

### 1. MANAGE YOUR ASSETS WITH THE RIGHT SYSTEM

Now largely transitioned into the digital age, radio and TV broadcasters are seeking creative and cost-effective ways to leverage new and archived media not only during day-to-day production, but also in services that reach consumers via newer platforms and devices. Broadcasters would do well to consider looking for an asset management system that is modular in nature and can be expanded according to the facility's requirements and user needs.

*ASIA-PACIFIC BROADCASTING*

*August 2009*

### 2. MOBILE TV WILDFIRE IN ASIA

The deployment of mobile-TV services is spreading fast across Asia, with massive growth much anticipated. The potential growth of mobile TV in Asia appears to be limited only by the availability of spectrum and access to attractive programming. The key in many markets is the availability of 3G mobile spectrum which can significantly improve the service. At the same time, content is also the key to success.

*ASIA-PACIFIC BROADCASTING*

*August 2009*

### 3. THE STATE OF TV NEWS : THAT'S THE WAY IT IS

The more poignant question is whether traditional journalism is evolving or devolving. We all like to say it is the former, but most traditional folks deeply fear it's the latter. Amidst social media and citizen journalists are in the scene, that doesn't excuse it being substandard journalism in the traditional sense.

*BROADCASTING & CABLE*

*July 27, 2009*

### 4. CAN PUBLISHERS MAKE THE INTERNET PAY?

Is 2009 the year the Internet stopped being free? The answer is probably no, but the pressure on publishers to find a way to make money from the Internet is growing, and charging consumers for access to websites appears to be back on the table.

*MEDIA*

*May 7, 2009*

### 5. A SUBTLE APPROACH

Don't call it TV on the Internet ; TV for the Internet is more accurate. Better yet, drop the TV part altogether and call it what it truly is – branded entertainment. One of the things the Internet is revolutionizing for marketing is clear - the engagement level and targeting opportunities are better. And subtlety is the key to walking the fine line between entertainment and a commercial message.

*iMedia Connection*

*September 3, 2009*

### 6. THE BIG SWITCH

Over the past two years, digital projection has begun to transform cinema-going in the U.K. But as exhibitors and distributors argue about who should pay for the new technology, reports of the death of celluloid may be premature. And the irony is that digital could help drive independent cinemas out of business.

*SIGHT & SOUND*

*September 2009*

\* 《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。

**Media Digest** is published by Radio Television Hong Kong and produced by New Media Unit.

Enquiries and contribution, please contact Managing Editor Miss Mayella Cheung.

電話 / Tel : (852) 27941677 傳真 / Fax : (852) 27941137 電郵 / Email : cheungll@rthk.org.hk