

1. THE SMALL SCREEN'S NEXT BIG THING

Major media companies, especially television networks, are continuing to increase their presence in the mobile space. To snag elusive user/viewers, TV networks are making “i contact” with mobile applications.

*BROADCASTING & CABLE*

*December 7, 2009*

2. STANDING OUT FROM THE MEDIA CROWD

For an effective on-screen branding, capturing viewer’s attention with eye-catching idents has never been more important. This article examines the success factors for on-air marketing.

*BROADCAST*

*November 13, 2009*

3. GOING AUTO

The more TV channels are deployed, the more crucial it becomes to manage and automate content being aired. Broadcasters are seen investing in automated systems that make workflows not only more efficient, but more cost-effective as well.

*ASIA-PACIFIC BROADCASTING*

*December 2009*

4. THE RIGHT CAS FOR IPTV SERVICES

The deployment of more IPTV services in the region means operators need to provide the right condition-access system (CAS). But what features do operators need to look out for?

*ASIA-PACIFIC BROADCASTING*

*December 2009*

5. SOCIAL MEDIA SEES BREAKTHROUGH YEAR

Social networking as a concept is hardly new. But for Asia, at least 2009 was a breakthrough year. The past 12 months have seen astonishing growth for the region’s social networks.

*MEDIA*

*December 17, 2009*

6. POWER PLAYS

It’s been a tough time for the media industry in many respects, but the clear potential for growth of pay TV in this region has been a catalyst for investment by new operators. As million more Asians switch to pay TV, more platforms are launching. In the past 18 months, 18 new pay-TV operators have launched in Asia.

*CASBAA CONNECTION*

*Quarterly 4, 2009*

7. 高清電視時代的機遇與挑戰

當阻礙高清電視在國內發展的要素逐步消除，中國將可步進入高清電視時代。唯有利用交互平台開拓新的增值業務，才是高清電視運營的根本保障。

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