

1. TIME IS RIGHT FOR IP BROADCAST MEDIA CONTRIBUTION

Driving the move to Internet Protocol (IP) contribution-based networks is the emergence of HD video. With a need to deliver ever-higher quality and a growing number of new platforms and formats in a seamless TV experience, media companies need to re-evaluate their technology platforms and build a more efficient, flexible and scalable network foundation.

ASIA-PACIFIC BROADCASTING

October 2009

2. MORE VIDEO CAPACITY FOR WIRELESS NETWORKS

The new generation of wireless solutions in Asia now have more capacity to handle video content. Even as third-generation (3G) mobile video networks are being deployed in 140 countries worldwide, China has just completed a successful test of a fourth-generation Long Term Evolution (LTE) network that will have the capacity to deliver even more video.

ASIA-PACIFIC BROADCASTING

October 2009

3. A CREATIVE COMING OF AGE

With the global recession causing global marketers to seriously review their costs without losing the quality of works, China is set to become not just a creative hub for the region, but one of the biggest exporters of creative advertising for the world. This article presents two views on the evolution of creative talent and the country's entrance onto the global stage.

MEDIA

October 8, 2009

4. INTELLECTUAL PROPERTY : HOW DO WE PROTECT TV FORMAT RIGHTS?

There has been little focus on the protection of TV format rights via unfair competition law internationally. It is proposed that due to the divergence of approaches to originality under copyright law, it is more suitable to protect TV formats under unfair competition laws as opposed to copyright or the creation of another *sui generis* right.

INTER-MEDIA

September 2009

5. QUALITY CONTENT MADE EASY

Developing quality content for all the rapidly emerging platforms does not need to be a costly exercise, if a few key recession-busting tips are put into place. More viewers are demanding high quality content that is easier to find and relevant to them.

BROADCAST

September 11, 2009

6. 數位電視開播－娛樂個人化時代來臨

多年來雷聲大雨點小的台灣有線電視數位化，終於在今年度正式於各地陸續上線，這不僅將為業者帶來全新的競爭型態，台灣消費者也將面臨新的視聽經驗、新付費服務及新客戶服務關係的嶄新時代。

《數位時代》

二零零九年十月

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