

**1. BRANDING UNLOCKS MULTI-CHANNEL POTENTIAL**

In a multi-channel environment, branding is said to be key to establishing a consistent presence among viewers – and there is no lack of technologies for the task in the Asia-Pacific. This article looks at the position taken by some broadcasters in the region.

*ASIA-PACIFIC BROADCASTING*

*May 2009*

**2. INTERNET TV : HUGE POTENTIAL FOR GROWTH IN THE ASIA - PACIFIC**

The market for Internet TV in the Asia - Pacific is described by analysts as “fragmented” and in its infancy or growth stage, the very reason this new media market is expected to have plenty of room for growth. But just when will key players emerge? Should this worry traditional TV operators?

*ASIA-PACIFIC BROADCASTING*

*May 2009*

**3. THE NEWS HUB COMES OF AGE**

Tapeless technology is not only changing the role of reporting personnel, it is also enabling broadcasters to design newsrooms that move away from traditional layouts. The rise of the tapeless newsroom has been as inexorable as it has been inevitable.

*BROADCAST*

*May 8, 2009*

**4. POST WORKFLOW REVOLUTION**

The Internet has been revolutionizing media. Remote web-based editing technologies would radically impact on video post-production by shortening schedules and changing the way people work with potentially huge ramifications.

*BROADCAST*

*May 15, 2009*

**5. MUCH A – TWITTER ABOUT SOMETHING**

The popular micro-blogging service Twitter has left the world of technorati and entrenched itself into the mainstream lexicon. Twitter’s single biggest advantage in the broadcast industry is its marketing power and reach. And there is a sudden recent burst of usage of Twitter by TV networks, shows, individual stars and TV characters.

*BROADCASTING & CABLE*

*May 11, 2009*

**6. 新媒體網絡事業生存關鍵：每天都要 KPI**

相較傳統媒體，網絡媒體算是新興事業，營運需要長期培植，亦仍無必勝之盈利模式。關鍵業績指標 (Key Performance Indicator) 就是生存要素。

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