

1. 電台新聞播出系統設計

廣東電台自全面推廣使用自動化音頻工作站播出系統之後，實現了播出系統的數字化、網絡化和自動化。廣播節目的製作、編輯、播出模式均起了變化。在這形勢下，傳統的新聞播出如何和自動化播出系統相結合呢？

《世界廣播電視》

二零一零年一月號

2. INTERNET TV GAINING GROUND IN ASIA

Internet TV—not to be confused with the IPTV walled-garden variety—is said to be acquiring a growing number of followers and several companies are expected to be big players in Internet TV, which is expected to generate US\$6 billion in equipments sales in 2010.

ASIA-PACIFIC BROADCASTING

January 2010

3. MONITORING THE BROADCAST MONITORS

Technology is enabling broadcasters to use various kinds of broadcast monitors to meet specific functions like checking the quality of videos being broadcast in a multi-format environment.

ASIA-PACIFIC BROADCASTING

January 2010

4. TV FORMAT RIGHTS PROTECTION

This article makes an analysis in UK, France and the US to discuss the difficulty of protecting TV formats under available law.

INTER-MEDIA

December 2009

5. KOREAN CONTENT GETS GREEN-LIGHT IN EUROPE

According to the Korea Creative Content Agency newly merged with the KBI, the three major Korean networks, the producers of Korean drama series, attracted the interest of foreign buyers, confirming the potential for Korean content in European markets.

TELEVISION ASIA PLUS

December 2009

6. GOING OUT OF TUNE?

This paper examines how the youth in Japan uses mobile TV (on-seg TV service) in comparison to other functions and mobile data services.

MEDIA ASIA

Volume 36, Number 4, 2009

7. WILL 2010 PROVE TO BE THE YEAR OF THE MOBILE

The mobile marketing industry made strides in 2009. But will a rise in mobile internet users translate to an increase in confidence among marketers?

MEDIA

14 January 2010

* 《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）。

Media Digest is published by RTHK and produced by New Media Unit. Enquiries and contribution, please contact Managing Editor Ms Mayella Cheung (Acting Editor: Ms Echo Wai).
電話 / Tel : (852) 27941677 傳真 / Fax : (852) 27941137 電郵 / Email : cheungll@rthk.org.hk