 2010

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