

1. PREMIUM RATE SERVICES REGULATION : HOW MUCH, HOW FAR?

Premium Rate Services (PRS) have become commonplace in today's television programmes, but in recent years as their popularity has increased, they have been the cause of much controversy. PRS cover a wide range of actions, from phone information services, to phone chat services to interaction with a television programme. This article deals with the interaction with TV programmes where viewers are charged by their phone provider to interact or participate.

INTER-MEDIA

Volume 37, Issue 2, 2009

2. THE YOUTUBE DILEMMA

YouTube provides a steady stream of inspiration to advertising creatives, but it leaves young directors vulnerable to having ideas stolen and agencies open to accusations of plagiarism. This is naturally a blurred idea and brings to the thorny issue of whether a commercial has only been 'inspired' by another piece of work, consciously or unconsciously, or whether an idea has been deliberately lifted.

CREATIVE REVIEW

May 2009

3. FILMING ANOTHER DIMENSION

3DTV sounded like science fiction a year ago, but today UK broadcasters are delivering in the home. The BBC pioneered the first live satellite 3DS (stereoscopic) broadcast last March, test transmissions have moved from cinema venues to the home. Some predicted 3DTV could become a mass entertainment medium in the UK within three to five years. But there are still substantial issues to overcome first.

BROADCAST

July 24, 2009

4. DIGI-CHANNELS ENJOY BRAVE NEW POST-DTV WORLD

The digital channel landscape is colorful. There has been a lot of channel-surfing and a lot of press about digital channels in the U.S. The stations that are up and running with them can indeed take advantage of all these interests.

BROADCASTING & CABLE

June 22, 2009

5. 新一代的網絡廣告創新應用

行銷新藍海，跨界網絡影音，網絡已成為接觸率第二大的強勢曝光媒體，是廣告主進行整合行銷時不可或缺的一環，接觸族群的「深度」與「廣度」更持續提升。

《數位時代》

二零零九年七月號

6. 手機電視何去何從？

隨著手機報、手機小說、手機廣播、手機電影、手機動漫等內容元素的漸次出現，手機電視作為一種新型的傳輸平台，在國內的發展引起各方關注。

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